



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker

SUBJECT: See Below

DATE: May 11, 2026

Approved

Date:

5/15/26

COUNCIL DISTRICT: 6

**SUBJECT: Actions Related to The Alameda 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 Alameda 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 Alameda Business Improvement District (TABID) and set the time and date for the public hearing.

BACKGROUND

TABID was established by City Council in 2025 pursuant to the California Parking and Business Improvement Area Law of 1989 (BID Law) to promote the economic revitalization and physical maintenance of The Alameda business corridor. City Council appointed The Alameda Business Association as the Advisory Board for TABID, to advise City Council on the levy of assessments in TABID, and the expenditure of

May 11, 2026

Subject: Actions Related to The Alameda 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

Page 2

revenues derived from the assessments for the benefit of TABID. The Alameda Business Improvement District boundary map is shown in Attachment A – TABID Boundary 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 – TABID Budget Report for Fiscal Year (FY) 2026-2027 (Report). The Report proposes a budget for the upcoming fiscal year for TABID to advise the City Council on the levy of assessments in TABID and the expenditure of revenues derived from the assessments for the benefit of TABID.

City Council must then: 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 TABID-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 TABID assessments for FY 2026-2027.

ANALYSIS

The Advisory Board prepared a budget as shown in the Report (Attachment B) for City Council's consideration as the proposed budget for TABID 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 TABID in FY 2026-2027, and an estimate of the cost of providing the improvements and activities. There are currently 1,862 active businesses with a tax certificate located within the boundaries of TABID and the Advisory Board recommends no change 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.

EVALUATION AND FOLLOW-UP

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

FISCAL IMPACTS

Adoption of the proposed TABID budget does not directly impact City revenue. It is anticipated that a healthy TABID will encourage growth of the retail community, which indirectly generates additional business tax and sales tax revenue for the City. TABID assessments are restricted for use exclusively by TABID and are estimated at \$198,695 in FY 2026-2027. The FY 2026-2027 Proposed Operating Budget, subject to City Council approval, includes projected assessment revenue and corresponding expenses totaling \$195,000, as detailed in the Source and Use Statement for the Business Improvement District Fund (Fund 351). To align budgeted FY 2026-2027 revenues and expenses with estimated assessment amounts, an adjustment will be brought forward as part of the budget process to amend the 2026-2027 Proposed Operating Budget.

The City will charge an administrative fee for its costs to collect TABID assessments. The City's administrative fee will be one percent of the assessment 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 TABID.

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 has also been coordinated with the Alameda Business Association.

PUBLIC OUTREACH

The budget for FY 2026-2027 was reviewed and approved by the Advisory Board on March 14, 2026, as shown in Attachment C – The Alameda Business Association of Directors Resolution. 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.

HONORABLE MAYOR AND CITY COUNCIL

May 11, 2026

Subject: Actions Related to The Alameda 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

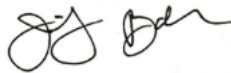
Page 4

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 Salvador Alvarez, Senior Executive Analyst, City Manager's Office of Economic Development and Cultural Affairs, at salvador.alvarez@sanjoseca.gov or (408) 793-6943.

ATTACHMENTS:

Attachment A – TABID Boundary Map

Attachment B – TABID Budget Report for FY 2026-2027

Attachment C – The Alameda Business Association of Directors Resolution

Attachment A
TABID Boundary Map



-  BID Boundaries
-  CBID Boundaries

Attachment B
TABID Budget Report for FY 2026-2027

BID FY 2026-27 Estimated Revenue: \$198,695

Expense	Amount	Percentage of Overall Budget
Events and Activations	\$59,608.50	30%
District Marketing	\$59,608.50	30%
Beautification	\$39,739	20%
Administration and Compliance	\$29,804.25	15%
Reserve	\$9,934.75	5%
TOTAL EXPENSES	\$198,695	100%

Attachment C
The Alameda Business Association of Directors Resolution

A RESOLUTION OF THE BOARD OF DIRECTORS
THE ALAMEDA BUSINESS IMPROVEMENT DISTRICT
APPROVING THE FISCAL YEAR 2026–2027 BUDGET

WHEREAS, The Alameda Business Improvement District (the “BID”) is responsible for the administration of assessment funds to support district services, programs, and operations; and

WHEREAS, the Fiscal Year 2026–2027 Budget, attached hereto as Exhibit A and incorporated herein by this reference, sets forth the anticipated revenue and expenditures necessary to carry out the BID’s programs and services; and

WHEREAS, the total estimated revenue for Fiscal Year 2026–2027 is \$198,695; and

WHEREAS, the Board of Directors has reviewed the proposed budget and determined that it reflects the priorities and service plan of the district;

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of The Alameda Business Improvement District as follows:

- The Fiscal Year 2026–2027 Budget, attached hereto as Exhibit A, is hereby approved and adopted.
- The President, or their designee, is authorized to implement the approved budget and to make administrative or non-substantive adjustments as necessary, provided such adjustments are consistent with the intent of this Resolution.
- This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED by the Board of Directors of The Alameda Business Improvement District at a duly noticed meeting held on April 14, 2026

BOARD OF DIRECTORS

Doug Cookerly, President
Gabrielle Antolovich, Vice President
Edward Saum, Secretary
Ross Barrons, Treasurer
Rahul Beri
Johnny Khamis
Nooshi Nayak
Jo Lopez
Dr. Tino Gallo
Heather Boshears

SIGNATURE



Apr 20, 2026

Douglas Cookerly (Apr 20, 2026 09:52:53 PDT)

Doug Cookerly, President
The Alameda Business Improvement District