



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Nanci Klein

**SUBJECT:** SEE BELOW

**DATE:** August 19, 2024

Approved:

Date:

8/29/24

**COUNCIL DISTRICT:** 7, 8

**SUBJECT:** Preliminary Actions Required for the Creation of the Tully Road Eastridge Business Improvement District and Levy Assessments for Fiscal Year 2024-2025

**RECOMMENDATION**

(a) Adopt a resolution:

- (1) Declaring the City Council's intention to establish the Tully Road Eastridge Business Improvement District;
- (2) Setting a public meeting for October 1, 2024 at 1:30 p.m. and a public hearing for November 5, 2024 at 1:30 p.m.;
- (3) Directing the City Clerk to publish the required notice of the public meeting and public hearings; and
- (4) Appointing an Advisory Board to advise the City Council on all issues related to the Tully Road Eastridge Business Improvement District.

(b) Subject to the establishment of the Tully Road Eastridge Business Improvement District:

- (1) Preliminarily approve the budget report of the Advisory Board for Fiscal Year 2024-2025; and
- (2) Adopt a resolution of intention to levy an assessment for Fiscal Year 2024-2025 and set a public hearing for November 5, 2024 at 1:30 p.m. on the levy of assessments for Fiscal Year 2024-2025.

**SUMMARY AND OUTCOME**

Adoption of this resolution will result in a public meeting on October 1, 2024 and a public hearing on November 5, 2024 on the formation of the Tully Road Eastridge

Business Improvement District (TREBID) and the levy of assessments on assessed businesses for Fiscal Year 2024-2025 in the TREBID.

## **BACKGROUND**

The Tully Road - Eastridge corridor is a significant and active commercial area with over 500 businesses serving a diverse resident population and acts as a major gateway to and from Evergreen and East San José. This area includes the Eastridge Mall and the corridor along Tully Road, which is lined with a variety of restaurants, stores, and local service businesses, including gyms, laundromats, and salons. Many of these businesses are owned by immigrants, some of whom face cultural and language barriers that have historically made access to government services challenging.

In response to the challenges posed by the COVID-19 pandemic, City Council approved in the 2021-2022 Fiscal Year Budget Document #91 submitted by former City Councilmember Arenas supporting the formation of the Eastridge/Tully Road Business Association.

The City Manager's Office of Economic Development and Cultural Affairs (OEDCA) issued a request for proposals in the summer of 2022 and contracted with Community Strong Strategies to deliver the work. The initial task was to identify a sufficient number of local business owners to form a business association, design the legal and operational processes to form an association, and continue to serve as the key advisors to local businesses, the City, and stakeholders.

The project began in November 2022, with Community Strong Strategies hosting an inaugural meeting in the Tully Road – Eastridge corridor, followed by extensive outreach with multiple business walks and informal meetings. By May 2023, a fully functioning board had been established, bylaws were approved, and the Tully Road - Eastridge Business Association (TREBA) received its nonprofit 501(c)(6) legal status. The TREBA board has proactively participated in many community events, hosted promotional activities, and strongly advocated for a cleaner and safer business corridor. In May 2024, the TREBA board voted in favor of establishing a business improvement district (BID) in the area. The minutes from the May Board meeting recording the vote are attached as **Attachment A**. In June 2024, Community Strong Strategies contracted with Civitas as a sub-consultant to work on the detailed legal process required to establish the BID.

BIDs are formed pursuant to the California Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. (BID Law) to allow businesses or property owners to assess themselves to support joint efforts, such as physical maintenance, marketing, and promotion. Under BID Law, the City Council may establish a BID by adopting a resolution of intention, conducting a public meeting and a public

hearing, fulfilling certain notice requirements, and adopting an ordinance to establish the BID. The BID must be renewed annually by action of the City Council. BID Law allows for an advisory board to be appointed by the City Council to advise the City Council on all issues related to the improvement district.

San José currently has five BIDs: the Downtown BID, established in 1988; the Japantown BID, established in 1990; a Hotel Improvement District, established in 2006; the Downtown Property Improvement District, established in 2007; and the Willow Glen Community Benefit Improvement District, established in 2008. It has been 16 years since the City of San José last established a BID. The proposed TREBID is the first of potentially six new BIDs that may be formed over the next two years and marks a significant milestone in the City's efforts to organize local business owners, source local business leaders, and generate a permanent source of additional resources for key business districts throughout the City.

