



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker

SUBJECT: See Below

DATE: March 2, 2026

Approved:

Date:

3/10/2026

COUNCIL DISTRICT: 3

SUBJECT: Preliminary Actions Required for the Creation of the East Village Business Improvement District and Levy of Assessments for Fiscal Year 2026-2027

RECOMMENDATION

(a) Adopt a resolution:

- (1) Declaring the City Council's intention to establish the East Village Business Improvement District;
- (2) Setting a public meeting for April 21, 2026, at 1:30 p.m. and a public hearing for May 12, 2026, at 1:30 p.m. on the formation of the East Village Business Improvement District;
- (3) Directing the City Clerk to publish the required notice of the public meeting and public hearing; and
- (4) Appointing East Santa Clara Street Revitalization Association Inc. (DBA East Village Business Association) as the Advisory Board to advise the City Council on all issues related to the East Village Business Improvement District.

(b) Subject to the establishment of the East Village Business Improvement District:

- (1) Preliminarily approve the budget report of the Advisory Board for Fiscal Year 2026-2027; and
- (2) Adopt a resolution of intention to levy an assessment for Fiscal Year 2026-2027 and set a public hearing for May 12, 2026, at 1:30 p.m. on the levy of assessments for Fiscal Year 2026-2027.

SUMMARY AND OUTCOME

Adoption of this resolution will result in a public meeting on April 21, 2026, and a public hearing on May 12, 2026, on the formation of the East Village Business Improvement District (EVBID) and the levy of assessments on assessed businesses for Fiscal Year 2026-2027 in the EVBID.

BACKGROUND

East Village is the commercial corridor along East Santa Clara Street from 6th Street to 22nd Street, comprised of 356 local retail and service businesses in close proximity to San José State University. The commercial corridor connects Downtown San José to the west with Little Portugal and Alum Rock to the east. In recent years, neighborhood advocates and business owners have rebranded this commercial corridor as “East Village”, fostering a stronger district identity and cultural connection with a growing community of San José State University students. The district is becoming a bustling hub where the university community shops, dines, and engages with local businesses. A new mural at 10th Street and Santa Clara Street illustrates this transition by honoring the area’s history while embracing contemporary creative expression.

To support area-based economic development, the City Manager’s Office of Economic Development and Cultural Affairs collaborated with local business owners to organize a formal business association and establish a long-term framework for economic sustainability and corridor revitalization. In 2023, City staff issued a Request for Proposals to identify an organization to facilitate this work. Community Strong Strategies was selected to lead outreach and coordination efforts along the East Santa Clara Street corridor. Community Strong Strategies’ primary tasks included identifying and engaging local business owners, establishing the governance and operational structure of a business association, and serving as a liaison between local businesses, the City, and community partners.

The project formally launched in June 2023, with Community Strong Strategies hosting an initial community meeting in the corridor, followed by extensive door-to-door outreach and stakeholder engagement throughout the neighborhood. By June 2024, the East Santa Clara Street Revitalization Association Inc. (DBA East Village Business Association (EVBA)) emerged with a new board, updated bylaws, and its nonprofit 501(c)(3) designation.

Since its formation, the EVBA Board has actively participated in community events, organized corridor clean-up and beautification efforts, and promoted local businesses through social media and community partnerships. The EVBA has also been a strong advocate for improving safety, maintenance, and economic opportunity along the corridor. In April 2025, the EVBA Board voted to explore the formation of a Business

Improvement District (BID) to provide a sustainable funding source for maintenance, beautification, and business support services. Meeting minutes documenting this vote are included as Attachment A: EVBID Board Vote.

San José currently has four BIDs in operation: the Downtown BID, established in 1988; the Japantown BID, established in 1990; and the Tully Road Eastridge and Monterey Corridor BIDs, established in 2024. In addition, there are two newly formed BIDs: The Alum Rock Santa Clara Street BID and The Alameda Community BID.

