



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jen Baker

SUBJECT: See Below

DATE: April 27, 2026

Approved

Date:

5/5/26

COUNCIL DISTRICT: 7

SUBJECT: Actions Related to the Monterey Corridor Business Improvement District 2026-2027 Budget Report, 2026-2027 Annual Assessments, and Setting a Public Hearing on the Levy of Assessments

RECOMMENDATION

- (a) Preliminarily approve the 2026-2027 Budget Report as filed by the Monterey Corridor 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 2, 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 Monterey Corridor Business Improvement District (MCBID) and set the time and date for the public hearing.

BACKGROUND

The MCBID was established by City Council in 2024 pursuant to the California Parking and Business Improvement Area Law of 1989 (BID Law) to promote the economic revitalization and physical maintenance of the Monterey Road business corridor. City Council appointed the Monterey Corridor Business Association as the Advisory Board (Advisory Board) for the MCBID, to advise City Council on the levy of assessments in the MCBID, and the expenditure of revenues derived from the assessments for the

benefit of the MCBID. The MCBID boundary map is shown in Attachment A - MCBID District Map.

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

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 the MCBID-related actions. Absent a majority protest at the public hearing, at the conclusion of the public hearing, City Council may approve the budget for Fiscal Year 2026-2027 as filed or as modified by City Council and levy the MCBID assessments for Fiscal Year 2026-2027.

ANALYSIS

There are currently 1,500 active businesses with a tax certificate located within the MCBID. The Advisory Board has prepared a proposed Fiscal Year 2026-2027 MCBID budget (Attachment B) for City Council consideration. 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 MCBID in Fiscal Year 2026-2027, and an estimate of the cost of providing the improvements and activities.

It is anticipated that a healthy MCBID will result in the growth of businesses in the district, which indirectly generates additional business tax and sales tax revenue for the City. MCBID assessments are restricted for use exclusively by the MCBID and are estimated at \$252,000 in Fiscal Year 2026-2027. 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 City Council next year to present a report that proposes a budget for the 2027-2028 fiscal year.

FISCAL IMPACTS

Adoption of the proposed MCBID budget does not directly impact City revenue. The Fiscal Year 2026-2027 Proposed Operating Budget, subject to City Council approval, includes projected assessment revenue and corresponding expenses totaling \$252,000, as detailed in the Source and Use Statement for the Business Improvement District Fund (351).

The City will charge an administrative fee to collect the MCBID 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 MCBID.

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 Monterey Corridor Business Association.

PUBLIC OUTREACH

The budget for Fiscal Year 2026-2027 was reviewed and approved by the Advisory Board on March 12, 2026, as shown in Attachment C – MCBID Board of Directors Meeting Minutes. This memorandum will be posted on the City's Council Agenda website for the May 19, 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.

HONORABLE MAYOR AND CITY COUNCIL

April 27, 2026

Subject: Actions Related to the Monterey Corridor Business Improvement District 2026-2027 Budget Report, 2026-2027 Annual Assessments, and Setting a Public Hearing on the Levy of Assessments

