



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Lee Wilcox

**SUBJECT:** See Below

**DATE:** May 12, 2025

Approved

Date:

5/20/25

**COUNCIL DISTRICT: 7, 8**

**SUBJECT: Actions Related to the Tully Road Eastridge Business Improvement District 2025-2026 Budget Report, 2025-2026 Annual Assessments, and Setting a Public Hearing on the Levy of Assessments**

## **RECOMMENDATION**

- (a) Preliminarily approve the 2025-2026 Budget Report as filed by the Tully Road Eastridge Business Improvement District Advisory Board, or as modified by City Council.
- (b) Adopt a resolution of intention to levy the annual assessment for Fiscal Year 2025-2026, and set Tuesday, June 17, 2025, at 1:30 p.m., as the date and time for the public hearing on the levy of the proposed assessments.

## **SUMMARY AND OUTCOME**

Approval of this action will result in a resolution of intention to levy assessments for the upcoming fiscal year of the Tully Road Eastridge Business Improvement District (BID) and set the time and date for the public hearing.

## **BACKGROUND**

The Tully Road Eastridge BID was established by City Council in 2024 pursuant to the California Parking and Business Improvement Area Law of 1989 (BID Law) to promote the economic revitalization and physical maintenance of the Tully Road - Eastridge business corridor. The Tully Road Eastridge BID service area is shown in Attachment A. City Council appointed the Tully Road Eastridge Business Association as the Advisory

Board for the BID, to advise City Council on the levy of assessments in the BID, and the expenditure of revenues derived from the assessments for the benefit of the BID.

Pursuant to BID Law, the Advisory Board must come before City Council on an annual basis to present a report. The report proposes a budget for the upcoming fiscal year for the BID, to advise the City Council on the levy of assessments in the BID, and identify the proposed allocation of revenues for the benefit of the BID service area. City Council must then 1) review the Budget Report and preliminarily approve it as proposed or as changed by City Council; 2) adopt a resolution of intention to levy the assessments for the upcoming fiscal year; and 3) set a date and time for the public hearing on BID-related actions. Absent a majority protest at the public hearing, at the conclusion of the public hearing, the City Council may approve the budget for Fiscal Year 2025-2026 as filed or as modified by the City Council and levy the BID assessments for Fiscal Year 2025-2026.

## **ANALYSIS**

The Advisory Board prepared the 2025-2026 Budget Report (Attachment B) for City Council's consideration as the proposed budget for the Tully Road Eastridge BID for Fiscal Year 2025-2026. As required by BID Law, the Budget Report has been filed with the City Clerk and contains, among other things, a list of the improvements and activities proposed to be provided in the Tully Road Eastridge BID in Fiscal Year 2025-2026, and an estimate of the cost of providing the improvements and activities. The Advisory Board recommends no change in the method and basis for levying assessments.

City Council may approve the Budget Report as filed or modify the Budget Report and approve it as modified. After approval of the Budget Report, City Council must adopt a resolution of intention to levy the annual assessment for Fiscal Year 2025-2026 and fix a time and place for a public hearing to be held on the levy of the proposed assessment.

## **EVALUATION AND FOLLOW-UP**

The Advisory Board will come before City Council next year to present a report that proposes a budget for Fiscal Year 2026-2027.

## **COST SUMMARY/IMPLICATIONS**

The Tully Road Eastridge BID assessments are restricted for use exclusively by the Tully Road Eastridge service area. It is anticipated that a healthy Tully Road Eastridge

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BID will encourage business growth business in the area, which directly and indirectly generates additional business tax and sales tax revenue for the City. Estimated assessments available for Tully Road Eastridge BID for Fiscal Year 2025-2026 will total \$108,000, less a one percent fee of \$1,080 for the City's administration of the collection, leaving a balance of \$106,920. The Fiscal Year 2025-2026 Proposed Operating Budget, subject to City Council approval, includes projected assessment revenue of \$108,000 and corresponding payments to the Tully Road Eastridge Business Association totaling \$108,000, as detailed in the Source and Use Statement for the Business Improvement District Fund (351). A budget action will be brought forward as part of the regular budget process to align the budgeted amounts with the expenses to be passed through to the Tully Road Eastridge BID that are recommended in this memorandum.

### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office, City Clerk's Office, City Manager's Budget Office, Finance Department, Planning, Building, Code Enforcement Department, and the Tully Road Eastridge Business Association.

### **PUBLIC OUTREACH**

The budget for Fiscal Year 2025-2026 was reviewed and approved by the Advisory Board on May 9, 2025, as shown in Attachment C.

This memorandum will be posted on the City's Council Agenda website for the June 3, 2025 City Council meeting.

### **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.

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## **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.



Lee Wilcox

Assistant City Manager

Acting Director, City Manager's Office of  
Economic Development and Cultural  
Affairs

For questions, please contact Minh Tran, Executive Analyst I, City Manager's Office of Economic Development and Cultural Affairs at [minh.tran@sanjoseca.gov](mailto:minh.tran@sanjoseca.gov) or 408-535-8100.

## **ATTACHMENTS**

A: Tully Road Eastridge BID Boundary Map

B: Budget Report - Tully Road Eastridge BID Fiscal Year 2025-2026

C: Tully Road Eastridge Business Association Board Meeting Minutes for May 9, 2025

**Tully Rd Business Improvement District**

This map illustrates the Tully Rd Business Improvement District (BID) in a suburban setting. The district's boundaries are marked by a thick purple line, enclosing several large commercial and industrial parcels. These parcels are shaded in light pink. The surrounding area consists of numerous residential streets and smaller lots, shown in light gray. Key roads include Tully Rd running diagonally across the top right, and various local streets such as Eastridge Loop, Quimby Rd, and Solace Loop. A legend in the bottom left corner identifies the purple outline as the 'Boundaries of BID' and the pink shading as 'Parcels Inside Boundaries'. The Civitas logo is located in the bottom right corner.