ANALYSIS

BIDs are established pursuant to the California Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. (BID Law) to allow businesses or property owners to assess themselves to support joint efforts such as physical maintenance, marketing, and promotion. Under BID Law, the City Council may establish a BID by adopting a resolution of intention, conducting a public meeting and a public hearing, fulfilling certain noticing requirements, and adopting an ordinance to establish the BID. The BID must be renewed annually by action of the City Council. BID Law allows for an Advisory Board to be appointed by the City Council to advise the City Council on all issues related to the improvement district.

BID Law allows for the creation of a special benefit assessment district within a BID to raise funds within a specific geographic area. Assessment districts allow business owners to organize their efforts and raise funds exclusively for the benefit of the district. Business owners within assessment district boundaries fund the district, and those funds are used to provide services that are desired by and benefit businesses within the district. The mature BIDs in the city, such as those in Downtown and Japantown, highlight the positive long-term impact these districts can have for residents, businesses, and San José.

The requirements under BID Law provide a stable funding source for services and improvements and state that:

- Funds cannot be diverted for other government programs;
- Funds can be customized to meet the needs of each area; and
- Funds are deployed for a wide range of services, including cleaning, safety and beautification, environmental improvements, marketing, and branding.

Creation of a New BID

The following steps must be taken sequentially to establish a BID:

1. Establishment of an Advisory Board

The Advisory Board is appointed by the City Council to make recommendations regarding the expenditure of the revenues derived from the assessment and the method and basis of levying the assessment. If the BID is approved, the Advisory Board will return annually to report to the City Council, request renewal, and submit a proposed budget for the coming year.

Staff recommends that the City Council appoint the EVBA as the Advisory Board. The EVBA Board has led the effort to form the assessment district. Their vision is to create a safe, sustainable, and clean environment where businesses, employees, and families can enjoy the rich culture of food, retail, and entertainment the corridor has to offer. The EVBA Board actively participated in drafting the budget report and service plan, and consulting with business owners along the corridor. The commitment of the EVBA Board to the local business community is designed to ensure there is effective management of the funds. The immediate priority of the EVBA is to upgrade the cleaning and beautification of the corridor. The EVBA Board will consist of nine voting members, representing a variety of business sectors spread across the geographic boundary of the BID area, and the EVBA Board will include a majority of business owners or representatives of business owners paying the BID assessment.

2. City Council Adoption of a Resolution of Intention to Establish a BID and Setting of Public Meeting and Public Hearing Dates

The public meeting provides information and an opportunity to comment on the proposed BID and the levy of assessments. At a subsequent public hearing, the City Council will take testimony on the establishment of the BID, the boundaries of the BID, the annual budget of the BID, and the types of activities proposed to be funded from the assessment. If business owners who would pay a majority of the BID assessment protest, the City Council shall not initially establish or renew the BID.

3. Ordinance Reading

The first and second readings of an ordinance establishing the BID and the levy of an assessment are the final steps in the creation of the BID. Ordinances are effective 30 days after the second reading.

The following is a proposed timeline for the creation of the EVBID and initial funding of the district's activities:

Appointment of Advisory Board	March 24, 2026
Resolution of Intention to Establish a BID	March 24, 2026
Resolution of Intention to Levy Assessment for Fiscal Year 2026-2027	March 24, 2026
Publication and Mailing of Notice	March 31, 2025
Public Meeting	April 21, 2026
Public Hearing	May 12, 2026
Ordinance First Reading	May 12, 2026
Resolution to Approve Budget and Levy Assessment for Fiscal Year 2026-2027	May 12, 2026
City of San José Agreement with EVBA	May 12, 2026
Ordinance Second Reading	June 2, 2026
Ordinance Becomes Law	July 3, 2026
Assessment Begins*	July 1, 2026

** Assessments will be collected on a rolling basis as part of the annual business tax account renewal for each business in the district and remitted to EVBID.*

Improvement District Boundaries

The proposed BID will include all assessed businesses, existing and in the future, located within the boundaries of the EVBID described below. The EVBID is comprised of two zones: one encompassing the area directly along Santa Clara Street, and another covering the remaining area of the proposed district. Table 1 - EVBID Address Range below shows the range of addresses included in the EVBID.

