

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE DECLARING ITS INTENTION TO ESTABLISH THE ALAMEDA BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989; FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND PUBLIC HEARING AND GIVING NOTICE THEREOF; AND APPOINTING AN ADVISORY BOARD TO ADVISE THE CITY COUNCIL ON ALL ISSUES RELATED TO THE ALAMEDA BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. ("89 Law"), authorizes the City of San José ("City") to establish business improvement areas allowing businesses to raise funds to support joint efforts within a specific geographic area; and

WHEREAS, in 1991, The Alameda Business Association Inc. ("ABA") was established as a non-profit corporation, and in January 2025 the ABA governing board voted in favor of establishing a business improvement district in The Alameda business corridor; and

WHEREAS, the ABA, business owners in The Alameda business corridor, and representatives from the City have met to consider the formation of The Alameda Business Improvement District ("TABID") for the purposes of physical maintenance, marketing, and promotion efforts to increase commercial activity in The Alameda business corridor; and

WHEREAS, the governing board of the TABID will serve as the TABID's advisory board to manage and operate TABID programs; and

WHEREAS, pursuant to the 89 Law, a public meeting must be held to provide information and an opportunity for comment on the proposed TABID, and a public hearing must be held to establish the TABID;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

1. The City Council hereby declares its intention to establish a parking and business improvement area to be known as “The Alameda Business Improvement District” (“TABID”) pursuant to the 89 Law.
2. The City Council hereby appoints the governing board of The Alameda Business Association Inc. as the Advisory Board for the TABID, pursuant to Section 36530 of the 89 Law.
3. The boundaries of the TABID are shown on the map attached hereto as Exhibit A and incorporated herein.
4. The proposed improvements and activities to be funded by the TABID are, in general, district promotion, events and activations, placemaking, and business support. A description of the types of activities proposed to be funded by the levy of assessments on businesses in the TABID is set forth in Exhibit B attached hereto and incorporated herein.
5. The assessment rate for the business owners is a flat rate of \$350.00 annually. TABID will offer a reduced annual assessment of \$100 for qualifying solo artists, home-based businesses with no employees, nonprofits, and rideshare operators. To qualify, applicants must demonstrate that they are a sole proprietor with no employees in one of the above categories or that they operate as a non-profit

entity. Except where funds are otherwise available, the assessments shall be levied and collected on an annual basis to pay for all improvements and activities within the area. The City shall collect the assessment.

6. New businesses will not be exempt from the levy of assessment, pursuant to Section 36531 of the 89 Law.
7. NOTICE IS HEREBY GIVEN that January 13, 2026, at 1:30 p.m., or as soon thereafter as the matter may be heard, in the City Council Chambers of the City of San José, 200 East Santa Clara Street, San José, California is fixed as the time and place for a public meeting on the establishment of the TABID.
8. NOTICE IS HEREBY GIVEN that February 3, 2026, at 1:30 p.m., or as soon thereafter as the matter may be heard, in the City Council Chambers of the City of San José, 200 East Santa Clara Street, San José, California is fixed as the time and place for a public hearing on the establishment of the TABID.
9. At the aforesaid public hearing, the testimony of any and all interested persons for or against the establishment of the TABID, the extent of the TABID, or the furnishing of specified types of improvements or activities in the TABID shall be heard and considered by the City Council. Protests against the establishment of the TABID, the extent of the area of the TABID, or the furnishing of specified types of improvements or activities may be made orally or in writing by any interested person. Each written protest must be filed with the City Clerk, either by mail to City Clerk, City Hall, 200 East Santa Clara Street, San José, California, or by e-mail to city.clerk@sanjoseca.gov, at or before the time fixed for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

10. As provided in Section 36525 of the 89 Law, if written protests against the establishment of the TABID, the extent of the TABID, or the furnishing of specified types of improvements or activities in the TABID are received from the owners of businesses in the TABID which would pay fifty percent (50%) or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protest to less than fifty percent (50%), then no further proceedings to establish the TABID or to levy the proposed assessment may be taken by the City Council for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the TABID, then those types of improvements or activities shall be eliminated. In order to be counted in determining a majority protest, a written protest must contain a description of the business in which the person submitting the protest is interested sufficient to identify the business as a business within the proposed TABID and, if a person protesting is not shown on the official records as the owner of the business, the protest shall contain or be accompanied by written evidence that the person protesting is the owner of the business.
11. The City Clerk is hereby directed to give notice of the above-mentioned public meeting and public hearing pursuant to Section 36523 of the California Streets and Highway Code, by publication and mailing.

