

Tully Road Eastridge Business Improvement District

Item 8.1

September 10, 2024

Nanci Klein	Director, Office of Economic Development + Cultural Affairs
Blage Zelalich	Deputy Director, Office of Economic Development + Cultural Affairs
Victor Farlie	Assistant to the City Manager, Office of Economic Development + Cultural Affairs

BUSINESS IMPROVEMENT DISTRICT (BID)

BIDs are formed pursuant to the California Parking and Business Improvement Area Law of 1989.

BID law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area.

BIDs allows business owners to organize their efforts and raise funds exclusively for the benefit of the district.

Business owners within the assessment district boundaries fund the district, and 99% of funds are used to provide services desired by and benefitting businesses within the district.

City Council renews the BID annually.

The Tully Road - Eastridge business corridor stretches from Highway 101 to Capitol Expressway, and is an extensive and active cultural business district.

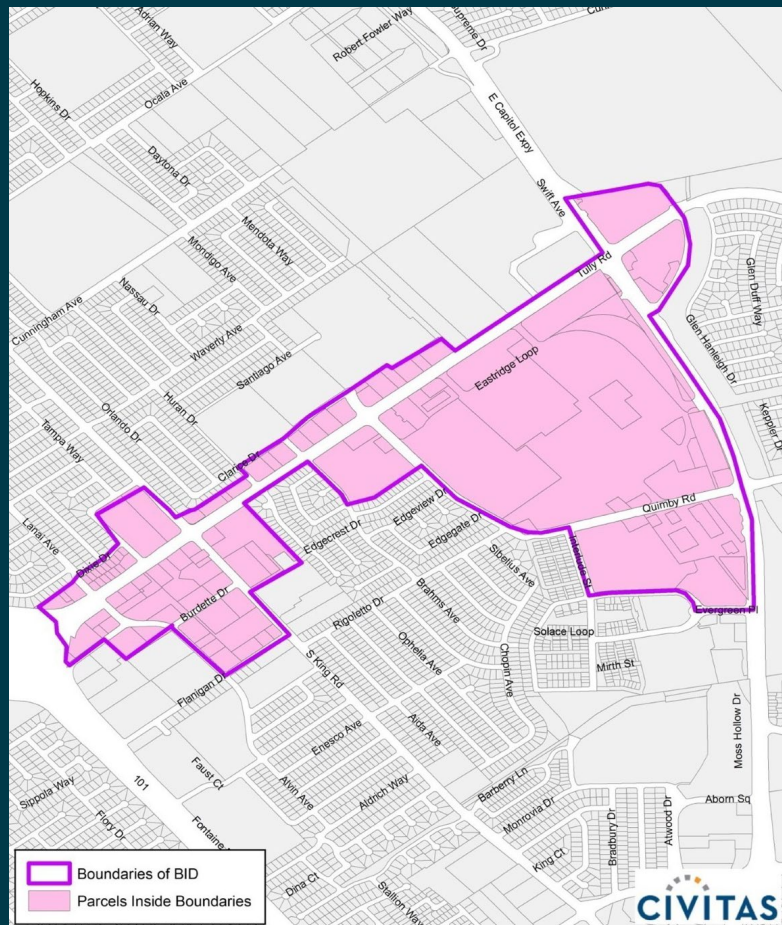
~ 500 Businesses

Primarily small, immigrant-owned businesses

Over 4000 Jobs

Food and beverage, retail, professional services

Anchors are *Eastridge Mall* on the east end and *Chuck E. Cheese* on the west end. The corridor falls within Council Districts 7 and 8.



Business Category	Annual Assessment Rates	Number of Business	Assessment Revenue
Financial Institutions	\$450	5	\$2,250
Retail/ Hospitality	\$385	329	\$126,665
Non-retail/ Professional Services	\$300	123	\$36,900

Assuming 65% of assessment revenue is collected, **projected revenue for the first fiscal year is \$108,000.**

BUDGET AND SERVICE PLAN

Service	Budget
Clean & Safe <ul style="list-style-type: none">• Sidewalk cleaning - Highway 101 to Capitol Expressway• Security cameras	\$87,480
Marketing & Branding <ul style="list-style-type: none">• Events to increase foot traffic and sales• Banners and other marketing materials	\$11,880
Administration	\$4,320
Contingency/Reserve	\$3,240
City Administrative Fee	\$1,080
Total Expenses	\$108,000

TREBID FORMATION TIMELINE

Action	Date
First Council Meeting <ul style="list-style-type: none">Resolution of Intention to Establish a BID	September 10, 2024
Publication and Mailing of Notice	September 17, 2024
Second Council Meeting <ul style="list-style-type: none">Public Meeting to set the Public Hearing date	October 1, 2024
Third Council Meeting <ul style="list-style-type: none">Public Hearing	November 5, 2024
Fourth Council Meeting <ul style="list-style-type: none">Second Reading of the Ordinance	November 19, 2024
Ordinance becomes law (30 days after adoption)	December 19, 2024
Assessment begins	February 2025

Q & A



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