Table 1 - EVBID Address Range

Full Street Name	Odd	Even
S 5 th St		80-84
S 6 th St	97	58-88
S 7 th St	79	44-48
S 8 th St	25-83	18-74
S 9 th St	23-99	18-20
S 10 th St	11-25	22-96
S 11 th St	23-87	14-90
S 12 th St	15-99	26-98
S 13 th St	27-97	28-98
S 14 th St	25-99	10-54
S 15 th St	33-95	12-92
S 16 th St	31-83	40-88

Full Street Name	Odd	Even
S 17 th St	17-95	60-84
S 19 th St	17-75	18-68
S 20 th St	15-95	20-98
S 21 st St	19-95	8-78
S 22 nd St	15-97	16-98
E San Fernando St	195-1047	n/a
E Santa Clara St	225-1051	260-1050
Calhoun St	853	860-868

A map of the EVBID is included as Attachment B: East Village BID Management Plan with Map.

EVALUATION AND FOLLOW-UP

The EVBA Board will report annually to the City Council to secure the renewal of the BID. The first report is expected in June 2027 and will include a proposed budget for Fiscal Year 2027-2028.

FISCAL IMPACTS

As of February 2026, there are 356 businesses holding an active business tax certificate within the EVBID. Assessment fees will vary between the two zones. The two zones are distinguished by their locations: one along Santa Clara Street (Zone 1) and the other encompassing the remaining area within the district (Zone 2).

Businesses within Zone 1 will be assessed an annual rate of \$250 and will receive the full range of BID-funded services. These services include enhanced cleanliness, safety initiatives, marketing, activation, and beautification efforts intended to increase foot traffic, improve the business environment, and strengthen overall district vitality.

Businesses within Zone 2 will be assessed a reduced annual rate of \$125. Zone 2 businesses will receive marketing and beautification services, but will not receive the same level of enhanced clean and safe services provided within Zone 1. Table 2 - Estimated Assessments Per Zone below outlines the estimated fee collection per zone.

Table 2 – Estimated Assessments Per Zone

District Zone	Assessment Fee	Number of Businesses	Assessment Revenue
Zone 1	\$250	227	\$56,750
Zone 2	\$125	129	\$16,125
Totals		356	\$72,875
Estimated Collection Rate (70%)			\$51,013

If the EVBID is approved by the City Council on May 12, 2026, the annual forecasted income, based on a historical citywide collection rate and accounting for exemptions, is \$51,013. The assessment revenue will be recognized and appropriated as part of the FY 2026-2027 Adopted Budget. All collected assessment revenue, less the City's administrative fee, will be forwarded to the EVBID. This annual assessment will be invoiced simultaneously and in the same manner as the City's annual business tax at the time of renewal. The City will retain an administrative fee to recover costs associated with collecting the EVBID assessment. The administrative charge will be 1% of the assessment revenue collected by the City. This amount will be reviewed annually as part of the annual report submitted by the Advisory Board to the City. The administrative fee will be deducted from the assessment revenue prior to disbursement to the EVBID.

Attachment B: East Village BID Management Plan outlines the proposed EVBID budget for Fiscal Year 2026-2027. The budget's most significant expenditure is for clean and safe services, which account for approximately 85% of total expenditures.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, City Clerk's Office, City Manager's Budget Office, Finance Department, and the Planning, Building, and Code Enforcement Department. This memorandum was also coordinated with the EVBA.

PUBLIC OUTREACH

EVBA Board members and City staff conducted outreach walks in the district on July 28, 2025. Each outreach team delivered an informational flier and answered business owner questions. The informational flier that was distributed is attached as Attachment C: Outreach Handouts.

Beginning in October 2025, the EVBA consistently advanced discussion of the formation of the BID by making it a standing agenda item at its public meetings. A town

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hall meeting was held on November 13, 2025, to address public questions and comments. Additionally, the EVBA Board will mail the BID informational flier to all businesses in the proposed district to ensure comprehensive notification.

This memorandum will be posted on the City Council Agenda website for the March 24, 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.

