

ATTACHMENT A
Neighborhood Business District Association FY 2023-2024 Status and Planned Outcome Report

Business District Association	Year	Status & Planned Outcome
Alameda Business Association (ABA)	Year 1	In spring 2023 staff procured consultants to reinvigorate the board, attract new members, identify marketing programs and address the long-term funding strategies for the ABA. The progress has been positive with new non-profits, property owners and financial institutions joining the association. Monthly member meetings restarted and as a result paid memberships are growing. Buoyed by this success the board formally submitted a request to OEDCA in March 2024 for funding to explore the formation of a property-based or community benefit improvement district and extend the funding for the capacity building consultant an additional year.
Alum Rock Santa Clara Street Business Association (ARSCSBA)	Year 2	In late 2023 the ARSCSBA campaigned to establish a property-based business improvement district within its boundaries but was unable to secure the minimum 30% threshold of support from property owners. OEDCA is committed to support ARSCSBA and contracted with a specialist consultant to assist the association board to re-evaluate its sustainability strategies. New board members have been appointed and notably, the ARSCSBA organized its inaugural mixer of the year, which drew more than 50 attendees. This event exemplified their commitment to building a cohesive and thriving community through meaningful engagement and collaboration.
Calle Willow Business Association	Year 1	The Calle Willow business association has been reestablished with support from staff and local partners, as well as the appointment of a consultant. New board members have been recruited and the association meets regularly.

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		The legal status of the association (501c6) is pending IRS approval. The Association is actively looking to develop its role and engagement with business and the community in Calle Willow.
East Santa Clara Business Association (ESCBA) - East Village	Year 1	In June 2023, OEDCA appointed a consultant to revitalize the ESCBA. This investment led to the restoration of monthly board meetings and the recruitment of new board members, injecting fresh energy into the Association. The ESCBA secured grants for a muralist to create captivating artworks aimed at attracting foot traffic from San Jose State University and downtown. In late 2023 the Association board agreed to create a new identity for the business corridor and for the corridor to be rebranded as the East Village. Moving forward, the East Village will actively expand community engagement and develop a comprehensive marketing strategy to attract new revenue.
Monterey Corridor Business Association (MCBA)	Year 2	A comprehensive marketing plan for the corridor has been completed, which will be pivotal in raising the profile of the commercial district. The Board continued to recruit new members including property owners, and recently approved the plan to establish a business improvement district focused on issues of security, environmental clean ups and area promotion. Consultant Civitas has been retained to advance the improvement district formation process. Staff anticipates securing City Council approval for a business improvement district along the corridor by the end of 2024.
Story Road	New	The Story Road business district project was launched in March 2024 with the active support of CM Doan and District 7 staff. Recruitment of potential members for the Board of Directors is underway. The formation of a business

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		association in this area of the City is an opportunity for enhanced engagement with the Vietnamese business community and a key work plan item for the Small Business team in 2024-25.
Tully Eastridge Business Association Road (TREBA)	Year 2	Over the past year, TREBA intensified efforts to enhance the district's vitality. Notable achievements include securing City and county grants, forming finance and marketing committees, and engaging in community events. Additionally, TREBA collaborated with the University of San Francisco to create architecture renderings of the district's future. In January 2024, the TREBA board voted to move forward the formation of a business improvement district. Improvement district consultant Civitas was contracted in April to advance the formation process. Staff will work closely with Civitas and TREBA to advance improvement district formation and secure City Council approval by the end of 2024.
Winchester Boulevard	New	A consultant agreement for the Winchester Boulevard business corridor was executed in early 2024 following a competitive procurement process. The project is scheduled to officially launch in late April and will be closely coordinated with the District 1 Vice Mayor's office.