## **ANALYSIS**

BID Law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area. Assessment districts allow business owners to organize their efforts and raise funds exclusively for the benefit of the district. Business owners within assessment district boundaries fund the district, and those funds are used to provide services desired by and benefit businesses within the district. At a neighborhood level, the example of mature BIDs in the City, such as those for Downtown, Japantown, and Willow Glen, highlight the positive long-term impact on residents, businesses, and the City.

### **Creation of a New BID**

The following steps must be taken sequentially to establish a BID.

1. **Establishment of an Advisory Board:** The advisory board is appointed by City Council to make recommendations regarding the expenditure of the revenues derived from the assessment and the method and basis of levying the assessment. If the BID is approved, the advisory board will return annually to report to the City Council, request renewal, and submit a proposed budget for the coming year. The advisory board will consist of nine voting members, representing a variety of industries spread across the geographic boundary of the BID area. The advisory board shall include a majority of business owners or representatives of business owners paying the BID assessment.

Staff recommends that City Council appoint the TREBA as the advisory board. The TREBA board has been at the forefront of forming the assessment district. Its vision is to create a safe, sustainable, and clean environment where businesses, employees, and families can enjoy the rich culture of food, retail, and entertainment

the corridor has to offer. The TREBA board actively participated in drafting the budget report and service plan, consulting with business owners along the corridor. The commitment of the TREBA board to the local business community is designed to ensure effective management of the funds.

2. **City Council Adoption of a Resolution of Intention to Establish a BID and Setting of Public Meeting and Public Hearing Dates:** City Council will adopt the Resolution of Intention to establish a BID and set dates for public meeting and public hearing dates. The public meeting provides information and an opportunity to comment on the proposed BID and the levy of assessments. At a subsequent public hearing, City Council will take testimony on the establishment of the BID, the boundaries of the BID, the annual budget of the BID, and the types of activities proposed to be funded from the assessment. If business owners who would pay a majority of the BID assessment protest, the City Council shall not initially establish or renew the BID.
3. **Ordinance Reading:** The first and second readings of an ordinance establishing the BID and the levy of an assessment are the final steps in creating the BID. Ordinances are effective 30 days after the second reading.

The following is a proposed timeline for the creation of the TREBID and initial funding of the district's activities.

Appointment of Advisory Board	September 10, 2024
Resolution of Intention to Establish a BID	September 10, 2024
Resolution of Intention to Levy	
Assessment for Fiscal Year 2024-2025	September 10, 2024
Publication and Mailing of Notice	September 17, 2024
Public Meeting	October 1, 2024
Public Hearing	November 5, 2024
Ordinance First Reading	November 5, 2024
Resolution to Approve Budget and	November 5, 2024
Levy Assessment for Fiscal Year 2024-2025	
City of San José Agreement with TREBA	November 5, 2024
Ordinance Second Reading	November 19, 2024
Ordinance Becomes Law	December 19, 2024
Assessment Begins	February 15, 2025
First Month's Assessments due to City	March 15, 2025
First Payment from City to BID	April 15, 2025

### **Improvement District Boundaries**

The proposed BID will include all assessed businesses, existing and in the future, located within the boundaries of the TREBID described below. A map of the TREBID boundaries is included as **Attachment B** to this memorandum.

<b>Street</b>	<b>Odd Side of the Street</b>	<b>Even Side of the Street</b>
<b>Tully Road (101 to E Capitol Expressway)</b>	1575 Tully Road - 2255 Tully Road	1610 Tully Road - 2198 Tully Road
<b>E Capitol Expressway (Swift Lane to Quimby Road)</b>	None	2950 E Capitol Expressway - 3000 E Capitol Expressway
<b>Eastridge Loop</b>	2185 Eastridge Loop	2210 Eastridge Loop - 2230 Eastridge Loop
<b>Quimby Road (Tully Road to E Capitol Expressway)</b>	2217 Quimby Road - 2375 Quimby Road	2212 Quimby Road - 2380 Quimby Road
<b>King Road (Tully Road to Flanigan Drive)</b>	2415 S King Road - 2577 S King Road	None
<b>Flanigan Drive (S King Road to Alvin Avenue)</b>	1669 Flanigan Drive - 1693 Flanigan Drive	None
<b>Burdette Drive (S King Road to Alvin Avenue)</b>	1661 Burdette Drive - 1675 Burdette Drive	1654 Burdette Drive
<b>Alvin Avenue (Flanigan Drive to Tully Road)</b>	2415 Alvin Avenue - 2493 Alvin Avenue	2444 Alvin Avenue - 2580 Alvin Avenue
<b>Lanai Avenue</b>	2401 Lanai Avenue	None
<b>Fontaine Road</b>	2445 Fontaine Road	None