Page 4

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 – MCBID Map

Attachment B – MCBID Budget Report for FY 2026-2027

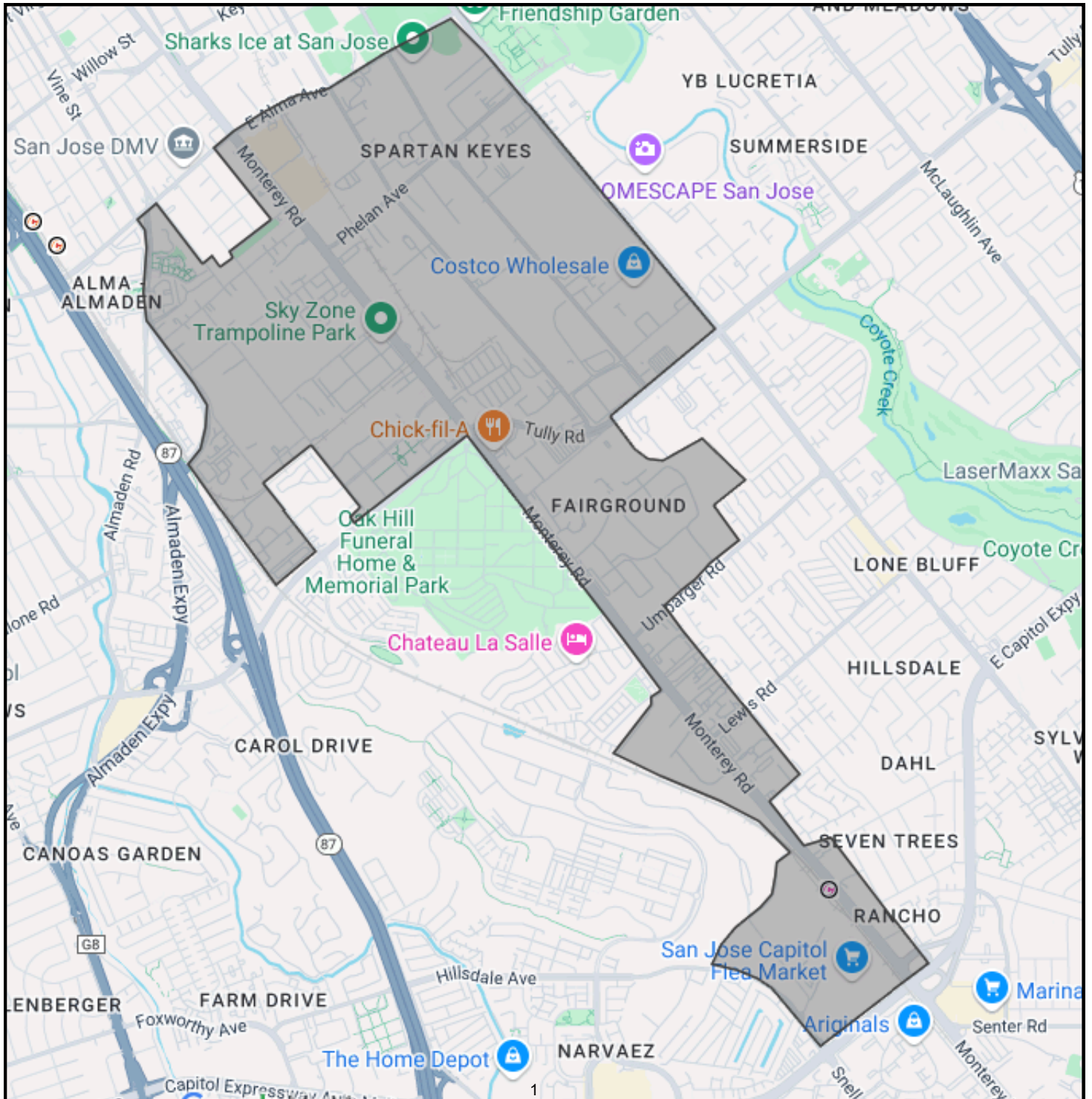
Attachment C – MCBID Board of Directors Meeting Minutes March 12, 2026



2026 MCBA Annual Report

The Monterey Corridor Business Association consists of 1,500 business within the City of San Jose, Council District 7.

