
FW: Support for Items 8.1 and 8.2 Establishment of The Alameda Business Improvement District and Story Road Business Improvement District

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Cc: Zarate, Sarah <Sarah.Zarate@sanjoseca.gov>; Fruen, Joseph <Joseph.Fruen@sanjoseca.gov>; Yamamoto, KiyomiH <Kiyomi.Yamamoto@sanjoseca.gov>; Gvatua, Alexander <Alexander.Gvatua@sanjoseca.gov>; Nguyen, Lam <Lam.Nguyen@sanjoseca.gov>; Moreno, Brisa <Brisa.Moreno@sanjoseca.gov>; lynn.lee@sanjoseca.gov; Fleming, Jonathan <Jonathan.Fleming@sanjoseca.gov>; Adera, Teddy <Teddy.Adera@sanjoseca.gov>; Hughes, Scott <scott.hughes@sanjoseca.gov>; Gomez, David <David.Gomez@sanjoseca.gov>; Leah Toeniskoetter <[REDACTED]>; Baker, Jennifer <Jen.Baker@sanjoseca.gov>
Subject: Support for Items 8.1 and 8.2 Establishment of The Alameda Business Improvement District and Story Road Business Improvement District

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Dear Mayor and Councilmembers,

Attached is a letter of support for items 8.1 on the Establishment of The Alameda Business Improvement District and 8.2 on the Establishment of the Story Road Business Improvement District.

Thank you.



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Lennies M. Gutierrez
Policy Consultant
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**San Jose
Chamber of Commerce**

February 23, 2026

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

RE: 8.1 Establishment of The Alameda Business Improvement District and to Levy Assessments for the Remainder of Fiscal Year 2025-2026 and 8.2 Establishment of the Story Road Business Improvement District

Dear Mayor Mahan and Honorable Councilmembers,

The San Jose Chamber of Commerce writes in support of the establishment of The Alameda Business Improvement District and the levy of assessments for fiscal year 2025–2026, as well as the establishment of the Story Road Business Improvement District.

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 demonstrate how BIDs can elevate entire neighborhoods.

Importantly, BIDs are not only about walkability and aesthetics. They support the workers employed in these districts by maintaining clean and safe streets, improving lighting and public spaces, and creating an environment where employees feel secure and proud of where they work. Clean, safe, and welcoming corridors benefit small businesses, their customers, and their workforce alike.

Small businesses along The Alameda and Story Road are the backbone of their neighborhoods. 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 these items and encourages Council's approval. Establishing these Business Improvement Districts represents a practical, community-driven step toward sustaining vibrant commercial corridors across San Jose.

Sincerely,



Leah Toeniskoetter
President & CEO
San Jose Chamber of Commerce