ADOPTED this _____ day of _____, 2025, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

MATT MAHAN
Mayor

ATTEST:

TONI J. TABER, MMC
City Clerk

EXHIBIT A DISTRICT BOUNDARIES

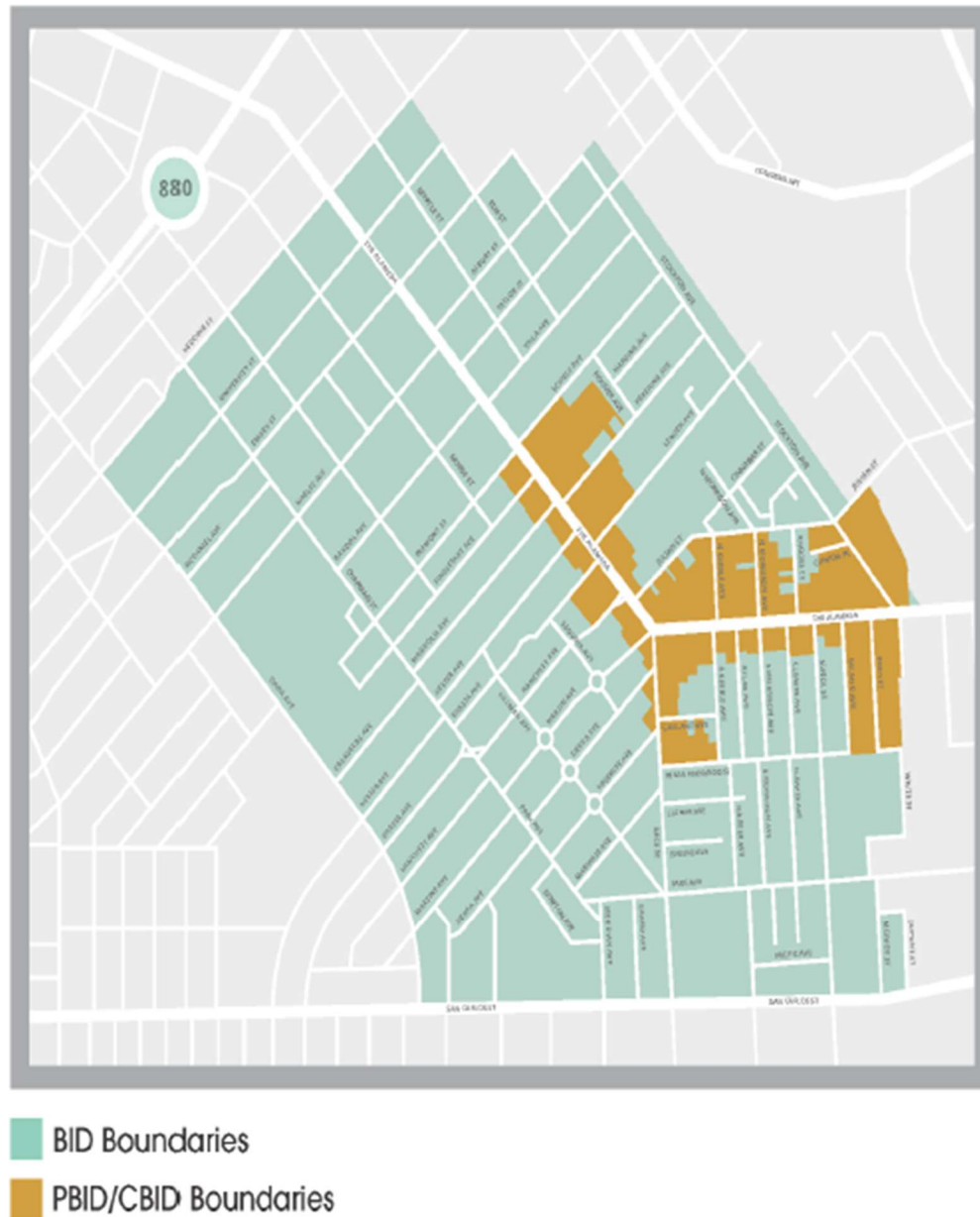


EXHIBIT B PROPOSED BID SERVICES

The Alameda Business Improvement District (TABID)

1) Background and Purpose

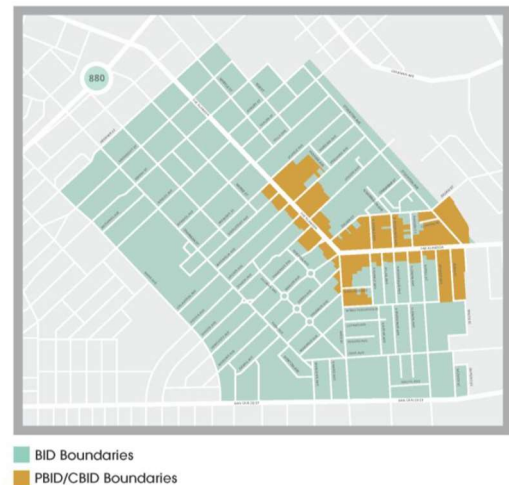
The Alameda blends a rich past with a bustling present. Once the historic route between downtown San José and Mission Santa Clara de Asís, today it shines as a lively commercial corridor filled with independent restaurants, specialty shops, and professional services. From neighborhood cafés and locally owned boutiques to creative studios and trusted service providers, businesses along The Alameda create a welcoming destination for dining, shopping, and everyday needs while keeping its unique character alive. Coordinated marketing, districtwide events, and ongoing beautification will draw more visitors, highlight the area's diverse businesses, and strengthen the corridor's identity while complementing the TACBID's clean, safe, and beautification initiatives to ensure a vibrant and thriving destination for all.