Association Boundary Map





2026 MCBA Annual Report

Association Boundary Map

Street	Odd Side of the Street	Even Side of the Street
10 TH	1515 S 10TH ST - 2177 S 10TH ST	1500 S 10TH ST - 2380 S 10TH ST
1 ST	None	1610 S 1ST ST - 1610 S 1ST ST
7 TH	1555 S 7TH ST - 2345 S 7TH ST	1404 S 7TH ST - 2070 S 7TH ST
ALMA	None	210 E ALMA AV - 588 E ALMA AV
ALMADEN	None	1550 ALMADEN RD - 1550 ALMADEN RD
BARNARD	111 BARNARD AV - 291 BARNARD AV	64 BARNARD AV - 298 BARNARD AV
BURKE	477 BURKE ST - 577 BURKE ST	None
Capitol	175 W Capitol Expy - 175 W Capitol Expy	None
CIMINO	None	270 CIMINO ST - 280 CIMINO ST
CREEK	335 CREEK CT - 355 CREEK CT	320 CREEK CT - 360 CREEK CT
CURTNER	1 CURTNER AV - 395 CURTNER AVE	None
DAYLIGHT	2915 DAYLIGHT WY - 2969 DAYLIGHT WY	2912 DAYLIGHT WY - 2994 DAYLIGHT WY
EXPY	1401 EXPY - 1401 EXPY	1492 EXPY - 1680 EXPY
FORD	None	1422 FORD AV - 1498 FORD AV
HILLCAP	3517 HILLCAP AV - 3517 HILLCAP AV	3408 HILLCAP AV - 3630 HILLCAP AV
HILLSDALE	None	192 HILLSDALE AV - 198 HILLSDALE AV
HOPE	3065 HOPE ST - 3089 HOPE ST	3040 HOPE ST - 3060 HOPE ST
KENBROOK	299 KENBROOK CL - 425 KENBROOK CL	None
KYLE PARK	1925 KYLE PARK CT - 1985 KYLE PARK CT	None
LA ROSSA	1551 LA ROSSA CL - 1607 LA ROSSA CL	1508 LA ROSSA CL - 1640 LA ROSSA CL
LEO	215 LEO AV - 285 LEO AV	220 LEO AV - 260 LEO AV
LEWIS	33 LEWIS RD - 33 LEWIS RD	130 LEWIS RD - 130 LEWIS RD
LITTLE ORCHARD	1493 LITTLE ORCHARD ST - 2011 LITTLE ORCHARD ST	1590 LITTLE ORCHARD ST - 1990 LITTLE ORCHARD



2026 MCBA Annual Report

Association Boundary Map

MONTEREY	1401 MONTEREY RD - 3111 MONTEREY RD	0 MONTEREY RD - 3930 MONTEREY RD
NEEDLES	None	470 NEEDLES DR - 470 NEEDLES DR
PARROTT	499 PARROTT ST - 543 PARROTT ST	480 PARROTT ST - 580 PARROTT ST
PERRYMONT	411 PERRYMONT AV - 475 PERRYMONT AV	426 PERRYMONT AV - 468 PERRYMONT AV
PHELAN	75 PHELAN AV - 365 Phelan Ave	88 PHELAN AV - 544 PHELAN AV
POMONA	1617 POMONA AV - 1697 POMONA AV	1646 POMONA AV - 1700 POMONA AV
PULLMAN	99 PULLMAN WY - 111 PULLMAN WY	70 PULLMAN WY - 92 PULLMAN WY
SAN JOSE	55 SAN JOSE AV - 359 SAN JOSE AV	6 SAN JOSE AV - 358 SAN JOSE AV
SENER	1661 SENTER RD - 2395 SENER RD	None
SEVENTH	None	1620 SOUTH SEVENTH - 1620 SOUTH SEVENTH
SMITH	1741 SMITH AV - 1801 SMITH AV	1720 SMITH AV - 1802 SMITH AV
SNELL	None	3550 SNELL AV - 3620 SNELL AV
SOUTHSIDE	151 SOUTHSIDE DR - 151 SOUTHSIDE DR	None
STAUFFER	189 STAUFFER BL - 193 STAUFFER BL	188 STAUFFER BL - 198 STAUFFER BL
STONE	1815 STONE AV - 2185 STONE AV	1712 STONE AV - 1990 STONE AV
TULLY	85 TULLY RD - 585 TULLY RD	88 TULLY RD - 150 TULLY RD
TULLY OLD	55 TULLY OLD RD - 131 TULLY OLD RD	None
UMBARGER	None	50 UMBARGER RD - 100 UMBARGER RD

Attachment B

Financials

FY 2025-26

Camera System Installation

The Association invested \$62,000 in the purchase of three security camera trailer systems to support public safety and deter illegal activity in areas that have historically experienced challenges.