**Assessment Fee and the Collection Process**

The requirements under BID Law provide a stable funding source for services and improvements in a certain geographic area and state that:

- Funds cannot be diverted for other government programs;
- Funds can be customized to meet the needs of each area; and
- Funds are deployed for various services, including cleaning, safety and beautification, environmental improvements, and marketing and branding.

In consultation with the City, the advisory board leads the design of the assessment fee, referred to as the district charges. The type of business determines the district charge for a business owner and has been carefully established through extensive board discussions and external consultations. This process involved analyzing the assessment rates of established BIDs within the City of San José and aligning them with a budget target that ensures the funding of essential services identified by the advisory board. District charges will be assessed and collected annually. Initially, district charges will be billed and collected through the City’s general invoicing system, separate from the annual business tax. Once the City’s new business tax system is implemented, district charges will be invoiced simultaneously and in the same manner

as the City's annual business tax. The City will collect the assessment fee and then transfer the funds to the nonprofit organization-managed advisory board to spend the funds as outlined in the contract with the City and pursuant to the annual budget submitted to the City Council.

If a business does not pay the total amount of the outstanding combined business tax and district charges, the City shall send up to two delinquent notices to collect any past due district charges. If the City takes any action on business tax delinquencies against a business with delinquent district charges, the City shall also attempt to collect the delinquent district charges. After 120 days of delinquency, the City shall have the option to refer accounts to a collection agency.

The costs of collecting assessments and auditing the BID functions incurred by the City's Finance Department will be an expense in the annual BID budget. This expense will be deducted from the payments made by the City to the district's managing nonprofit organization. The initial proposed budget provides for one percent of the total annual budget, or approximately \$1,080 annually, toward this expense.

The table below provides the annual assessment rate for each assessed business category. The financial institutions' category includes banks, mortgage brokers, and securities brokers; the professional services category includes contractors, insurance agents, medical offices, travel agents, and real estate agents; non-retail includes industrial services, automotive, landscaping, personal care services, nonprofit organizations, and clothing manufacturers; and, the retail/hospitality category includes food and beverage services, restaurants, gasoline stations, drug stores, and clothing stores.

<b>Business Category</b>	<b>Annual Assessment Rates</b>
Financial Institutions	\$450
Retail / Hospitality	\$385
Non-Retail / Professional Services	\$300

Based on current business license tax data, approximately 500 active businesses are within the TREBID boundary. If all 500 businesses pay their business tax, the TREBID would generate \$165,385 annually. However, considering that the weighted average collection rate for existing BIDs in the City of San José is 73%, it is anticipated that TREBID will generate approximately \$120,733 in its first year. The TREBA board adopted a more cautious approach for the first year of operation, assuming a 65% collection rate, generating \$108,000 for the fiscal year. Actual TREBID income and expenditures will be reported to the City Council annually.

**Attachment C** outlines the proposed TREBID budget for Fiscal Year 2024-2025. The budget's most significant expenditures are for clean and safe services and marketing

and branding efforts, which account for 81% and 11% of total expenditures, respectively.

### **EVALUATION AND FOLLOW-UP**

The advisory board will report annually to the City Council to secure the renewal of the BID. The first report is expected in June 2025 and will include a budget report for the 2025-2026 fiscal year.

### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office, City Clerk's Office, City Manager's Budget Office, Finance Department, and the Planning, Building, and Code Enforcement Department. This memorandum was also coordinated with the TREBA.

### **PUBLIC OUTREACH**

The BID area was divided into seven zones for public outreach. TREBA board members and City staff conducted outreach by walking through each zone and interacting with business owners. Each outreach team delivered an informational flier and answered business owner questions on the spot, following the schedule outlined below. The informational flier that was distributed is attached as **Attachment D**.

