



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker

SUBJECT: See Below

DATE: June 3, 2026

Approved

Date:

6/3/2026

COUNCIL DISTRICT: 6

SUBJECT: Public Hearing on The Alameda Business Improvement District and Assessments for Fiscal Year 2026-2027

RECOMMENDATION

Conduct a public hearing and adopt a resolution approving The Alameda Business Improvement District Budget Report for Fiscal Year 2026-2027, as filed or modified by the City Council, and levying The Alameda Business Improvement District assessments for Fiscal Year 2026-2027.

SUMMARY AND OUTCOME

Approval of this action will result in the levy of assessments for the upcoming fiscal year of The Alameda Business Improvement District (TABID).

BACKGROUND

TABID was established by City Council in 2026 pursuant to the California Parking and Business Improvement Area Law of 1989 (BID Law) to promote the economic revitalization and physical maintenance of The Alameda business corridor. City Council appointed The Alameda Business Association as the Advisory Board for TABID, to advise City Council on the levy of assessments in the district, and the expenditure of revenues derived from the assessments for the benefit of the district. TABID boundary map is shown in Attachment A – TABID Boundary Map.

Pursuant to BID Law, an annual public hearing is required to approve an annual budget report and levy the annual assessments. On June 2, 2026, the City Council preliminarily approved TABID Budget Report for Fiscal Year (FY) 2026-2027 (Report) as filed by the

Advisory Board and shown in Attachment B, adopted a resolution of intention to levy the annual assessments for FY 2026-2027 for TABID, and set June 16, 2026, at 1:30 p.m., as the date and time for the required public hearing on the levy of the proposed FY 2026-2027 assessments. In accordance with BID Law, the City Clerk published the required legal notice regarding the levy of assessments for FY 2026-2027.

ANALYSIS

Under BID Law, when a public hearing is held to levy assessments of a BID, City Council shall hear and consider all protests on the continued authorization of the BID, the extent of the area, the assessments, and the furnishing of specified types of improvements or activities. Protests may be made orally or in writing. Written protests must be filed with the City Clerk at or before the time fixed for the public hearing. BID Law also requires that the proceedings shall terminate if protests made in writing against the continued authorization of the BID are from businesses or property owners in the proposed district that will pay a majority of the assessed charges. If the majority protest is only against the furnishing of a specified type of improvement or activity within the area, those improvements or activities shall be eliminated.

As required by BID Law, the 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 TABID in FY 2026-2027, and an estimate of the cost of providing the improvements and activities. The Advisory Board has recommended no change in TABID boundaries or the method and basis for levying assessments. Therefore, the proposed assessments in TABID for FY 2026-2027, described in the Report, are the same as the assessments for FY 2025-2026.

During or upon the conclusion of the public hearing, City Council may order changes in any of the matters provided in the Advisory Board's Budget Report. At the conclusion of the public hearing, City Council may adopt a resolution confirming the Report as originally filed or as modified by City Council. The adoption of the resolution constitutes the levy of the assessment for FY 2026-2027.

EVALUATION AND FOLLOW-UP

The Administration will come before City Council in May 2027 to present the Advisory Board's Report that proposes a budget for FY 2027-2028.

FISCAL IMPACTS

Adoption of the proposed TABID budget does not directly impact City revenue. The FY 2026-2027 Proposed Operating Budget, subject to City Council approval, includes projected assessment revenue and corresponding expenses totaling \$198,695 as detailed in the Source and Use Statement for the Business Improvement District Fund (Fund 351).

The City will charge an administrative fee to collect TABID assessments. The City's administrative fee will be one percent of the assessments collected by the City, and the amount will be reviewed annually as part of the annual report submitted by the Advisory Board to the City. The administrative fee will be made to the City as a deduction from the assessments the City will forward to TABID.

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, and Code Enforcement Department, and The Alameda Business Association.

PUBLIC OUTREACH

The budget for FY 2026-2027 was reviewed and approved by the Advisory Board on March 14, 2026, as shown in Attachment C – The ABA Board of Directors Resolution. This memorandum will be posted on the City Council Agenda website for the June 16, 2026 City Council meeting.

BOARD, COMMISSION, COMMITTEE RECOMMENDATION AND INPUT

No board, commission, or committee 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.

HONORABLE MAYOR AND CITY COUNCIL

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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.



JEN BAKER
Director of the City Manager's
Office of Economic Development
and Cultural Affairs

For questions, please contact Salvador Alvarez, Senior Executive Analyst, City Manager's Office of Economic Development and Cultural Affairs, at salvador.alvarez@sanjoseca.gov or (408) 793-6943.

ATTACHMENTS:

Attachment A – TABID Boundary Map

Attachment B – TABID Budget Report for FY 2026-2027

Attachment C – The ABA Board of Directors Resolution

Attachment B - TABID Budget Report for FY 2026-2027

BID FY 2026-27 Estimated Revenue: \$198,695

Expense	Amount	Percentage of Overall Budget
Events and Activations	\$59,608.50	30%
District Marketing	\$59,608.50	30%
Beautification	\$39,739	20%
Administration and Compliance	\$29,804.25	15%
Reserve	\$9,934.75	5%
TOTAL EXPENSES	\$198,695	100%

Attachment C
The ABA Board of Directors Resolution

A RESOLUTION OF THE BOARD OF DIRECTORS
THE ALAMEDA BUSINESS IMPROVEMENT DISTRICT
APPROVING THE FISCAL YEAR 2026–2027 BUDGET

WHEREAS, The Alameda Business Improvement District (the “BID”) is responsible for the administration of assessment funds to support district services, programs, and operations; and

WHEREAS, the Fiscal Year 2026–2027 Budget, attached hereto as Exhibit A and incorporated herein by this reference, sets forth the anticipated revenue and expenditures necessary to carry out the BID’s programs and services; and

WHEREAS, the total estimated revenue for Fiscal Year 2026–2027 is \$198,695; and

WHEREAS, the Board of Directors has reviewed the proposed budget and determined that it reflects the priorities and service plan of the district;

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of The Alameda Business Improvement District as follows:

- The Fiscal Year 2026–2027 Budget, attached hereto as Exhibit A, is hereby approved and adopted.
- The President, or their designee, is authorized to implement the approved budget and to make administrative or non-substantive adjustments as necessary, provided such adjustments are consistent with the intent of this Resolution.
- This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED by the Board of Directors of The Alameda Business Improvement District at a duly noticed meeting held on April 14, 2026

BOARD OF DIRECTORS

Doug Cookerly, President
Gabrielle Antolovich, Vice President
Edward Saum, Secretary
Ross Barrons, Treasurer
Rahul Beri
Johnny Khamis
Nooshi Nayak
Jo Lopez
Dr. Tino Gallo
Heather Boshears

SIGNATURE

Douglas Cookerly

Apr 20, 2026

[Douglas Cookerly \(Apr 20, 2026 09:52:53 PDT\)](#)

Doug Cookerly, President
The Alameda Business Improvement District