



FW: Tully Road Eastridge Business Association

From City Clerk <city.clerk@sanjoseca.gov>
Date Thu 10/31/2024 10:15 AM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: CT Commercial [REDACTED]
Sent: Thursday, October 31, 2024 10:14 AM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Tully Road Eastridge Business Association

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Dear City Council Members,

As a real estate agent with deep ties to this area, I am excited about the prospect of improvements to the Tully Road Eastridge district. This project will not only make our neighborhood more attractive for homebuyers but also increase property values. Safe, appealing streetscapes and enhanced amenities are exactly the type of investment that shows prospective residents our community is thriving and growing. I'm confident this initiative will benefit local businesses, attract new residents, and strengthen our community. Please support this effort to keep Eastridge and Tully Road vibrant and flourishing.

Sincerely,

Cindy Tran, Broker

CA BRE # [REDACTED]



Tel: [REDACTED]

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FW: TREBA BID

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 11/4/2024 2:50 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: Isabel Sarellano <[REDACTED]>
Sent: Monday, November 4, 2024 2:47 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: TREBA BID

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Dear City Council Members,

As the owner of Xclusive Events Decor, I see incredible potential in the Tully Road Eastridge improvement district. A beautiful, accessible, and well-lit environment would not only increase safety but also enhance the appeal of the area for special events and gatherings. This project will attract more visitors and patrons, making Tully Road a go-to spot for events and local shopping. We believe these improvements will greatly benefit the community and bring new energy to the district. We appreciate your consideration and hope you'll support this essential project.

--

Isabel Sarellano
Xclusive Events Decor Owner





**San Jose
Chamber of Commerce**

November 4th, 2024

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

Dear Mayor Mahan and Honorable Councilmembers,

On behalf of the San Jose Chamber of Commerce, I am pleased to submit this letter in support of the proposed Tully Road-Eastridge Business Improvement District (TREBID).

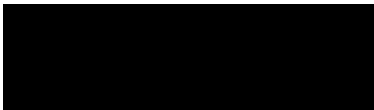
The Business Improvement District (BID) program supports businesses within a particular location to grow and prosper, which benefits the wider community through increased tax revenues and community events.

Today, San Jose has a range of thriving businesses along well-trafficked corridors that are competing with the changing landscape of retail, office, and industrial needs post-COVID. Creating a BID along the Tully Road-Eastridge corridor will help support businesses along the corridor thrive in this post-COVID economy and support the City of San Jose's tax base for years to come.

The proposed TREBID is focused on two key areas: 1) promoting cleanliness and safety and 2) supporting marketing and branding. Both goals have numerous benefits for businesses, community members, and the City of San Jose. Enhanced safety measures including increased patrolling from security officers will create a safer environment for employees and customers in the district. Further, the proposed BID will appropriate funds for increased marketing, promotions, and special events. Those efforts will drive an increase in business sales and further establish the identity of the neighborhood which includes many immigrant-owned and historically underserved businesses in the district.

Many of the goals of the BID program are aligned with the goals of the San Jose Chamber of Commerce. For the reasons outlined above, we urge you to support the creation of the Tully Road-Eastridge Business Improvement District.

Sincerely,





**San Jose
Chamber of Commerce**

Leah Toeniskoetter
President & CEO, San Jose Chamber of Commerce



FW: Tully Road Eastridge

From City Clerk <city.clerk@sanjoseca.gov>
Date Mon 11/4/2024 3:50 PM
To Agendadesk <Agendadesk@sanjoseca.gov>

From: [REDACTED] <[REDACTED]>
Sent: Monday, November 4, 2024 3:48 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: Tully Road Eastridge

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Dear City Council Members,

At Lee's Sandwiches, we are proud to serve the Tully Road community and strongly support the proposed Tully Road Eastridge improvement district. Our restaurant relies on a safe, welcoming environment for patrons to enjoy their meals and connect with friends and family. Enhanced lighting, landscaping, and walkways would create a more enjoyable atmosphere, encouraging more community members to visit the area. This initiative would bring positive energy to our business and to others around us, and we're eager to see it come to life.

Sincerely,

My Ngoc Le

Lee's Sandwiches