



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker

SUBJECT: See Below

DATE: May 11, 2026

Approved

Date:

5/18/26

COUNCIL DISTRICTS: 3, 5

SUBJECT: Actions Related to the Alum Rock Santa Clara Street Business Improvement District Fiscal Year 2026-2027 Budget Report, Fiscal Year 2026-2027 Annual Assessments, and Setting a Public Hearing on the Levy of Assessments

RECOMMENDATION

- (a) Preliminarily approve the Fiscal Year 2026-2027 Budget Report as filed by the Alum Rock Santa Clara Street 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 2026-2027, and set Tuesday, June 16, 2026, 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 Alum Rock Santa Clara Street Business Improvement District and set the time and date for the public hearing.

BACKGROUND

The Alum Rock Santa Clara Street Business Improvement District (ARSCSBID) 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 Alum Rock Santa Clara Street business corridor. City Council appointed the Alum Rock Santa Clara Street Business Association as the

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Advisory Board for the ARSCSBID to advise City Council on the levy of assessments in the ARSCSBID, and the expenditure of revenues derived from the assessments for the benefit of the ARSCSBID. The ARSCSBID boundary map is shown in Attachment A - ARSCSBID Map.

Pursuant to BID Law, the Advisory Board must come before City Council on an annual basis to present a report as shown in Attachment B - ARSCSBID Budget Report for FY 2026-2027 (Report). The Report proposes a budget for the upcoming fiscal year and the expenditure of revenues derived from the assessments for the benefit of the ARSCSBID.

City Council is required to: 1) review the 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 the ARSCSBID-related actions. Absent a majority protest at the public hearing, at the conclusion of the public hearing, City Council may approve the budget for FY 2026-2027 as filed or as modified by City Council and levy the ARSCSBID assessments for FY 2026-2027.

ANALYSIS

There are currently 543 active businesses with a tax certificate located within the ARSCSBID. The Advisory Board prepared a budget as shown in the Report (Attachment B) for City Council's consideration as the proposed budget for ARSCSBID for FY 2026-2027. 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 the ARSCSBID in FY 2026-2027, and an estimate of the cost of providing the improvements and activities.

It is anticipated that a healthy ARSCSBID will result in the growth of businesses in the district, which indirectly generates additional business tax and sales tax revenue for the City. The ARSCSBID assessments are restricted for use exclusively by the ARSCSBID and are estimated at \$190,050 in FY 2026-2027. The Advisory Board recommends no changes in the method and basis for levying assessments.

City Council may approve the Report as filed or modify the Report and approve it as modified. After approval of the Report, City Council must adopt a resolution of intention to levy the annual assessment for the 2026-2027 fiscal year and fix a time and place for a public hearing to be held on the levy of the proposed assessment.

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EVALUATION AND FOLLOW-UP

The Advisory Board will come before City Council next year to present a report that proposes a budget for the 2027-2028 fiscal year.

FISCAL IMPACTS

Adoption of the proposed ARSCSBID budget does not directly impact City revenue. Assessments are estimated at \$190,050 in FY 2026-2027 and will be recognized and appropriated as part of the FY 2026-2027 Adopted Operating Budget.

The City will charge an administrative fee to collect the ARSCSBID assessment. The City's administrative charge 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 the ARSCBID.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, City Clerk's Office, City Manager's Budget Office, Finance Department, the Planning, Building, and Code Enforcement Department, and the Alum Rock Santa Clara Street Business Association.

PUBLIC OUTREACH

The budget for FY 2026-2027 was reviewed and approved by the Advisory Board on April 22, 2026, as shown in Attachment C - ARSCSBID Board of Directors Meeting Minutes April 22, 2026. This memorandum will be posted on the City Council Agenda website for the June 2, 2026 City Council meeting.

BOARD, COMMISSION, COMMITTEE RECOMMENDATION AND INPUT

No board, commission, or committee recommendation or input is associated with this action.

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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.

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 City Manager's Office
of Economic Development and Cultural
Affairs

For questions, please contact Jessica Munoz, Senior Executive Analyst, City Manager's Office of Economic Development and Cultural Affairs, at jessica.munoz@sanjoseca.gov or (408) 535-8181.