7/25/24	Zone 1: S King Rd. / Huran Ct. - Lion Plaza
7/30/24	Zone 2: Burdette Dr. / S King Rd. / Flanigan
8/5/24	Zone 3: Alvin Ave. / Fontaine Rd.
8/7/24 8/8/24	Zone 4: Lanai Ave. / Brahms Ave.
8/13/24 8/14/24	Zone 5: Brahms Ave. / Quimby Rd.
8/15/24	Zone 6: Quimby Rd. / Eastridge Loop
8/19/24	Zone 7: E Capitol Express Way / Tully Rd.

Two town hall meetings are scheduled for September 23 and September 30, 2024, to field public questions and comments.

Additionally, this memorandum will be posted on the City's Council Agenda website for the September 10, 2024 City Council meeting.

HONORABLE MAYOR AND CITY COUNCIL

August 19, 2024

**Subject: Preliminary Actions Required for the Creation of the Tully Road Eastridge Business Improvement District and Levy Assessments for Fiscal Year 2024-2025**

Page 8

### **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

### **CEQA**

Not a Project, File No PP17-004, Government Funding Mechanism or Fiscal Activity with no commitment to a specific project which may result in a potentially significant impact on the environment.

### **PUBLIC SUBSIDY REPORTING**

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/

NANCI KLEIN

Director of Economic Development and  
Cultural Affairs

The principal author of this memorandum is Jiawei Tang, Executive Analyst, Office of Economic Development and Cultural Affairs and Victor Farlie, Assistant to the City Manager, Office of Economic Development and Cultural Affairs.

For questions, please contact Jiawei Tang at [jiawei.tang@sanjoseca.gov](mailto:jiawei.tang@sanjoseca.gov) or 408-535-6884.

### **ATTACHMENTS**

Attachment A: May 8, 2024 TREBA Board Minutes

Attachment B: Proposed TREBID Boundary Map

Attachment C: Budget Report

Attachment D: Outreach Handout

**Attachment A: May 8, 2024 TREBA Board Minutes**



**TULLY RD & EASTRIDGE**

Tully Rd. – Eastridge Business Association  
Board Meeting Wednesday,  
May 8, 2024, | 9am - 10am  
Intero Office, 2230 Quimby Rd, San José, CA, 95122

**Minutes**

**Start meeting:** 9:15am

Present:

Christina Bui, Owner of Christina Ao Dai & Designs, Board Chair  
Dilpreet Bhandal, Lion Liquors, Vice Board Chair  
Ken Bhatti, SBA and Business Lender of Cathay Bank, Board Treasurer  
Marvin Morris, Intero Real Estate, Board Secretary  
Cindy Tran, CT Commercial, board member  
Vic Ram, AAA Auto Repair, board member  
Tara Dang, City of San José Mayor's Office  
Haley Nguyen. City of San José- D8  
Denise Morris, Intero Real Estate/Castle Home Loans  
Kevin, Moveable Feast (on Zoom)  
Thomas Ryan Sebastian, .com  
Jiawei Tang- OED  
Nathan Ulsh, President/COO of Community Strong Strategies (On the Phone)  
Diana Zepeda- Community Strong Strategies

1) Partner Updates:

a. Mayor's Office – Tara Dang

i. Mayor's Town Hall Budget Message -Go to [sjmayor/townhall.com](http://sjmayor/townhall.com). See a list of dates for the Mayor's Townhall budget message. The mayor has new programs to attract small businesses.

ii. Upcoming dates:

1. May 11 Vietnamese Community at Seven Trees Community Center
2. May 14 Measure E is funding from Transfer Tax over 2 million; the City has a deficit of 52 million, and 2.5 million of that is from raises Measure is also known as Affordable housing.