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: EVBID Board Vote

Attachment B: East Village BID Management Plan

Attachment C: Outreach Handouts

Attachment A: EVBID Board Vote

On Wed, Feb 18, 2026 at 3:19 PM Cindy Feng <cindy@communitystrongstrategies.com> wrote:
Dear EVSJ board,

Please reply to this thread with no later than Friday, February 20th:

- Any final questions or comments
- Your vote (Approve / Oppose / Abstain)

As a follow-up to last Friday's special meeting, I wanted to provide a comprehensive summary of the updated assessment methodology, boundary options, and management plan revisions for the full board.

For those who attended Friday's meeting, thank you again for the thoughtful discussion and input. For those who were unable to join, this email outlines the context and proposed updates so that everyone is aligned prior to taking official action.

Why This Update Is Necessary

As we finalized business count data with OED and corrected overlaps with adjacent districts, we identified important changes to our assessable base. The official business count decreased after correcting overlap with adjacent districts. Within the original boundary, there are **227 assessable businesses**. Under the extended boundary, there are **356 assessable businesses**.

Additionally, a number of businesses within the district are exempt from paying business license tax. These exemptions typically include nonprofits, senior-owned businesses, and businesses that qualify for financial hardship exemptions. Because BID assessments are tied to the business license system, businesses that are exempt from paying business license tax cannot be assessed under the BID. As a result, while they operate within the boundary, they do not contribute to assessment revenue.

Because exempt businesses cannot be assessed, the number of paying businesses is lower than originally projected. The original assessment structure was built on a higher anticipated count, and without adjustment, it would not generate sufficient funding to deliver the level of services the Board has prioritized.

For specific revenue projections under each scenario and detailed boundary comparisons, please refer to the attached images and supporting document.

What Has Been Updated

1. Boundary Options

We evaluated two configurations:

- Original Boundary
- Extended to San Fernando

Each boundary option results in different assessable business totals, revenue projections, and overall geographic service area size. Because service costs — particularly Clean and Safe — are directly tied to district size, the boundary decision materially impacts operational feasibility. A detailed breakdown of these differences is included in the attached materials for review.

2.Flat Fee Structure Proposal

To account for the updated assessable business count, we modeled a revised flat fee structure applied uniformly to all businesses within the district.

Three flat fee tiers were evaluated:

- \$250 per business annually
- \$300 per business annually
- \$350 per business annually

These tiers were analyzed under both the Original Boundary and the Extended Boundary to San Fernando. Each scenario generates different projected revenue totals depending on the boundary configuration and assessable base. Please see the attached revenue projection summary for detailed figures.

3.Zoning Structure Proposal

We also evaluated a zoning-based assessment structure to align service levels with geography and funding capacity.

Under this proposal, the district would be divided into two zones:

Zone 1 (Core Area – Original Boundary):

Businesses within the original boundary would receive a higher tier of services, including Clean and Safe services in addition to Marketing and Beautification efforts.

Zone 2 (Extended Area Only):

Businesses within the extended boundary would receive Marketing and Beautification services only.

Fee Structure Under the Zoning Model:

- A flat fee would be applied to all Zone 1 businesses.
- A reduced flat fee — set at 50% of the Zone 1 assessment — would be applied to all Zone 2 businesses.

Given that portions of the extended area include a significant residential presence, this structure allows us to serve businesses in the extended boundary with marketing and beautification support, while ensuring we maintain sufficient funding to deliver the full level of services the Board has prioritized within the original boundary. Revenue projections under the zoning structure at different fee levels are included in the attached materials.

Next Step – Official Vote

We will be taking the official vote via this email thread. This thread will be used to conduct discussion and to record the official vote for the updated boundary configuration and assessment methodology.

Based on Friday's discussion, there appeared to be general alignment leaning toward a zoning option at the \$250 level, though no formal decision has been made.

Best,

Cindy Feng | Project Coordinator
Community Strong Strategies, LLC
Second, approve, send, go, all the above

On Thu, Feb 19, 2026 at 5:05 PM Chris Patterson-Simmons <[REDACTED]> wrote:
I approve the motion to move forward.

