



Fw: Support for Item 8.1 Creation of the East Village Business Improvement District

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 3/23/2026 3:45 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

1 attachment (261 KB)

BID East Village Support ltr 3.23.2026.pdf;

Office of the City Clerk | City of San José

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From: Lennies Gutierrez <[REDACTED]>

Sent: Monday, March 23, 2026 3:38 PM

To: District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>; District5 <District5@sanjoseca.gov>

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Subject: Re: Support for Item 8.1 Creation of the East Village Business Improvement District

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Dear Mayor and Councilmembers,

On behalf of the San Jose Chamber of commerce, attached is a letter in support of item 8.1 - Creation of the East Village Business Improvement District.

Sincerely,

Lennies



Lennies M. Gutierrez
Policy Consultant
San Jose Chamber of Commerce
Email [REDACTED]
Phone [REDACTED]
www.sjchamber.com

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**San Jose
Chamber of Commerce**

March 23, 2026

City of San Jose City Council
200 E. Santa Clara St.
San José, CA 95113

RE: 8.1 Creation of the East Village Business Improvement District and Levy of Assessments for Fiscal Year 2026-2027.

Dear Mayor Mahan and Honorable Councilmembers,

The San Jose Chamber of Commerce writes in support of the creation of the East Village Business Improvement District and the levy of assessments for fiscal year 2026–2027.

Business Improvement Districts (BIDs) provide a proven framework for property and business owners to invest collectively in the health and competitiveness of their commercial corridors. Through shared assessments, districts can fund enhanced services and improvements that strengthen economic vitality and create a more attractive, well-maintained environment. Successful examples in Downtown, Willow Glen, and Japantown and more recently in The Alameda and Alum Rock Santa Clara Street, demonstrate how BIDs can elevate entire neighborhoods.

The East Village BID will comprise of 356 local businesses and retailers along East Santa Clara Street from 6th street to 22nd street. The East Village Business Association (EVBA) voted in April 2025 to create a BID to continue supporting small businesses in the East Village. When residents can safely and conveniently access neighborhood coffee shops, restaurants, and retailers, it strengthens local entrepreneurs, keeps dollars circulating within San Jose, and reinforces the long-term health of our city’s economy.

The Chamber supports this item and encourages Council’s approval. Establishing Business Improvement Districts in the city represents a practical, community-driven step toward sustaining vibrant commercial corridors across San Jose.

Sincerely,



Leah Toeniskoetter
President & CEO
San Jose Chamber of Commerce