3. June 10 Public Hearings, June 11 City Council will vote on the budget for 2024-2025
- b. Council District 8 – Hayley Nguyen
    - i. Eastridge to Bart Informational meeting June 15
    - ii. Movie Night Meadowfair June 17
    - iii. Fireworks Lake Cunningham on July 4, also a resource Fair before the movie. TREBA is a Partner with the event, helping with the insurance
    - iv. TREBA will have banners for the event after the vote on the TREBA Logo
  - c. OED-Jiawei Tang
    - i. Banner Timeline 1-2 weeks after the TREBA Logo vote is confirmed. OED & D8 has committed \$20k to banners and hardware. However, \$20K will not cover all the expenses, so supplemental funding will be needed.
    - ii. Empowerment Forum May 20 Fiona MA Treasure State of California informing of different Grants for small businesses. Workshop set up to help with small business Marketing, AI, and Canva
    - iii. BID formation- will be discussed later
    - iv. OED New budget OED to man the \$650K Store Front Activation
    - v. New Neighborhood Economic Grant every six months can apply for the Grant
    - vi. New Micro Business Start Grant
    - vii. Looking to have a pilot program for POP UP Businesses for Next Year
  - d. Moveable- Ryan Sebastian/Kevin
    - i. Kevin to send more information regarding the POP UP Model for Tully Road
    - ii. TREBA Event Budget Christina to share a link to the budget from Movable in mind for TREBA. Movable has identified three main objectives for the TREBA Event
    - iii. Create a Flagship Event in September at Eastridge Center to celebrate Mexican Independence Day or Moon Festival. Create a Community awareness of TREBA
    - iv. Budget scenarios and revenue models to establish a sustainable financial model to generate a profit and set up grants and sponsors or any financial support for TREBA to reduce TREBA's financial responsibilities. Movable would like to help TREBA to have sustainable income for future events.
    - v. Deliver an Event that fulfills and meets the vision of TREBA's current sponsors and financial support to encourage future support
    - vi. Events details location Eastridge outside of Sears parking lot. Event Date is late August or mid-October; two-day event Saturday and Sunday, 11:00 am to 7:00 pm, aiming for good presents for the event

- vii.Movable project: There should be 5000 to 7500 people over two days; however, the weather will play a factor in attendance.
- viii.Line by Line budget for the event and the expenses are estimated at \$43,000
- ix.Events revenue for TREBA will come from vendors/ sponsors
- x.TREBA will have 100% of the revenue from Sponsorship brought in by TREBA and 50% of sponsorship brought in by Movable. Movable estimates TREBA should target \$10k in sponsorship for the event, and Movable should target \$10k for the event. Marketing (Christina & Eric) request two Options from Movable for Revenue
  - 1. Movable proposal: 1) Flat Fee to vendors; 2) Flat Fee plus 10% of their sales
- xi.Event Producer Fee- TREBA currently has a contract with Movable for the event. Some of the costs are in the event fee and the balance. Two options are proposed: 50/50 of vendor fees minus \$13,000K or Flat Fee of \$7,000 to make up the normal cost. Movable thinks the vendors should be 160 to 180 vendors, and the Movable Producer will oversee permits, layout, onboarding, coordination, social media, and staff. Movable will survey the vendors afterward.

2) New Business

- a. Civitas (BID Formation)—The new scenario is better and more workable to achieve all the services. Approximately \$100K per year will be collected from the business license fee. The funds will be used for street cleaning.
  - i.Dilpreet made a motion to approve the Civitas Bid Assessment: Dilpreet
  - ii.The motion was seconded by: Ken Bhatti
  - iii.All approved: motion passed with no objections

<b>Business Category</b>	<b>Annual Assessment Rates</b>
Financial Institutions	\$450
Retail / Hospitality	\$385
Non-retail / Professional Services	\$300

- b. King Road TREBA Draft Letter- Dilpreet wrote a letter regarding VTA not having a bus lane on King Road.
- c. Funds Raised (Revenue Share Ustar) \$1200 TREBA owes \$600
- d. Finance Update- Ken Bhatti/Dilpreet Bhandal- We're good
- e. Vote in Isabella's next meeting
- f. Clean Committee will follow up with Hayley
- g. Camera's Service with OnView

3) Next board meeting (second Weds of the month):

