



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker

SUBJECT: See Below

DATE: June 3, 2026

Approved

Date:

6/3/2026

COUNCIL DISTRICTS: 3, 5

SUBJECT: Public Hearing on the Alum Rock Santa Clara Street Business Improvement District and Assessments for Fiscal Year 2026-2027

RECOMMENDATION

Conduct a public hearing and adopt a resolution approving the Alum Rock Santa Clara Street Business Improvement District Budget Report for Fiscal Year 2026-2027 as filed or modified by City Council and levying the Alum Rock Santa Clara Street 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 Alum Rock Santa Clara Street Business Improvement District (ARSCSBID).

BACKGROUND

The 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 Advisory Board for the ARSCSBID, 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. The ARSCSBID boundary map is shown in Attachment A – ARSCSBID 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 the ARSCSBID 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 the ARSCSBID, 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 the ARSCSBID in FY 2026-2027, and an estimate of the cost of providing the improvements and activities. The Advisory Board has recommended no change in the ARSCSBID boundaries or the method and basis for levying assessments. Therefore, the proposed assessments in the ARSCSBID 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 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.

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FISCAL IMPACTS

Adoption of the proposed ARSCSBID budget does not directly impact City revenue. The FY 2026-2027 Adopted Operating Budget, subject to City Council approval, includes projected assessment revenue and corresponding expenses totaling \$190,050.

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

The assessment revenues and corresponding expenses will be recognized and appropriated as part of the FY 2026-2027 Adopted Budget.

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 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 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.

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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 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 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 Improvement 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

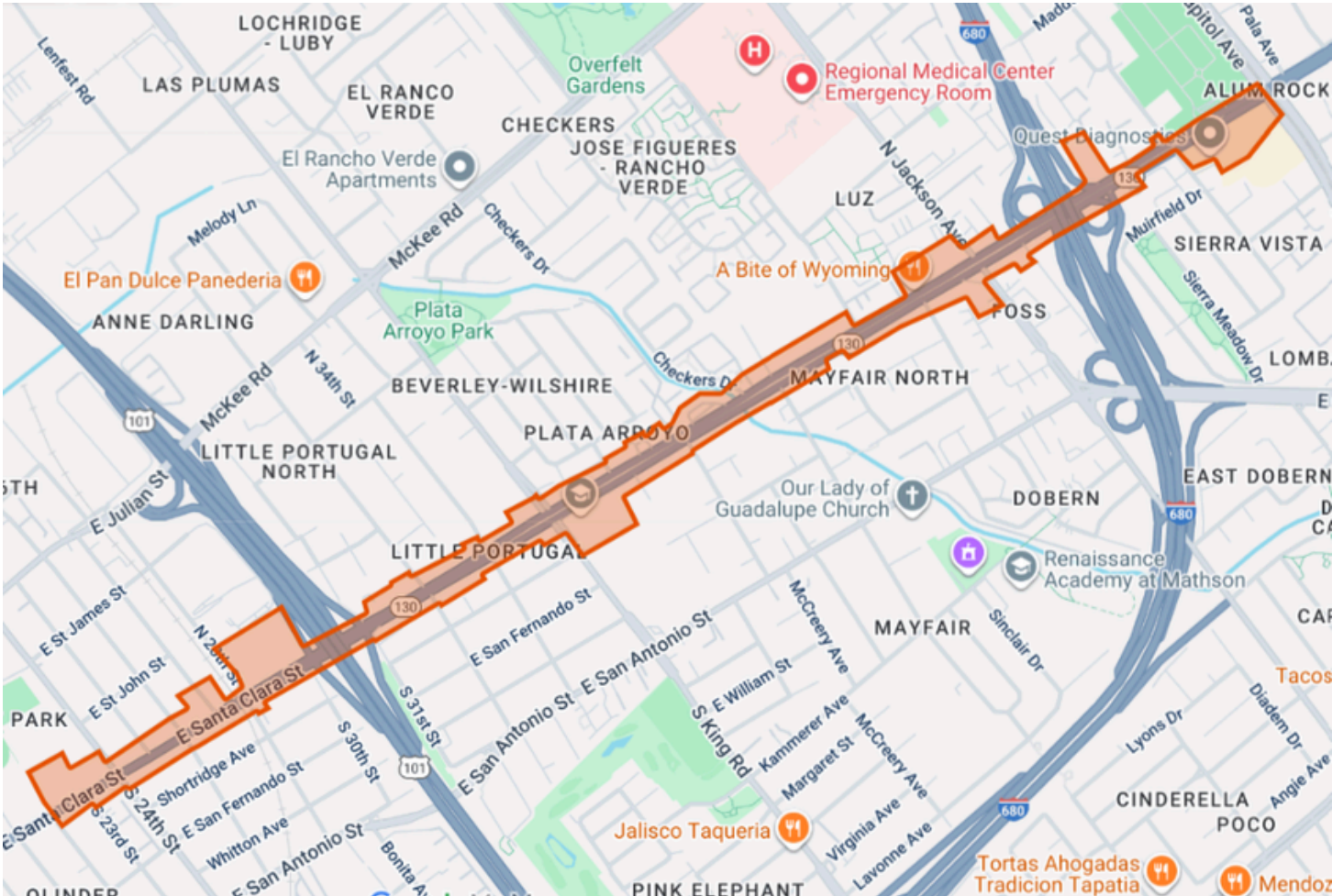
Boundary Streets					
Street Name	Odd Addresses	Even Addresses	Street Name	Odd Addresses	Even Addresses
Alexander Ave	1 - 7	2 - 18	N Jackson Ave	1 - 39	2 - 18
Eastgate Ave	1 - 41	2 - 98	N King Rd	1 - 13	2 - 16
Jose Figueres Ave	1 - 19	2 - 26	N Sunset Ave	1 - 99	2 - 98
Kentucky Pl	1 - 75	2 - 68	Ribbs 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: 2026 ARSCSBA Annual Report