ATTACHMENTS:

Attachment A – ARSCSBID Map

Attachment B – ARSCSBID Budget Report for FY 2026-2027

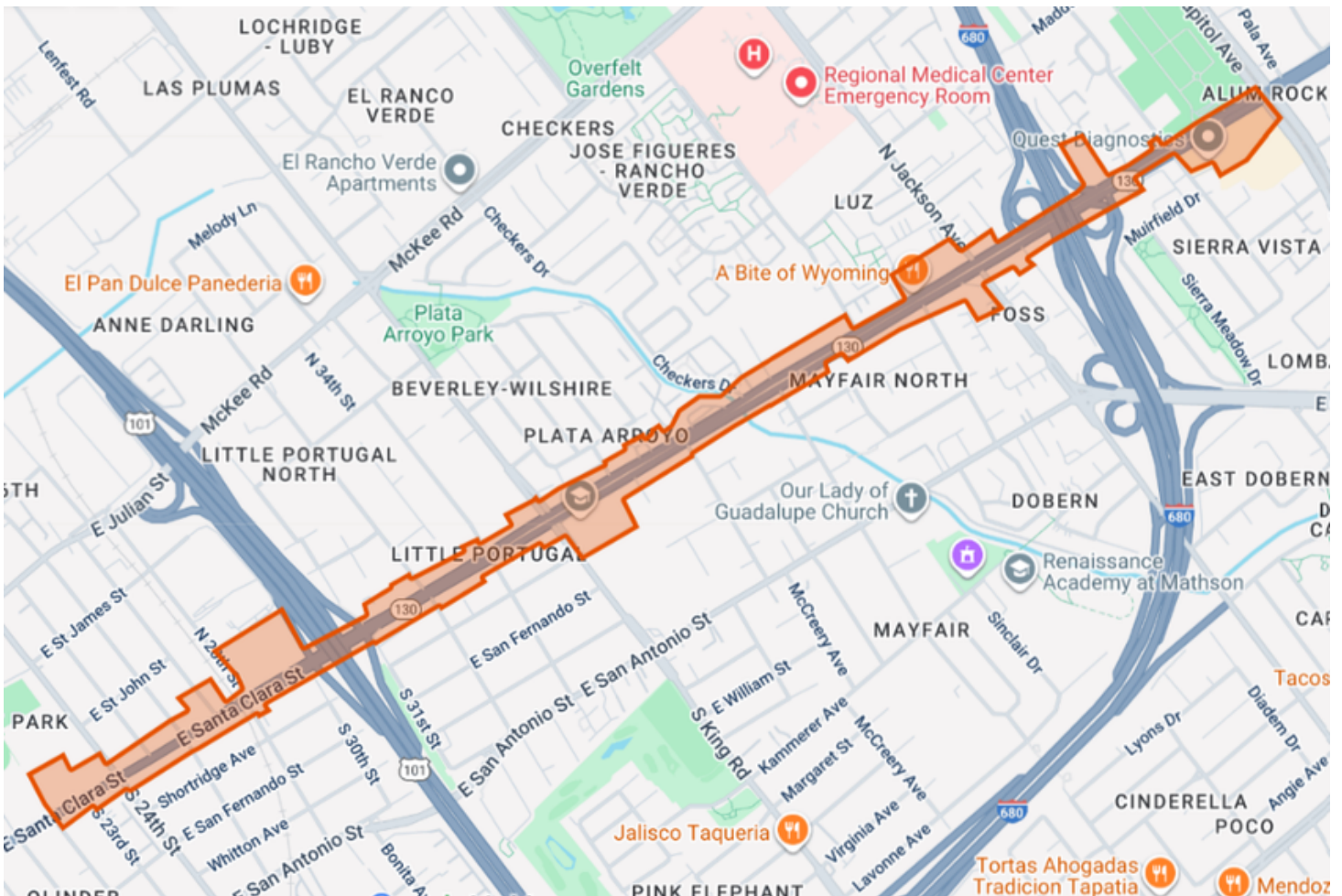
Attachment C – ARSCSBID Board of Directors Meeting Minutes April 22, 2026

Attachment A: ARSCSBID DISTRICT MAP



The Alum Rock Santa Clara Street Business Association represents approximately 540+ businesses within the City of San José, spanning Council Districts 3 and 5 and serving as a collective voice for the corridor's economic vitality.

