

East Village Business Improvement District

Item 8.1

March 24, 2026

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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.

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ABOUT THE DISTRICT

The East Village Business Improvement District stretches along East Santa Clara St from 6th Street to 22nd Street.

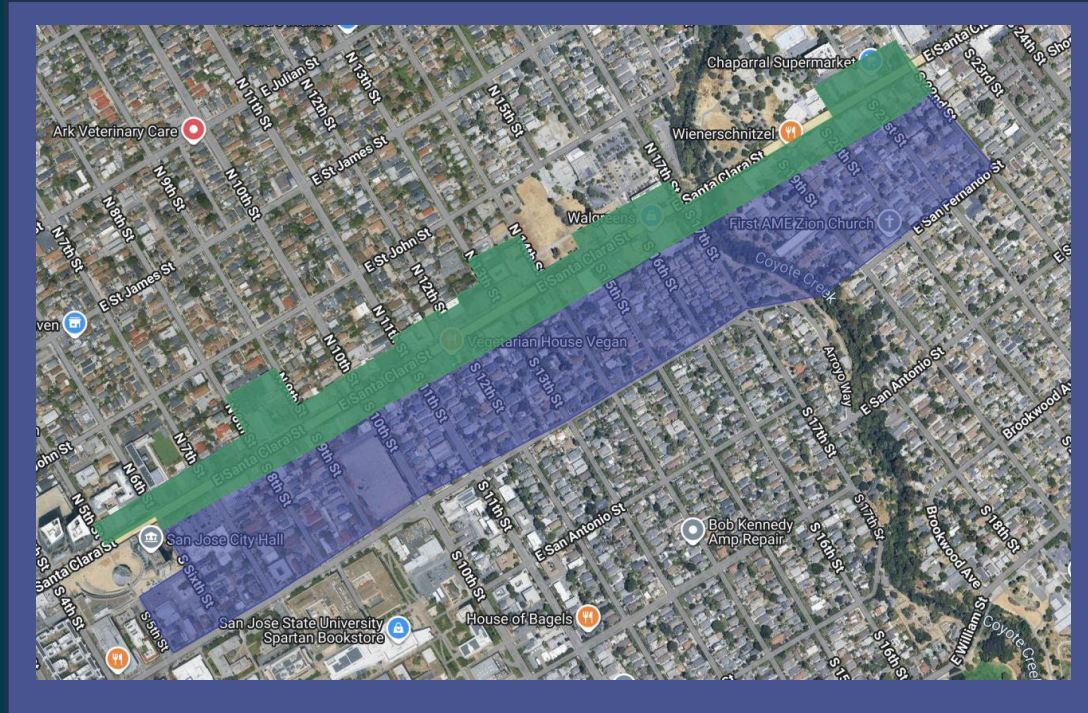
Neighbors San Jose State University

356 businesses sustain ~1,100 jobs

Two assessment zones:

Zone 1: Santa Clara Street at \$250/year with full services.

Zone 2: Remaining district at \$125/year with limited services.



ASSESSMENT RATES AND REVENUE

District Zone	Assessment Fee	Number of Businesses	Assessment Revenue
Zone 1	\$250	227	\$56,750
Zone 2	\$125	129	\$16,125
Totals		356	\$72,875

Assuming 70% of assessments are collected in Year 1, the projected revenue in the first year of the BID is \$51,012.

Service	Budget
Clean and Safe – 72%: Supplemental services that address cleanliness, safety, and physical infrastructure conditions along the East Village corridor.	\$36,728
Marketing and Beautification – 18%: Increasing awareness of local businesses while supporting a cleaner, more visually consistent, and welcoming streetscape.	\$9,182
Administration and Contingency – 10%: Management and delivery of district services in alignment with the approved Service Plan.	\$5,102
Total Expenses	\$51,012

05 DISTRICT FORMATION TIMELINE

Action	Date
First Council Meeting <ul style="list-style-type: none">• Resolution of Intention to Establish a BID	March 24, 2026
Publication and Mailing of Notice	March 31, 2026
Second Council Meeting <ul style="list-style-type: none">• Public Meeting to set the Public Hearing date	April 21, 2026
Third Council Meeting <ul style="list-style-type: none">• Public Hearing	May 12, 2026
Fourth Council Meeting <ul style="list-style-type: none">• Second Reading of the Ordinance	June 2, 2026
Ordinance becomes law (30 days after adoption)	July 3, 2026
Assessment begins	July 1, 2026



Thank You