2) Legal Authority

TABID will be formed under California's Parking and Business Improvement Area Law of 1989 (Streets & Highways Code §§36500–36551). This law authorizes cities to levy assessments on businesses for improvements and activities that provide a special benefit and outlines the procedures for formation, notice, and annual reporting.

3) District Boundaries

TABID will encompass businesses fronting The Alameda and select side streets that share the corridor's commercial character. A detailed map will define these boundaries and be included in the City Council's adopting ordinance.



4) Improvements and Activities

TABID will fund services that directly benefit all assessed businesses by strengthening The Alameda's reputation as a vibrant, welcoming district which could include but not be limited to:

- **District Promotion** – Unified branding, public awareness campaigns, website updates, and social media highlighting The Alameda as a destination.

- **Events and Activations** – Seasonal markets, corridor-wide celebrations, and wine walks that draw visitors and encourage repeat foot traffic.
- **Beautification and Decoration** – Banners, planters, holiday décor, and wayfinding to reinforce the district's visual identity.
- **Business Support** – Merchant mixers, informational workshops, and shared resources to help all businesses participate in district activities.

5) **Assessment Method and Fee Schedule**

Annual assessments will be collected on the City of San José Business Tax Certificate.

Rates will be applied as follows:

- All Businesses: \$350 annual assessment

Optional Reduced-Rate Category

TABID will offer a reduced annual assessment of \$100 for qualifying solo artists, home-based businesses with no employees, nonprofits, and ride share operators.

- Applicants must demonstrate they are a sole proprietor with no employees in one of the above categories or are a non-profit entity.
- The City Finance Department will review and approve each application before the reduced rate is applied.

Rates will not be increased by more than 5% annually.

6) **Budget and Cost Controls**

TABID's first-year budget prioritizes district promotion and events that bring customers to the corridor while keeping administration lean. Annual budgets can be adjusted as actual assessment revenue becomes clear.

Illustrative Year-1 TABID Budget Percentages:

- District Promotion – 35%: outreach that positions The Alameda as a vibrant destination.
- Events and Activations – 35%: corridor-wide events and programs that bring visitors.
- Beautification and Decorations – 20%: banners, planters, and seasonal décor.

- Administration and Compliance – 15%: staff, insurance, bookkeeping, and annual reporting.

7) Governance and Management

TABID will be managed by the Alameda Business Association (The ABA), a nonprofit founded in 1991 as a 501(c)(6) organization. The ABA's mission is to promote and strengthen the commercial, professional, civic, and general business interests of its members through education, cultural connection, and community involvement. Its goals include advocating for an economically strong and identifiable destination, providing a forum for collaboration between businesses, government, and residents, and strengthening ties between businesses and the community.

- **Owner:** City of San José establishes TABID by ordinance.
- **Manager:** The Alameda Business Association manages daily operations under a City agreement.
- **Board:** A board or advisory committee of assessed businesses meets at least quarterly, with publicly noticed meetings.
- **Transparency:** Quarterly financial statements and an annual report will be available to all assessed businesses.

8) Formation and Renewal

The City will follow state-required procedures to create and maintain TABID, ensuring legality and providing opportunities for business input.

Key steps:

1. City Council adopts a Resolution of Intention describing boundaries, assessments, and activities.
2. The City mails notice and holds a public hearing.
3. If no majority protest exists, Council adopts an ordinance establishing TABID and levying the assessment.
4. An annual report is submitted each year; any changes to boundaries, activities, or assessments follow the same notice and protest procedures.

9) Coordination

To avoid duplication and maximize impact, TABID will align and coordinate with the property-based TACBID while focusing on unique services such as district-wide promotion and special events. Property-funded services like cleaning and security remain separate, ensuring TABID funds support only activities that provide direct, measurable benefit to assessed businesses.

10) District Promotion Framework

TABID will use a coordinated promotional strategy to maintain The Alameda's visibility city-wide and strengthen its reputation as a destination. This may include the following and other similar activities:

- Refresh the district website and maintain a public events calendar.
- Produce visitor guides and visual content that showcase The Alameda's collective offerings.
- Launch two or three annual anchor events to build tradition and draw visitors.
- Install banners, planters, and seasonal light displays to reinforce district identity.

11) Compliance Checklist

TABID will follow all legal requirements under the 1989 Law to protect participants and maintain transparency. Including:

- Include a clear boundary map in the City's official report and ordinance.
- State business classifications and fee basis in both this plan and the ordinance.
- Limit activities to those listed in the budget that provide a special benefit.
- Follow all notice, hearing, and majority-protest procedures.
- File an annual report with the City Council.