Association Boundary Map



2026 ARSCSBA Annual Report

Business Improvment District Boundary

Primary Corrdiors		
Street Name	Odd Addresses	Even Addresses
Alum Rock Ave	1501 - 2591	1500 - 2652
E Santa Clara St	1051 - 1499	1052 - 1498

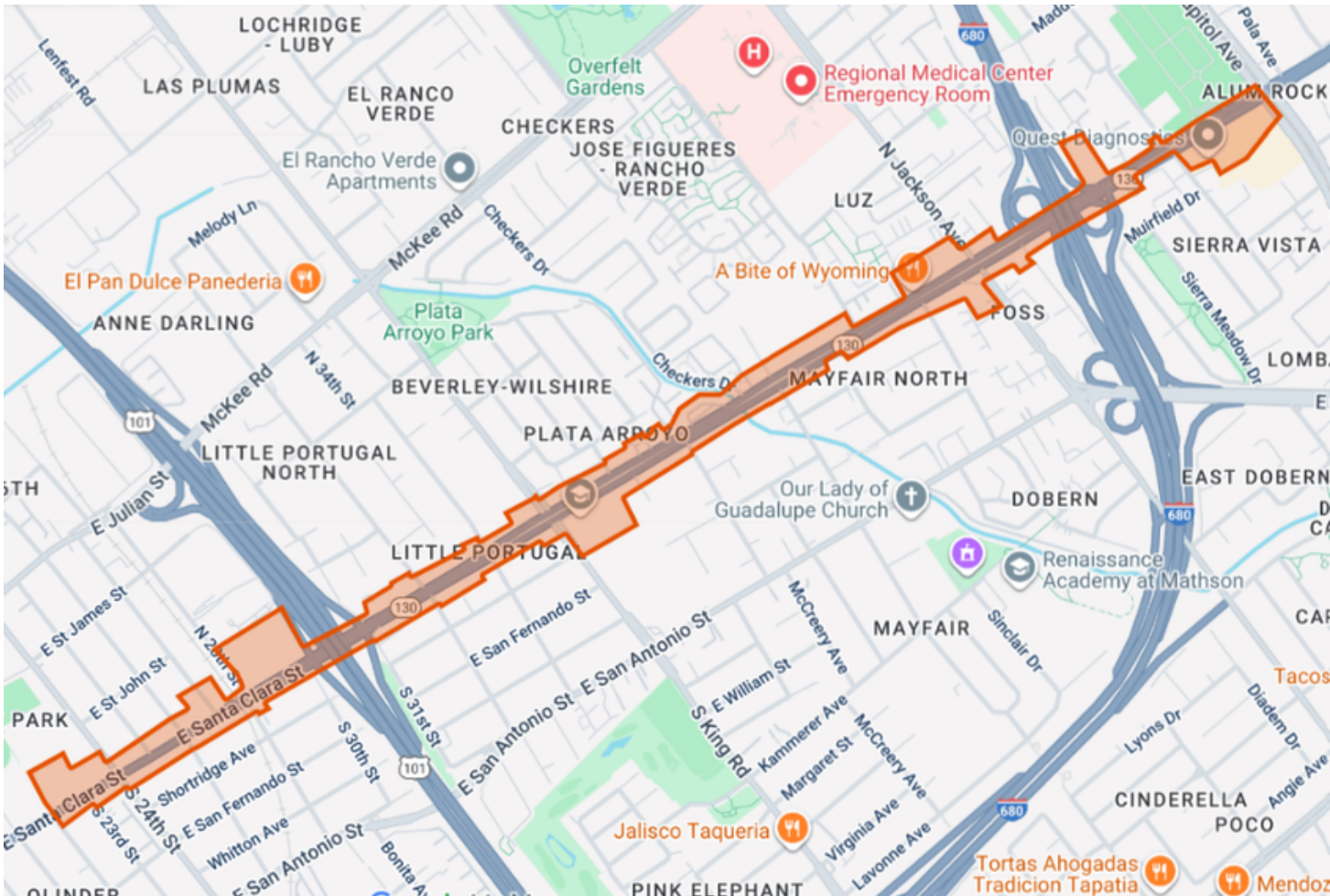
Boundary Streets					
Street Name	Odd Addresses	Even Addresses	Street Name	Odd Addresses	Even Addresses
Alexander Ave	1 - 7	2 - 18	N Jackson Ave	1 - 39	2 - 18
Eastgate Ave	1 - 41	2 - 98	N King Rd	1 - 13	2 - 16
Jose Figueres Ave	1 - 19	2 - 26	N Sunset Ave	1 - 99	2 - 98
Kentucky Pl	1 - 75	2 - 68	Ribbs Ln	2301 - 2333	2300 - 2398
Ketzal Way	2151 - 2199	2150 - 2198	S 23rd St	1 - 7	2 - 28
McCreery Ave	1 - 63	2 - 72	S 24th St	1 - 9	2 - 14
Muirfield Dr	1 - 25	2 - 26	S 26th St	1 - 7	2 - 46
N 24th St	1 - 27	2 - 14	S 28th St	1 - 49	2 - 46
N 25th St	1 - 43	2 - 18	S 33rd St	1 - 19	2 - 20
N 26th St	1 - 21	2 - 16	S 34th St	1 - 31	2 - 30
N 27th St	1 - 35	2 - 68	S Capitol Ave	1 - 99	2 - 32
N 28th St	1 - 99	2 - 98	S Jackson Ave	1 - 49	2 - 48
N 33rd St	1 - 13	2 - 18	S King Rd	1 - 25	2 - 60
N 34th St	1 - 19	2 - 10	S Sunset Ave	1 - 25	2 - 42
N Capitol Ave	1 - 79	2 - 10	Scharff Ave	1 - 3	2 - 10