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2026 ARSCSBA Annual Report

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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.

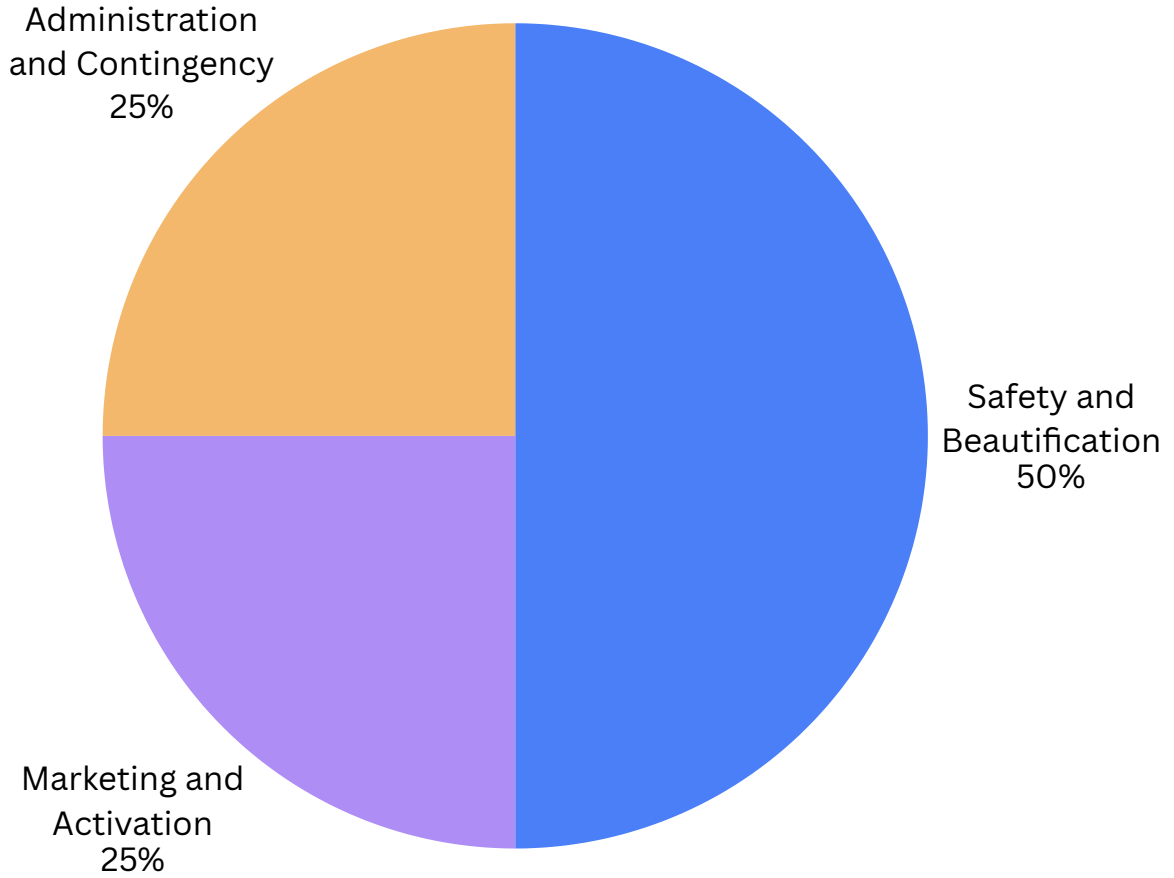
Administration and Contingency – \$33,258.75 (25%)

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	\$133,035

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.



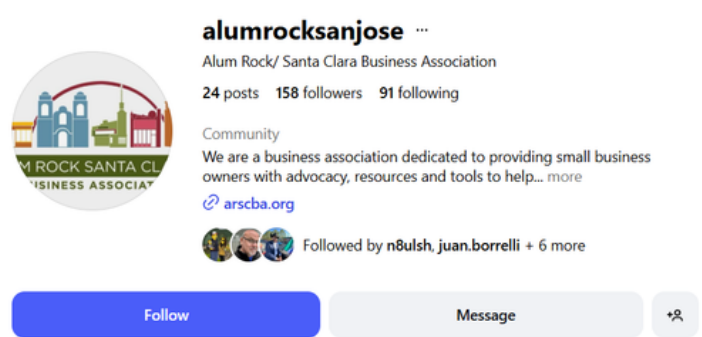
2026 ARSCSBA Annual Report

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.