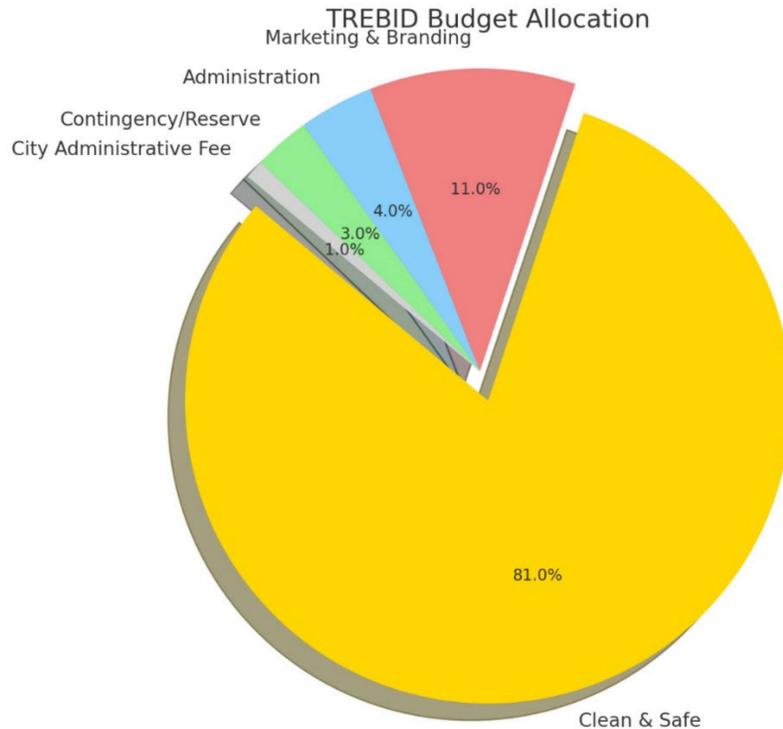
- a. Date – June 12, 2024 @ 9 am
- 4) Any other business/topics
  - a. Discussion—The Sharks will be paying for the Mural, which needs to represent our area.
- 5) **Adjournment:** 10:24 am



## Attachment C: Budget Report

### ***Initial Tully Road Eastridge Business Improvement District (TREBID) Budget***

The City forecasted that the BID would generate approximately \$120,733, based on estimates from the weighted average collection rate for existing BIDs in San José. However, the TREBA board uses a more conservative estimate in the proposed budget report, approximately \$108,000 in its first year.



<b>Proposed 12-month Budget Based on Rev Projections</b>	
<b>Revenues</b>	<b>\$108,000</b>
<b>Expenses</b>	
Clean & Safe	\$87,480
Marketing & Branding	\$11,880
Administration	\$4,320
Contingency/Reserve	\$3,240
City Administrative Fee	\$1,080
<b>Total Expenses</b>	<b>\$108,000</b>

## **Proposed BID Services**

### **Clean & Safe**

- Contracting with service providers for regular litter clean up, graffiti identification and removal, illegal dumping removal, abandoned shopping cart and car removal, or other bulky items, and related sanitation issues;
- Pressure washing sidewalks and street sweeping adjacent to assessed businesses as needed.
- Funding the purchase and installation of regular rotational displays of pole banners and other streetlight adornments throughout the TREBID, which serve to celebrate various shopping seasons while presenting a cohesive image of community personality and identity;
- Directional, wayfinding, and gateway signage that establishes a sense of place, promotes patronage and activity, and connects the businesses of the TREBID service area with the larger community;
- Landscape and façade improvement incentive programs to stimulate attention and encourage investment in cosmetic enhancements to the street-facing areas of private businesses, which support safety and encourage customer traffic while beautifying the TREBID and enhancing quality of life; and
- Encouraging a coordinated public art program on private property to enliven opportunity spaces and create interest and appreciation.
- Purchasing of trailer cameras to provide extra security measures.

### **Marketing & Branding**

- Conduct research to determine strategic fit for brand development and brand messaging to promote visitation to the TREBID best and increase assessed business's sales;
- Facilitate and execute strategic planning efforts to develop marketing programs and creative executions that reinforce the brand position and support marketing initiatives to promote assessed businesses;
- Engage with third-party brand development agency to develop brand platform and materials to assist with marketing assessed businesses;
- Identify and leverage consumer messaging that markets the TREBID as a premier, unique destination to attract customers to assessed businesses;
- Provide seasonally targeted marketing to attract visitors to the TREBID in anticipation of seasonal events;
- Offer a range of consumer programs that reach targeted consumers to promote visitation to assessed businesses;
- Develop and execute focused special events to attract customers to assessed businesses;
- Develop education events and programs targeted to consumers, media, and trade to grow awareness and visitation to assessed businesses;
- Advertising across any and all media channels to promote assessed businesses, including but not limited to digital, print, television, radio, and strategic brand partnerships;

- Targeted marketing to engage top consumers in key markets for market visits and private experiences to assessed businesses; and
- Maximize resources by leveraging partnerships with national brands to attract visitors to the TREBID and increase assessed business sale

### **Administration**

The administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent and occupancy charges, telephone and internet charges, legal fees, accounting fees, postage, administrative staff, insurance, and other general office expenses.