Attachment B: ARSCSBID Budget Report for FY 2026-2027



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2026 ARSCSBA Annual Report

Financials

The annual assessment remains \$350 per business. Based on an updated district count of approximately 543 businesses, the projected gross revenue is \$190,050.

Applying a conservative 30% delinquency rate, the estimated net annual budget is \$133,035, organized into three primary service categories:

Safety and Beautification – \$66,517.50 (50%)

Funding in this category will support initiatives aimed at improving safety, cleanliness, and the overall appearance of the Alum Rock Santa Clara Street corridor.

Planned activities may include contracting a cleaning and maintenance provider for litter removal, bulky item pickup, and graffiti abatement, as well as continued investment in beautification efforts such as banners, lighting, and public space enhancements. Additional coordination with safety partners may also be explored to address ongoing concerns related to illegal dumping, loitering, and vandalism.

Marketing and Activation – \$33,258.75 (25%)

This category focuses on increasing visibility for the district and supporting local businesses through targeted marketing and community engagement efforts.

Planned initiatives include social media management, promotional campaigns, business directory development, and the coordination of community events and activations that highlight the corridor as a destination and strengthen connections between businesses and residents.

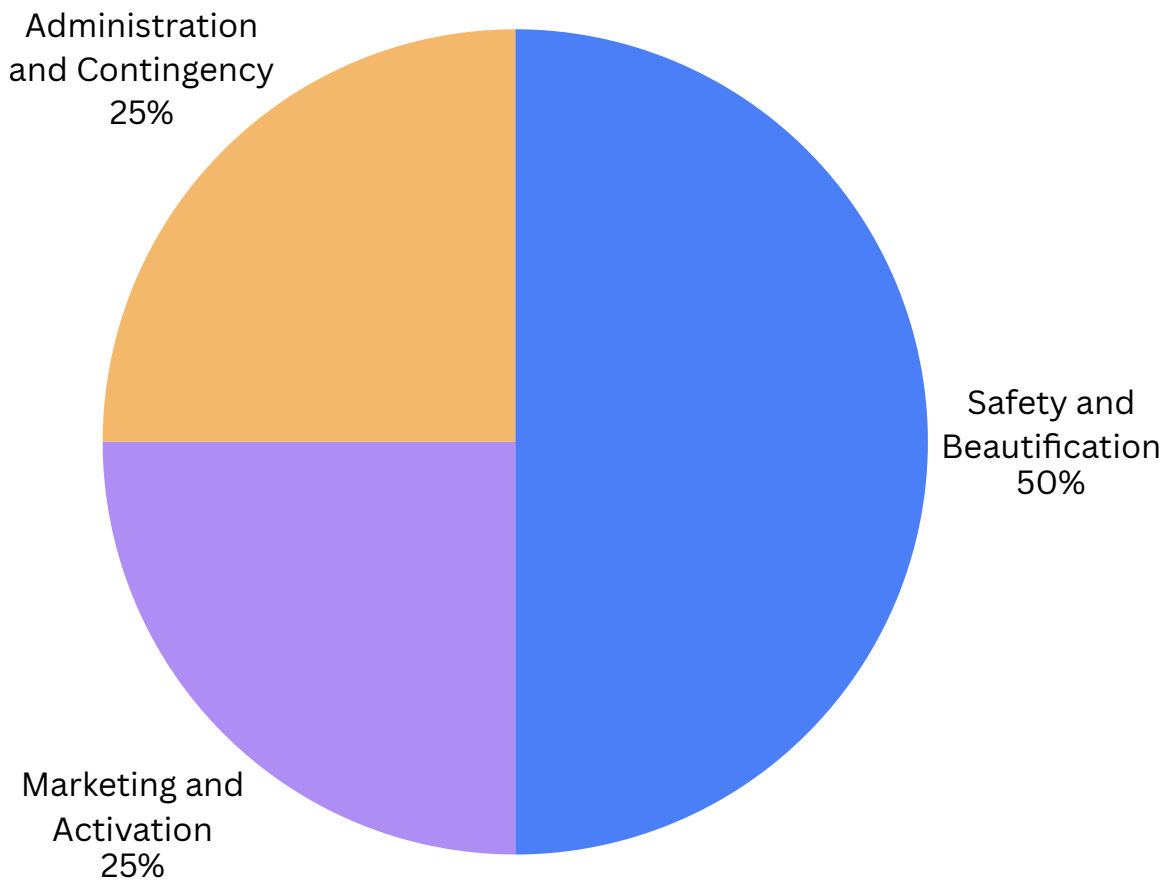
Administration and Contingency – \$33,258.75 (25%)