Chris

C.P. Simmons
C.P. Simmons Designs

On Thu, Feb 19, 2026 at 4:56 PM Abram <6thstreetburger@gmail.com> wrote:
I approve the motion

Abram Chandler
Sixth Street Burger
408-781-5658

On Thu, Feb 19, 2026 at 4:52 PM Abram <6thstreetburger@gmail.com> wrote:
I motion to proceed at the new zoning rate of \$250.00

Abram Chandler
Sixth Street Burger
408-781-5658

On Wed, Feb 18, 2026 at 6:06 PM Leslie Levitt <[REDACTED]> wrote:
I vote in yes/aye on the motion to proceed with the zoning option at the \$250 rate.

Les

On Wednesday, February 18, 2026 at 03:31:45 PM PST, AM L <[REDACTED]> wrote:

To clarify- I motion for the zoning option at the \$250 rate.

Have a great day!
Ann Marie

On Wed, Feb 18, 2026 at 3:27 PM AM L <[REDACTED]> wrote:
I motion to move forward.

Have a great day!
Ann Marie

From: Tim Pham <ductienpham@yahoo.com>

Sent: 19 February 2026 10:50 PM

To: Chris Patterson-Simmons <[REDACTED]>; caleb orozco
<thelastroundsj@gmail.com>

Cc: Abram <6thstreetburger@gmail.com>; Leslie Levitt <[REDACTED]>; Cindy Feng
<cindy@communitystrongstrategies.com>; AM L <[REDACTED]>;

[REDACTED]
<nathan@communitystrongstrategies.com>; Diana Zepeda
<diana@communitystrongstrategies.com>; Tim Pham <[REDACTED]>

Subject: Re: EVSJ – Action Required: Vote on Updated Assessment Structure

Approved

-Tim

On Thursday, February 19, 2026 at 08:53:52 PM PST, caleb orozco <thelastroundsj@gmail.com>
wrote:

Second, approve, send, go, all the above

Attachment B: East Village BID Management Plan

EXHIBIT A

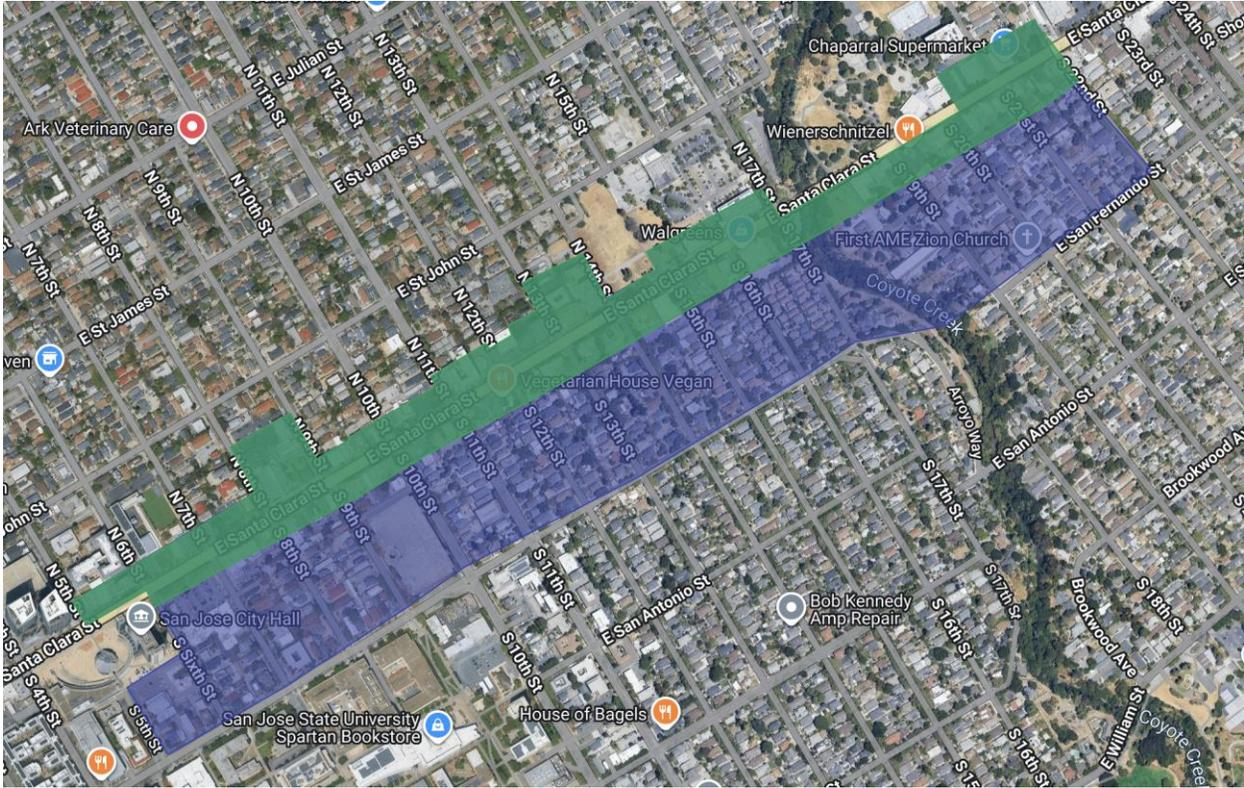


EXHIBIT B

PROPOSED BID SERVICES — EAST VILLAGE SAN JOSE BUSINESS ASSOCIATION

The East Village San José Business Association (EVSJ), formerly the East Santa Clara Street Business Association, anticipates generating approximately \$51,012 annually through a zoning-based assessment structure designed to reflect service levels and proportional benefit across the district. The district includes a total of 356 businesses, comprised of 227 businesses in Zone 1 and 129 businesses in Zone 2. This revenue estimate reflects a projected delinquency rate based on historical collection patterns for similar Business Improvement Districts in San José.

Businesses located within Zone 1 will be assessed at the full annual rate of \$250 per business and will receive the full range of BID-funded services. These services include enhanced cleanliness, safety initiatives, marketing, activation, and beautification efforts intended to increase foot traffic, improve the business environment, and strengthen overall district vitality.

Businesses located within Zone 2 will be assessed at a reduced annual rate of \$125 per business (50% of the Zone 1 rate). Zone 2 businesses will receive marketing and beautification services but will not receive the same level of enhanced clean and safe services provided within Zone 1.

The EVSJ BID will allocate funds across three primary service categories as approved by the Board: Clean and Safe (72%), Marketing and Beautification (18%), and Administration and Contingency (10%). 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
Clean and Safe	\$ 36,728.64	72%
Marketing and Beautification	\$ 9,182.16	18%
Administration/Contingency	\$ 5,101.20	10%
Total	\$ 51,012.00	100%

Clean and Safe (72% — \$36,728.64)

The Clean and Safe category is intended to improve the overall condition and appearance of the EVSJ corridor by providing supplemental services that address cleanliness, safety, and physical infrastructure conditions. These services are designed to enhance the day-to-day environment for businesses and customers, reduce negative impacts on commercial activity, and support a well maintained and welcoming corridor. Services may include, but are not limited to:

- Regular litter removal, sidewalk sweeping, and targeted corridor cleanups focused on high need areas and priority blocks.
- Removal of bulky items from abandoned materials, and illegal dumping debris to improve sidewalk accessibility, storefront visibility, and pedestrian circulation.
- On demand, graffiti abatement on public facing surfaces within the district.

- Pressure washing of sidewalks and removal of gum, stains, and surface buildup in priority locations.
- Installation, upgrade, and maintenance of lighting infrastructure, including additional light fixtures or enhanced lighting elements, to improve nighttime visibility and public safety.
- Capital improvements related to cleanliness and safety, such as trash receptacles, lighting hardware, or other corridor infrastructure improvements that support ongoing maintenance and safety objectives.
- Coordination with maintenance vendors, City departments, and partner organizations to address recurring cleanliness, safety, and infrastructure related concerns.
- Safety patrols or partnerships with local enforcement, outreach teams, and service providers to deter loitering, vandalism, and illegal dumping while supporting a safer corridor environment.
- Implementation of camera or monitoring programs, where feasible, to support corridor safety efforts and incident response.

