

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE DECLARING ITS INTENTION TO ESTABLISH THE ALUM ROCK SANTA CLARA STREET BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989; FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND PUBLIC HEARING AND GIVING NOTICE THEREOF; AND APPOINTING AN ADVISORY BOARD TO ADVISE THE CITY COUNCIL ON ALL ISSUES RELATED TO THE ALUM ROCK SANTA CLARA STREET BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. ("89 Law"), authorizes the City of San José ("City") to establish business improvement areas allowing businesses to raise funds to support joint efforts within a specific geographic area; and

WHEREAS, in 2024, the Alum Rock Santa Clara Street Business Association, Inc. ("ARSCSBA") was established as a non-profit corporation, and in October 2025 the ARSCSBA governing board voted in favor of establishing a business improvement district in the Alum Rock Santa Clara Street business corridor; and

WHEREAS, the ARSCSBA, business owners in the Alum Rock Santa Clara Street business corridor, and representatives from the City have met to consider the formation of the Alum Rock Santa Clara Street Business Improvement District ("ARSCSBID") for the purposes of physical maintenance, marketing, and promotion efforts to increase commercial activity in the Alum Rock Santa Clara Street business corridor; and

WHEREAS, the governing board of the ARSCSBID will serve as the ARSCSBID's advisory board to manage and operate ARSCSBID programs; and

WHEREAS, pursuant to the 89 Law, a public meeting must be held to provide information and an opportunity for comment on the proposed ARSCSBID, and a public hearing must be held to establish the ARSCSBID;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

1. The City Council hereby declares its intention to establish a parking and business improvement area to be known as the “Alum Rock Santa Clara Street Business Improvement District” (“ARSCSBID”) pursuant to the 89 Law.
2. The City Council hereby appoints the governing board of the Alum Rock Santa Clara Street Business Association, Inc. as the Advisory Board for the ARSCSBID, pursuant to Section 36530 of the 89 Law.
3. The boundaries of the ARSCSBID are shown on the map attached hereto as Exhibit A and incorporated herein.
4. The proposed improvements and activities to be funded by the ARSCSBID are, in general, safety and beautification, marketing and activation, and administration and contingency. A description of the types of activities proposed to be funded by the levy of assessments on businesses in the ARSCSBID is set forth in Exhibit B attached hereto and incorporated herein.
5. The assessment rate for the business owners is a flat rate of \$350.00 annually. Except where funds are otherwise available, the assessments shall be levied and collected on an annual basis to pay for all improvements and activities within the area. The City shall collect the assessment.

6. New businesses will not be exempt from the levy of assessment, pursuant to Section 36531 of the 89 Law.
7. NOTICE IS HEREBY GIVEN that January 13, 2026, at 1:30 p.m., or as soon thereafter as the matter may be heard, in the City Council Chambers of the City of San José, 200 East Santa Clara Street, San José, California is fixed as the time and place for a public meeting on the establishment of the ARSCSBID.
8. NOTICE IS HEREBY GIVEN that February 3, 2026, at 1:30 p.m., or as soon thereafter as the matter may be heard, in the City Council Chambers of the City of San José, 200 East Santa Clara Street, San José, California is fixed as the time and place for a public hearing on the establishment of the ARSCSBID.
9. At the aforesaid public hearing, the testimony of any and all interested persons for or against the establishment of the ARSCSBID, the extent of the ARSCSBID, or the furnishing of specified types of improvements or activities in the ARSCSBID shall be heard and considered by the City Council. Protests against the establishment of the ARSCSBID, the extent of the area of the ARSCSBID, or the furnishing of specified types of improvements or activities may be made orally or in writing by any interested person. Each written protest must be filed with the City Clerk, either by mail to City Clerk, City Hall, 200 East Santa Clara Street, San José, California, or by e-mail to city.clerk@sanjoseca.gov, at or before the time fixed for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
10. As provided in Section 36525 of the 89 Law, if written protests against the establishment of the ARSCSBID, the extent of the ARSCSBID, or the furnishing of specified types of improvements or activities in the ARSCSBID are received from the owners of businesses in the ARSCSBID which would pay fifty percent (50%)

or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protest to less than fifty percent (50%), then no further proceedings to establish the ARSCSBID or to levy the proposed assessment may be taken by the City Council for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the ARSCSBID, then those types of improvements or activities shall be eliminated. In order to be counted in determining a majority protest, a written protest must contain a description of the business in which the person submitting the protest is interested sufficient to identify the business as a business within the proposed ARSCSBID and, if a person protesting is not shown on the official records as the owner of the business, the protest shall contain or be accompanied by written evidence that the person protesting is the owner of the business.

11. The City Clerk is hereby directed to give notice of the above-mentioned public meeting and public hearing pursuant to Section 36523 of the California Streets and Highway Code, by publication and mailing.

ADOPTED this _____ day of _____, 2025, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

MATT MAHAN
Mayor

ATTEST:

TONI J. TABER, MMC
City Clerk

EXHIBIT A DISTRICT BOUNDARIES

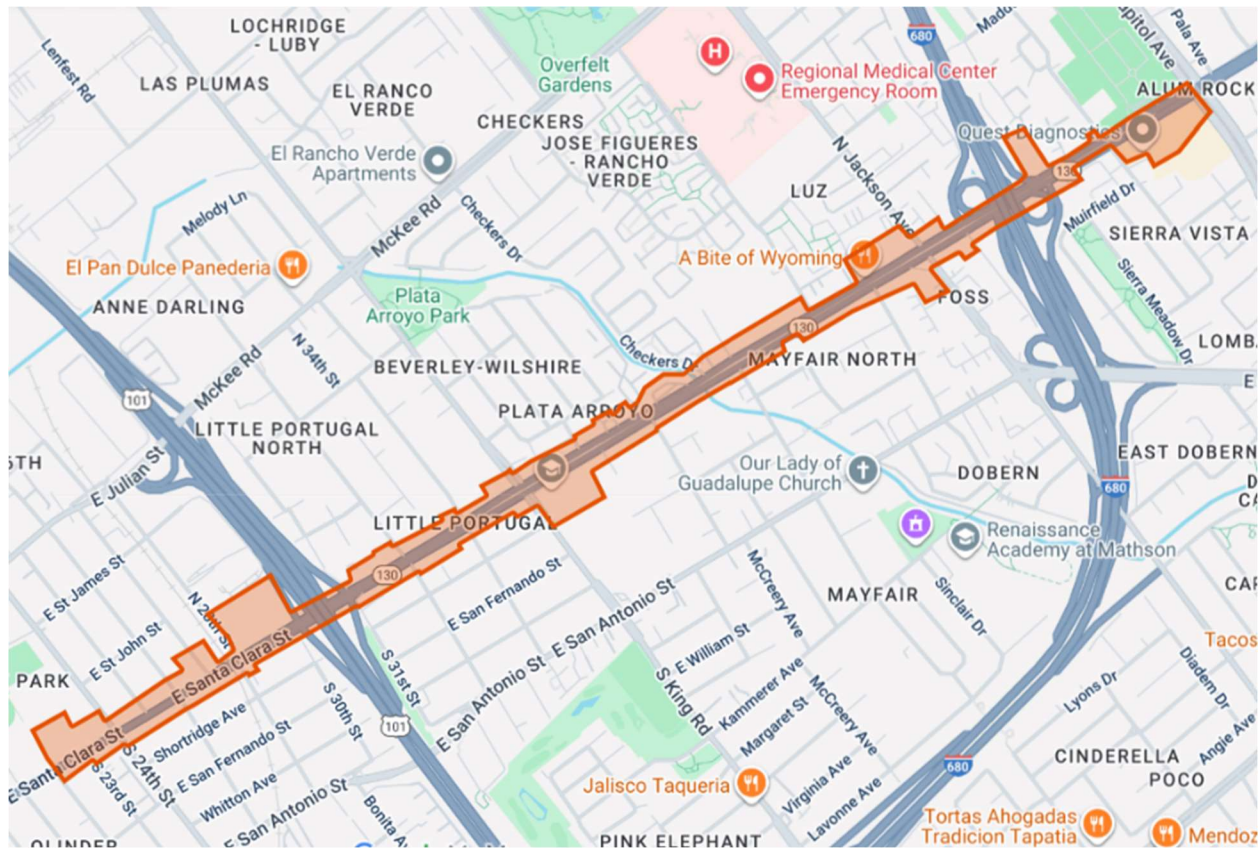


EXHIBIT B PROPOSED BID SERVICES

Alum Rock Santa Clara Street Business Improvement District (ARSCSBID)

The Alum Rock Santa Clara Street Business Association (ARSCSBA) anticipates generating approximately \$133,035 annually through a flat-rate assessment of \$350 per business, applied to 543 businesses within the district boundary. This estimate reflects a 30% delinquency rate based on historical collection patterns for similar Business Improvement Districts in San José.

The ARSCSBA will allocate funds across three primary service categories as approved by the Board: Safety and Beautification (50%), Marketing and Activation (25%), and Administration and Contingency (25%). These services are designed to directly and specifically benefit the assessed businesses, enhance the district's vitality, and foster a clean, safe, and welcoming commercial corridor.

Category	Allocation	Percentage
Marketing and Activation	\$ 33,259	25%
Safety and Beautification	\$ 66,518	50%
Administration/Contingency	\$ 33,259	25%
Total	\$ 133,035	100%

Safety and Beautification (50% — \$66,518.00)

This program will improve corridor cleanliness, safety, and aesthetics, making the Alum Rock corridor more attractive to residents, customers, and investors. Services may include:

- Litter removal and sidewalk sweeping.
- Bulky items and debris removal.
- On-demand graffiti abatement.
- Pressure washing sidewalks on an as-needed basis.
- Coordination with maintenance partners.
- Safety patrols or partnerships with local enforcement to deter illegal dumping, loitering, and vandalism.
- Installation and maintenance of planters, murals, banners, and other beautification elements.
- Implementation of lighting and camera programs to enhance safety.

These services will be supplemental to baseline City services and will directly improve the business environment within the corridor.

Marketing and Activation (25% — \$33,259.00)

This category funds activities designed to increase foot traffic, highlight local businesses, and promote the corridor as a destination. Services may include:

- Social media management and digital marketing campaigns.
- Design and production of promotional materials such as flyers, maps, and business directories.
- Coordination and hosting community events, mixers, and seasonal activations.
- Website development and maintenance to promote district businesses and activities.
- Partnerships with local artists, cultural groups, and schools to activate public spaces.

These initiatives will enhance the visibility of local businesses and foster a sense of community pride along Alum Rock Santa Clara Street.

Administration and Contingency (25% — \$33,259.00)

Administrative funds will cover the costs of managing and delivering the above services. Eligible expenses may include:

- Professional staff support and consultants to manage district operations.
- Office, legal, accounting, and insurance expenses.
- City administrative collection fees (not to exceed actual costs).
- Board development, training, and strategic planning support.
- Reserve funds for contingencies, uncollected assessments, or one-time district renewal costs.
- Any additional administrative or contingency services needed to ensure transparent program management, financial oversight, and responsiveness to emerging district needs.

This category ensures transparent, effective management, and long-term sustainability of the district.