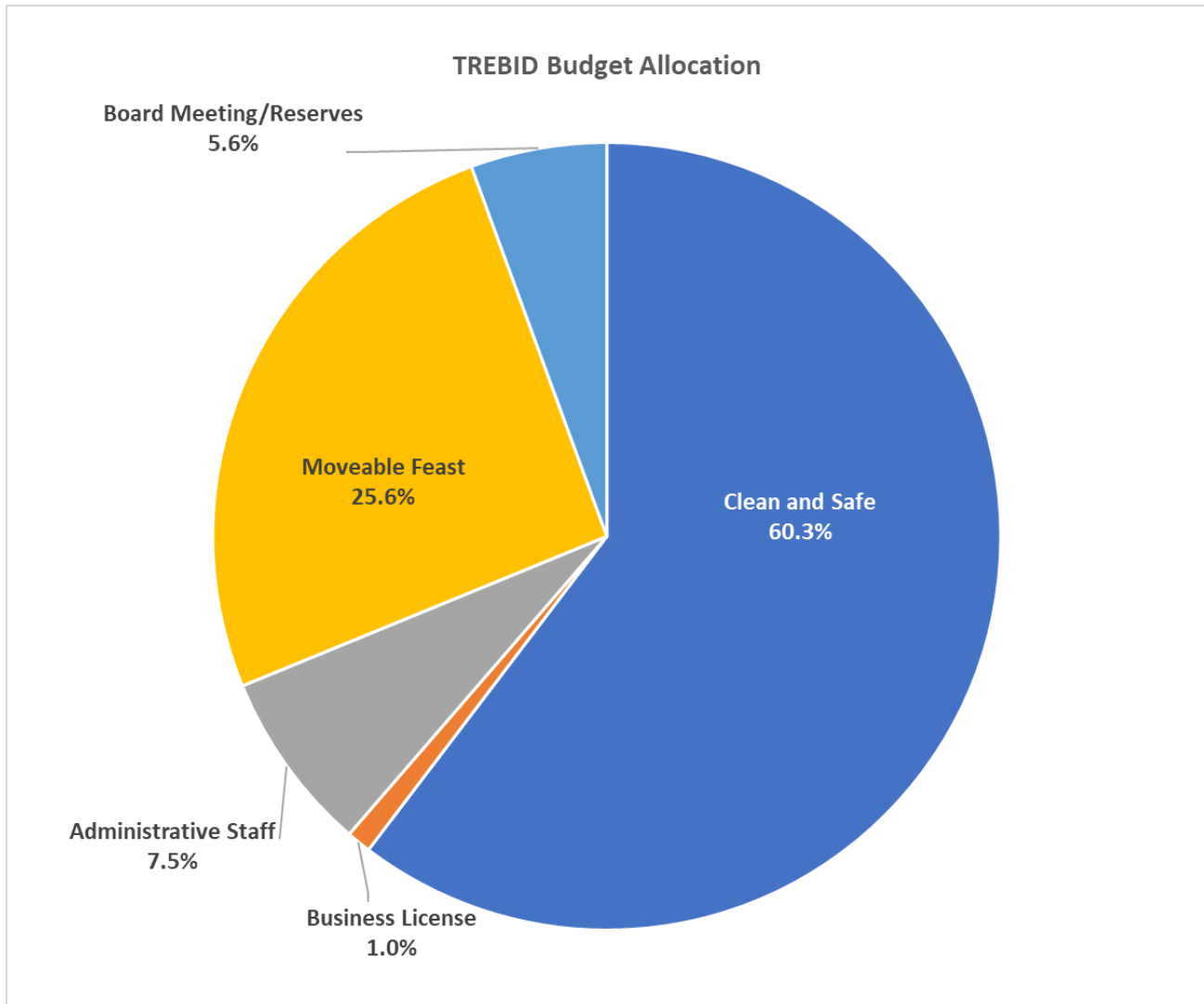
## Attachment B: Budget Report

### Tully Road Eastridge Business Improvement District FY 2025-2026

<b><u>Revenue</u></b>	<b>Budget</b>	<b>Amount</b>
BID FY 2025-26 (Estimated)		\$108,000

#### **Expenses**

Clean and Safe	\$64,800
Business License	\$1,080
Administrative Staff	\$8,000
Moveable Feast	\$27,500
Board Meeting/Reserves	\$6,000
<b>Total Expenses</b>	<b>\$107,380</b>



**Attachment C: Tully Road Eastridge Business Association  
Board Meeting Minutes for May 9, 2025**

Tully Road-Eastridge Business Association  
(TREBA) Tully Rd. –Eastridge Business Association

(TREBA) Special Board Meeting Friday,  
May 9 2025 | 11AM Whatsapp Call

Start meeting 11am

1. Present:

- a. Christina Bui, Owner of Christina Ao Dai & Designs, Board Chair
- b. An Ngo, Cathay Bank, Board Treasurer
- c. Dilpreet Bhandal, Lion Liquors, Board Member
- d. Ken Bhatti, SBA and Business Lender of Cathay Bank, Board Member
- e. Eric Perez, Eastridge Mall – Board Member
- f. Vic Ram, AAA Auto Repair, Board Member
- g. Isabel Sarellano, Xclusive Events Décor, Board Member

I. Consent Action item(s):

- a. Approve TREBA's annual budget 2025-2026

Motion made by: Eric Perez

Motion Second by: An Ngo

Motion Second by: Dilpreet Bhandal

All in favor motion Passed