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

Marketing and Beautification (18% — 9,182.16)

The Marketing and Beautification category is intended to promote the East Village corridor as a cohesive destination by increasing awareness of local businesses while supporting a cleaner, more visually consistent, and welcoming streetscape. Through coordinated marketing efforts and modest beautification initiatives, this program supports business visibility, reinforces corridor identity, and contributes to an improved corridor appearance. Services may include, but are not limited to:

- Social media management and digital outreach to highlight EVSJ businesses, corridor updates, and district wide improvements.
- Design and production of corridor marketing materials, including digital flyers, maps, and business listings that reinforce corridor identity.
- Website content updates and maintenance to promote district businesses, available resources, and corridor enhancements.
- Beautification elements that improve the visual appearance of the corridor, such as window decals, wayfinding signage, coordinated storefront enhancements, or identity-based design features.

- Coordination with local artists, cultural organizations, schools, or community groups on beautification or identity related initiatives that enhance the corridor’s look and feel.
- District branding and promotional efforts that support a cohesive visual identity and contribute to a more welcoming commercial environment.

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 (10% — \$5,101.20)

The Administration and Contingency category supports the effective management and delivery of district services in alignment with the approved service plan. These funds provide the oversight, compliance, coordination, and financial stability necessary to maintain district operations and ensure the long-term sustainability of the Business Improvement District. Services may include, but are not limited to:

- 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.

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

East Village San José Business Improvement Districts

The East Village San Jose Business Association (EVSJ) had voted in 2025 to establish a Business Improvement District (BID) to create a sustainable funding source dedicated to the ongoing improvement of the district. BID funds would be reinvested locally to support Clean and Safe efforts that enhance the overall appearance and experience of the corridor, as well as Marketing and Beautification initiatives that promote local businesses, strengthen district identity, and encourage increased activity and engagement in the area. Specific allocation below:

Category	Allocation	Percentage
Clean and Safe	\$36,728.64	72%
Marketing and Beautification	\$9,182.16	18%
Administration/Contingency	\$25,837.00	10%
Total	\$51,012.00	100%

Within the EVSJ BID boundary, 227 businesses are identified in zone 1 and 129 businesses are identified in zone 2. Businesses located within Zone 1 will be assessed at the full annual rate of \$250 per business and will receive the full range of BID-funded services. Businesses located within Zone 2 will be assessed at a reduced annual rate of \$125 per business (50% of the Zone 1 rate). Zone 2 businesses will receive marketing and beautification services. The BID assessment will be collected annually as part of the City’s business tax process for businesses located within the BID boundaries.



Frequently Asked Questions?

What is a BID and how does it work?

A Business Improvement District (BID) is a defined area where businesses choose to pay an additional fee to fund projects that benefit the district.

What it is:

- Self-funded improvements: Businesses within a BID agree to a special assessment (not a tax) on top of their regular taxes. This money is pooled together and used solely for projects within the district's boundaries.
- Locally driven: BIDs are managed by a board that's typically made up of local business owners, property owners, and sometimes residents. This ensures that the funds are used in a way that directly addresses the needs of the area.
- Supplement to city services: BIDs don't replace city services; they enhance them. They often focus on areas where the city may have limited resources or where businesses feel additional attention is needed.

What BIDs do:

BIDs can engage in a wide range of activities, depending on the needs of the district. Common examples include:

- Enhanced security: Private security patrols, improved lighting, and coordination with local law enforcement.
- Cleanliness and maintenance: Sidewalk cleaning, graffiti removal, landscaping, and trash collection.
- Marketing and promotion: Branding campaigns, events, and initiatives to attract customers to the district.
- Capital improvements: Streetscape improvements, public art installations, and façade renovations.
- Advocacy: Representing the interests of businesses in the district to local government and other stakeholders.

Benefits of BIDs:

- Improved business environment: BIDs can create a more attractive and welcoming environment for businesses, customers, and residents.
- Increased property values: By improving the overall appearance and functionality of the district, BIDs can help boost property values.
- Stronger sense of community: BIDs can foster collaboration and communication among businesses, leading to a stronger sense of community.
- Economic development: BIDs can attract new businesses and investment to the district, contributing to economic growth.

Have questions? We're here to help!!
Email us at: sj.escba@gmail.com