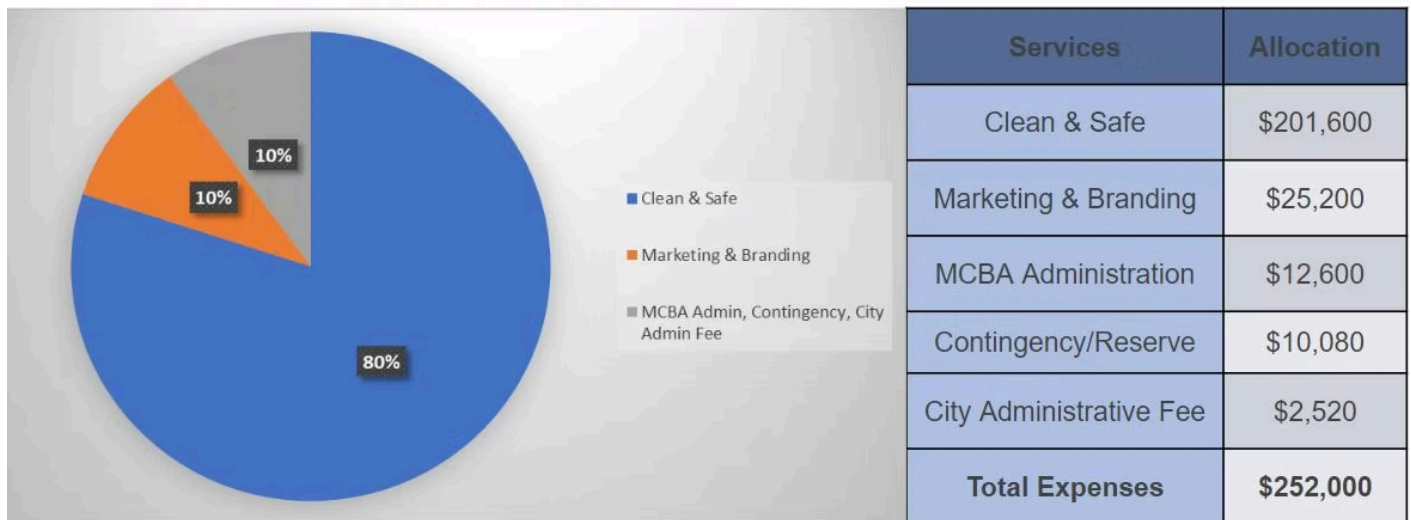
Marketing and Beautification Support

The San José Office of Economic Development and Cultural Affairs provided \$5,000 in support for marketing and beautification efforts. These funds will be used to produce mailers and support a FIFA watch party activation at The Plant, helping promote the district and encourage community engagement.

Administration and Consulting Services

The Monterey Corridor Business Association retained Community Strong Strategies to provide administrative support and consulting services. These services include governance support, meeting facilitation, financial coordination, and program implementation assistance.

BUDGET AND SERVICE PLAN



- The MCBA board will manage the district and customized services to fit the need of the district.
- Funds from the BID will be collected by the city through the business license tax and will be distributed to the Monterey Corridor Business Association.

Financials

FY 2026-27

The annual assessment remains \$250 per business tax license. The proposed budget for the upcoming fiscal year is \$252,000 and is organized into three primary service categories:

Clean and Safe - \$147,000 (58%)

Funding in this category will support initiatives aimed at improving safety, cleanliness, and overall district conditions. Planned activities include contracting a cleaning and safety service provider to reduce blight and maintain public spaces throughout the corridor and continued deployment and management of mobile security camera trailer systems and exploration of additional fixed camera placements on buildings facing public spaces that have historically experienced issues.