### **Contingency/Reserve**

The budget includes a contingency/reserve line item to account for annual operating surplus or uncollected assessments, if any. If contingency funds are collected, they may be held in a reserve fund or utilized for other programs, administration, or renewal costs at the discretion of the City Council or advisory board. The city council or advisory board shall set policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the monies from the reserve fund.

### **City Administrative Fee**

The City of San José shall be paid a fee equal to one percent (1%) of the amount of assessment collected to cover its costs of collection and administration.

## Attachment D: Outreach Handout

# TREBA | TULLY ROAD & EASTRIDGE BUSINESS ASSOCIATION

The **Tully Road-Eastridge Business Association (TREBA)** was established as a non-profit to provide resources to 600+ businesses located along the Tully Road Corridor. To ensure that the district remains a safe and inviting environment, attracting tenants, shoppers, and visitors, TREBA is proposing that the corridor becomes a Business Improvement District.

### A Business Improvement District (BID)...

- is an assessment on business owners to enhance public space, provide additional services to ensure a clean and safe business environment
- is a stable source of funding for business owners
- is governed by those who pay the assessment and can be customized to fit the needs of our district

Funds collected from the BID will provide:

BUDGET	
<b>cleaning &amp; safety</b> <ul style="list-style-type: none"> <li>• professional crew will clean streets from Highway 101 to Capitol Expressway (including Burdette &amp; King Rd)</li> <li>• purchase trailer cameras to provide extra security measures for our corridor</li> </ul>	<b>81%</b>
<b>marketing &amp; branding</b> <ul style="list-style-type: none"> <li>• to have events to increase sales for our businesses</li> <li>• to purchase banners to make our corridor vibrant and cohesive</li> </ul>	<b>11%</b>
<b>administration &amp; reserves</b>	<b>8%</b>



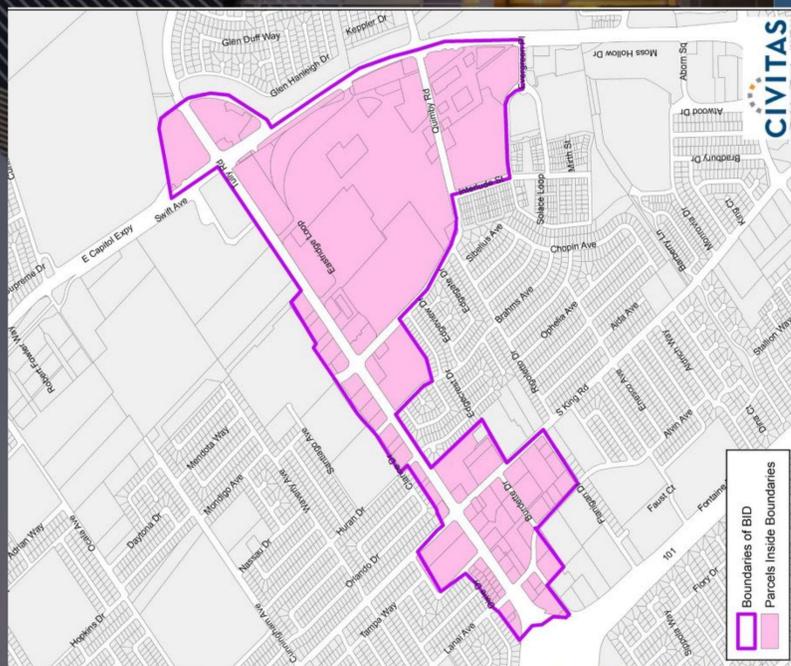
**TOWN HALL MEETING**  
scan to register!

DATES: MON SEP. 23 & 30  
ADDRESS: TBD

CONTACT US AT

trebasanjose@gmail.com | (408) 909-0069

TREBA | TULLY ROAD & EASTRIDGE BUSINESS ASSOCIATION



the Tully Rd Business Improvement District will include all businesses which fall within these boundaries