This category supports the operational needs of the Association and ensures effective program delivery and long-term sustainability.

Funding will support administrative and consulting services, financial management and reporting, meeting coordination, and compliance with City requirements. A portion of these funds will also be reserved for contingencies, uncollected assessments, and future district planning efforts.

2026 ARSCSBA Annual Report

Financials



Service	Allocation
Safety and Beautification	\$66,517.50
Marketing and Activation	\$33,258.75
Administration and Contingency	\$33,258.75
Total Expenses	\$190,050

2026 ARSCSBA Annual Report

Highlights

Board Leadership and Engagement

The Alum Rock Santa Clara Street Business Association has continued to strengthen its Board of Directors through consistent meetings, active participation, and a shared commitment to advancing the corridor.

Board meetings have served as a collaborative space for aligning priorities, discussing district needs, and coordinating with key partners, including City staff, local stakeholders, and community organizations.



Business Outreach and Engagement

The Association has prioritized direct engagement with business owners through outreach walks and one-on-one conversations along the corridor.

These efforts have helped build trust, identify key challenges, and ensure that the voices of local businesses are reflected in ongoing planning and future initiatives.

Partnership with San José State University

In collaboration with San José State University, the Association has engaged with multiple student-led programs to support corridor development:

- BUS 161A – Business engagement and support strategies
- URBP 231 – Urban design and corridor planning concepts
- PR 191 – Marketing and communications support



These partnerships have brought fresh ideas, technical expertise, and additional capacity to support the Association's efforts.



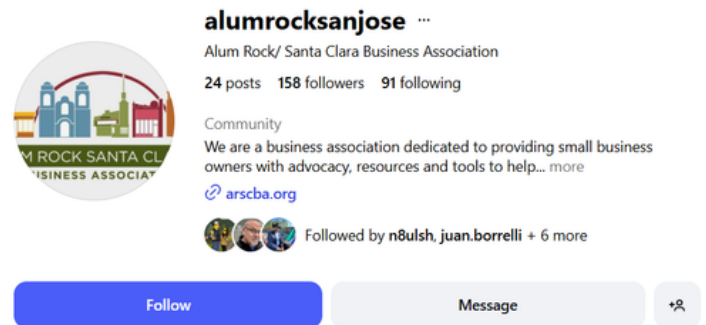
2026 ARSCSBA Annual Report

Highlights

Branding and Corridor Identity

These efforts represent a foundational step toward establishing a recognizable and unified corridor identity that can support long-term economic development. By aligning visual elements and messaging, the Association is working to create a sense of place that is both welcoming and reflective of the community's cultural heritage.

As these branding elements continue to be refined, future phases will focus on implementation across physical infrastructure, digital platforms, and community-facing materials to ensure consistency and visibility throughout the district.



Marketing and Activation Efforts

These early activation efforts have laid the groundwork for sustained engagement and increased foot traffic along the corridor. By prioritizing visibility and community connection, the Association is building momentum toward a more vibrant and active business environment.

Moving forward, the focus will be on expanding programming, strengthening partnerships, and leveraging digital platforms to further amplify local businesses and attract visitors to the district.