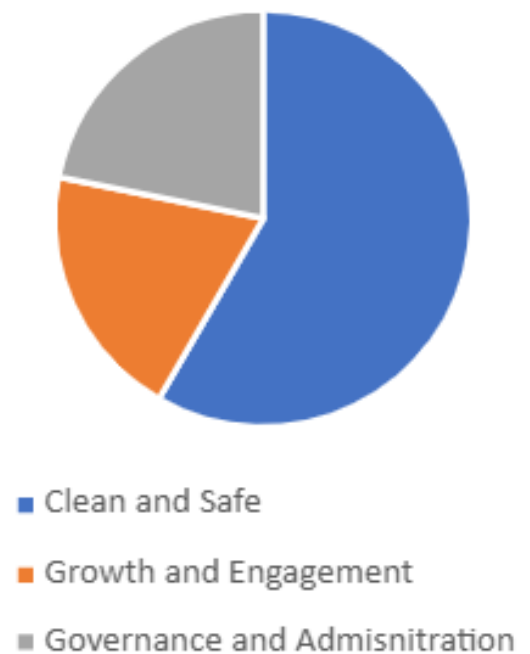
Growth and Engagement - \$50,000 (20%)

This category focuses on strengthening the district’s visibility and supporting local businesses through marketing and engagement efforts, including Community promotions and district visibility efforts through digital marketing and Marketing campaigns to highlight businesses and events within the corridor

Governance and Administration - \$55,000 (22%)

This category supports the operational needs of the Association and ensures compliance with governance and reporting requirements, including Administrative and consulting services and Financial management and reporting, meeting coordination, and regulatory compliance

Service	Allocation
Clean and Safe	\$147,000
Growth and Engagement	\$50,000
Governance and Administration	\$55,000
Total Expenses	\$252,000



Highlights



Board meetings

The Association has maintained consistent monthly board meetings with quorum achieved each month, reflecting strong board engagement. These meetings create an ongoing forum for communication, coordination, and feedback among the district’s partners and members.

Meetings regularly include participation from partners such as:

- Councilmember’s Office
- San José Police Department
- San José Office of Economic Development and Cultural Affairs
- Local Business Owners and Stakeholders

Camera System Installation

- The Association purchased three mobile security camera trailer systems to support public safety initiatives within the district.
- Flyers and mailers were created with a QR code allowing businesses to request services and inquire about camera deployment for extended monitoring periods.



Website and Social Media

- A new website was launched to provide updated information about the Association, its board members, and the Business Improvement District.
- The website includes a FAQ section, budget overview, and program information, helping both existing and prospective members understand the work of the association.
- Website: www.mcbasj.com
- The Association also launched an Instagram account, @montereycorridorba, which shares updates on board meetings, district projects, and community initiatives.
- Website: www.mcbasj.com
- The Association also launched an Instagram account, @montereycorridorba, which shares updates on board meetings, district projects, and community initiatives.





2026 MCBA Annual Report

Board of Directors

Sean Panchal (Board Chair) - Business and Property Owner

Dave Lujan (Secretary) - Stucco Supply

Beth Seibert (Co-Treasurer) - Property Owner

Melissa Volau (Co-Treasurer) - Little Orchard Self Storage

Mike McGrath, Board Member - Graniterock

Chad Erickson, Board Member - Angelicakes

Caroline Niemiec, Board Member - Premier Recycle

Eire Stewart, Board Member - JP Dinapoli Companies

Nicole Youngblood, Board Member - Western Site Services



**Monterey Corridor Business Association (MCBA) Meeting
Thursday, March 12, 2026**

**Closed Session: Adopt 26-27 Budget (11 a.m. - 12 p.m.)
Board meeting: 12 p.m. - 1:30 p.m.**

Clarion Inn Silicon Valley,
3200 Monterey Hwy, San Jose, CA, 95111, US

[Zoom \(click here\)](#)

Agenda

I. Roll call

Sean Panchal (chair), Beth Seibert (co-treasurer), Athena Ushana, Melissa Volau (co-treasurer), Dave Lujan (secretary), Caroline Niemiec (co-secretary), Mike McGrath, Eire Stewart, Nicole Youngblood, Chad Erickson, Dave Galetto The Plant, Tara Dang City of SJ Mayors office, Juan Borrelli City of SJ OED, Deanne Everton Rebuilding Together, Cindy Feng CSS, Frank Arevaco Western Site Services, Bea Ramos HomeFirst, Jessica Munoz City of SJ OED, Nathan Ulsh CSS, Mike Medina County of Santa Clara, Patrick Bielejec Glencore Recycling, Steve Preminger Santa Clara County, Paul's iphone, Anthony Gonzales City of SJ BeautifySJ, Salene Duarte SCCFMC