2026 ARSCSBA Annual Report

Board of Directors

Name	Board Position	Term Year
Helen Masamori	President	2024
Oswaldo Moreno	Vice President	2023
Luis Muñoz	Treasurer	2023
Cynthia Velazquez	Secretary	2024
Connie Alvarez	Member at Large	2023
Jose de la Sierra	Member at Large	2024
Danny Garza	Community Liason	2024
Davide Vieira	Member at Large	2025
Nathaniel Lim	Member at Large	2025
Marica Hill	Member at Large	2026
Mimi Hernandez	Board Advisor	2023



Meeting Agenda

Date: April 22, 2026 @ 10:00 AM – 11:30 AM

I. Call to Order

- a. Opening: Helen Masamori

The meeting was called to order by President Helen Masamori at 10:08 AM.

II. Roll Call

- a. Helen Masamori, President
- b. Oswaldo Moreno, Vice President
- c. Luis Muñoz, Treasurer
- d. Cynthia Velazquez, Member at Large
- e. Connie Alvarez, Member at Large
- f. Jose de la Sierra, Member at Large
- g. Danny Garza, Community Liaison
- h. Mimi Hernandez, Special Advisor
- i. Davide Vieira, Property Owner
- j. Nathaniel Lim, Business Owner

Board members present included:

Helen Masamori, Oswaldo Moreno, Luis Muñoz, Cynthia Velazquez, Connie Alvarez, Jose de la Sierra, Danny Garza, Mimi Hernandez, Davide Vieira, and Nathaniel Lim.

III. Presentations

- a. CommUniverCity (20 min)

Professor Gordon Douglas presented urban design concepts that student teams have been working this semester. Ideas included:

Traffic calming strategies

Cultural placemaking elements

Gateway and overpass transformation concepts
Activation through public space improvements
These concepts will inform future corridor planning and long-term identity development.

b. Kooltura (15 min)

Omar Rodriguez presented near-final banner designs incorporating Portuguese and Mexican cultural elements.
Designs are pending final board approval
Next step: move into production upon confirmation

IV. Partner Updates

a. San Jose Police Department

Reported 257 incidents over the past 30 days

Focus areas include:

Underground casinos

Blighted properties

Business safety collaboration through camera registries

b. District 5

Updates on:

Outdoor dining streamlining efforts

Exploration of modular housing solutions

Ongoing concerns: RV encampments, sidewalk obstructions, and public safety

c. District 3

Will continue to work on securing a cleaning team for the corridor

d. Office of Economic Development

BID assessment letters in progress

e. Fabrica de Ideas

Ongoing cultural programming and campaign development

Continued marketing collaboration and content development

- f. School of Arts and Culture, Not Present
- g. Prosperity Lab, Had to Leave Early

V. Old Business

- a. Adoption of New Bylaws – Clarification of Process with Board Members

Board reviewed proposed updates, including:

Conflict of interest policies

Board member removal procedures

Deadline set for feedback: Friday (post-meeting)

Special meeting to be scheduled for detailed review and adoption

- b. BID Re-authorization Document – Diana will share the Draft

The Board discussed the proposed allocation structure for the 2026 Re-Authorization as follows:

25% – Administration and Contingency

25% – Marketing and Activation

50% – Safety and Beautification

Motion: Davide Vieira

Second: Danny Garza

Vote: Passed unanimously

VI. New Business

- a. New Board Member: Hill's Training, Marica Hill

A motion was made to approve the addition of Marica Hill, representing Hill's Training, to the Board.

Motion: Helen Masamori

Second: Cynthia Velazquez

Vote: Passed unanimously

- b. Marketing Committee Composition: The Board will discuss and confirm the board members who will collaborating directly with the Fabrica de Ideas

New working group formed:

Marica

Jose de la Sierra

Oswaldo Moreno
Diana (CSS)

Cynthia will stay on to ensure a smooth transition of knowledge.

Responsibilities:

Day-to-day content approvals

Coordination with La Fábrica de Ideas

Major items (website, newsletters) will remain board-approved

Motion: Cynthia Velazquez

Second: Nathaniel Lim

Vote: Passed unanimously

VII. Reports

- a. President's Report: Helen
Emphasized continued momentum in corridor identity and partnerships
- b. Marketing Committee Report: Cynthia
Reported strong engagement metrics:
~11,000 views
841 interactions (past month)
- c. Treasurer Report: Luis Muñoz
Reported \$51,934.61 in the bank
Ongoing processing of payments and tax documentation
Coordinating with Paul Pham for filings

VIII. Action items

- a. February Minutes – Deferred to May
- b. March Minutes – Deferred to May
- c. New Bylaws adoption – Deferred to May

IX. Adjournment

Next Meeting – May 22th, 2026

The meeting was adjourned at 12:32 PM.