II. Introductions

III. Updates

A. Mayor's Office (Tara Dang)

Lunar New Year next Tuesday story Road asked if they want to be to do anything like murals or trash pick-up. Let Tara know. State of the city last Saturday had a great crowd. Service project mural project tree, planting Guadalupe cleanup and downtown areas. June budget Council approved. March 17 need support public speakers \$60 million in deficit. 13% cut across the board. San Jose PD no cuts. Upcoming public town hall after Mar town halls usually they would be in each district this year. They're adding multiple districts to the town halls information to come, but it'll be district 1336 and seven in April. Continuing to fight for the encampments on Little Orchard Self Storage come to the Mar council meeting. The San Jose PD tour had 10 associations attending. Great success, and new neighborhood associations. Council meeting 10 districts for 1 million people. 11 votes at council. Every Tuesday, they are meeting on policy changes and setting the agenda. Last Tuesday was supposed to vote on the flock cameras.

They want to boost up to 1000 cameras. Temporarily shut down due to privacy concerns. Mountain View shut down their Flock Cams. 50 speakers came out to protest. SJPD has less than 1000 officers and really needs the cams. They use AI to track. Come to council to support or discuss on Tuesday at 1:30 PM. Check agenda for the line item. Next Tuesday Mayor's March budget vote. Public speaking. 56 million in deficit. Item 3.3 on the agenda, homelessness and public safety concerns. When speaking you have approximately one minute time limit, sometimes only 45 seconds. Have script and practice. Rob and Wes Malik from Valley images have sent in serious concerns about the fight. The railroad tracks have been abated hundreds of times now, the cleaning and abating continues. Life Moves and HomeFirst staff and executives present at recent meetings

B. Council District 7 (Councilmember Doan)

N/A

C. County District 2 (Supervisor Duong)

Mike Medina received letter from the board. Trying to get supervisor to attend. She wants to meet the Mcba board. Coordinating a town hall in March possibly. Will send us an invitation. All business and neighborhood associations will get invited. One shared document showed concerns that they are focused on economic impact and about having a new homeless facility. The supervisor would like to thank everyone for coming to visit her yesterday. She is opposed to any housing or safe parking spaces in district 7, or in the corridor or fairgrounds. We have shouldered the largest burden in San Jose. Holding a State of the District 3/18/26. Center for Employment Training at 701 Vine St. in San Jose from 5:30 to 8 PM. Discuss budget cuts and activity events. District 2 grant program for small business activation apply online.

D. SJPD (Captain Tran)

N/A

E. OED (Jessica Munoz)

Jessica is having a budget renewal for bid. Start working on budget to submit to council. Working with finance, they are reconciling everything. Trying to assume the right amount is being distributed. OED needs our deposits from the city so that they can reconcile. Send breakdown to Jessica. Please let them know if there are any changes they should know about. Jessica needs financials as soon as possible. Team is getting their software system and we should be able to distribute large disbursement. Rolling out new grant for neighborhoods. Large pool of applicants, only 20 grants awarded. Currently collecting data. System will be updated. Finance will be getting up-to-date. Four new bids now. Need to have a large enough body of businesses to have a bid. We'll get paid out quarterly. **Small Business Ally:** has an informational pamphlet for the new streamline restaurant permits all food and beverage services. Expedited plan permit program. One of the most complicated permits because the city AND the county are involved. For tenant improvements, not ground up. Send any new business owners to Juan Borelli. They do not charge extra for expedited reviews.

F. BeautifySJ (Anthony Gonzalez)

Work along Monterey and the railroad tracks on February 4, 2026 Union Pacific's last visit. Data receive said the issue has improved. But want to hear from MCBA membership. From downtown to Coyote. They have been coming more frequently as of late BeautifySJ appreciates the continued support from the City, County and SJPD. 10% improvement, but not to level their data claims. 10% are on the railroad tracks. Lots of foot traffic disregarding safety. Slight improvement around the fairgrounds.

G. Homefirst (Beatriz Ramos)

Shelter 250 beds 96% occupancy for 365 days a year. Referral based only. 5 Perimeter walks per day. They do ask people to clean up their spaces and move along.. If they see animals off leash, they call animal services. Looking to identify how they can reduce reciprocity. Continue to engage partners like SJPD, DOT, City and County of Santa Clara, Beautify SJ. Expecting new resources that may come online soon. They don't typically call 911 immediately they may call outreach first if they come across an issue that requires the assistance of San Jose PD then they will call 911 but if they can call in somebody from outreach to help somebody in distress, they usually go that route first.

IV. Old Business

A. Advocacy

B. Business Improvement District

1. Mailers for membership and security camera

Need to get the draft mailers quoted and we also need to get addresses and number of businesses that have actually paid their fees so that way we know how many mailers to order we don't want to order too many. The mailers will have information about the MCBA and our new crime deterrent cameras, and their ability to be placed on property free of charge.

2. Camera order update (OnView vendor)

Cameras are ready dispatch we have checked the list of people that wanted a camera and they've provided their information on our sign-up sheet that is linked on our webpage. We hope to be able to gather data and provide content to the City and SJPD and the County that may help create some policy change. We need to create a form for OnView and the customers so that way we can share information have emergency contacts, etc. It will take some time to get people to notice, but it will increase the more we get outreach.

C. Events/Activations

1. FIFA Watch Parties update (CSS)

Talking to The Plant activating their space (the lawn area). Tickets are very high for the actual games, so some people are not attending the physical games. They will definitely want to check out any watch parties. Earthquakes and the City are discussing soccer youth programs. We should have a booth, possibly some games from 10 AM to 8 PM, maybe gift bags for the kids with some MCBA branding. We will be providing the deposit to the planner. Applying for grant from the county. Thinking of having a VIP area for the watch party. Town Square lawn will have a 17 foot screen and can possibly accommodate up to 1K people. \$33,000 for one day or \$46,000 for two, we plan on two.

2. Mayor clean-up/beautification (i.e. utility boxes)

We should connect with the Mayor's Office and staff for a Mayor cleanup beautification with the community possibly April Earth Day as a good window. The great American pick up. Over 100 sites. BeautifySJ provides all materials, gloves, vests, etc.

3. Summer Mixer

N/A

V. New business

A. Advocacy

1. Meeting with Supervisor Duong

Met with her on March 11, 2026 in her office spent an hour with her. Talked at length about our challenges. We touched on fairgrounds plan for the future. She is strongly opposed to any homeless services or safe parking. We have carried the majority of the burden. Wants to develop the fairgrounds into a destination for music, sports events, etc. Revitalize the property. Back portion of property ready for redevelopment. Fairgrounds needs to be financially stable. Fairgrounds do use some acreage for overflow at times for equipment and vehicle storage during big events like the Super Bowl. 40 K people to the fair, 83 events this year.

B. Fundraising

1. [District 2 Grant](#)

Diana will fill out the application for the District 2 grant from the county

VI. Reports

A. President's Report (Sean)

Sean created some slides 13,000 people came to downtown San Jose Friday night and 15,000 on Saturday night. Very positive in regards to activation. The idea being we want to do some programming and activation. Talking to The Plant activating their space (the lawn area). Tickets are very high for the actual World Cup games, so some people are not attending the physical games. They will definitely want to check out any watch parties.

B. Treasurer's Report (Beth/Melissa)

Finalize upcoming budget. It's a little different than last year. Will have it ready by next week. Our paperwork can be submitted for approval to Jessica.

C. Secretary's Report (Dave)

Need more attendance and outreach. We should be allocating some of our budget for outreach, brand awareness and possibly advertising to get the word out.

D. Safety Committee

Not in service yet. Cameras will be deployed early to mid April.

VII. Consent items

A. Approve Minutes -

1. [January 8, 2026](#)
2. February 12, 2026
3. November 11, 2025

No quorum

VIII. Next board meeting (Second Thurs of the Month @ noon): A.

Date – April 9, 2026 (Zoom)

IX. Any other business/topics

X. Adjournment

1:38pm