



# Memorandum

**TO:** MAYOR MAHAN

**FROM:** Councilmember Domingo Candelas

**SUBJECT: BUDGET DOCUMENT**

**DATE:** 5/23/24

Approved

Date: 5/23/24

## RECOMMENDATION

Modify the City Manager's 2024-2025 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

### Proposal

Program/Project Title: Tully Road Eastridge Business Association (TREBA) Improvement Grant

Amount of City Funding Required: \$50,000

This change is:

One-time       Ongoing

Cost Estimate Number (if applicable): N/A

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

This allocation provides the next step to the Tully Road Eastridge Business Association's (TREBA) establishment as a model coalition of public and private sector leaders strengthening District 8's commerce and destinations.

The San José City Council is expected to vote on TREBA's establishment as a business improvement district in Fall 2024. This funding will act as gap funding while a formal business improvement district is established. TREBA business leaders stand to boost the quality of this commercial corridor making it safer, cleaner, and better connected via activation and events while it transitions to a self-sustainable model.

Residents are more inclined to shop and walk in clean inviting areas. Additionally, local beautification may attract additional businesses to the corridor potentially providing a significant revenue boost for the city.

The Tully Road corridor from Hwy 101 to the Capitol Expressway is an extensive and active business district that generates substantial revenue for the city and provides significant resources to San José residents, particularly residents of the East Side. With over 600 businesses in this boundary, the district straddles two council districts and provides services to as much as half the city. The businesses that line Tully Road primarily consist of small immigrant-owned businesses, many Vietnamese, that have kept their businesses going through closer collaborations with each other and the City.

Continuing to build on the public safety and image enhancement efforts in the corridor is essential to the success of these businesses as well as our region. As the Tully Rd.-Eastridge traffic safety road improvement project continues this summer, it is important we empower TREBA to enact further enhancements that support Vision Zero-based pedestrian safety improvements. VTA has also begun the first steps for its light rail extension to the Eastridge Center, which will bring increased ridership and pedestrians to the area. Lastly, with the reactivation of Lake Cunningham Park and planned developments that will increase resident density, we must focus on standing up the business improvement district efforts for TREBA to ensure the quality and safety of this culturally diverse commerce corridor that many call home.

### **Funding Source**

Essential Services Reserve:

Other (Please specify program/project/fund):

### **Department or Organization Contact**

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: Christina Bui

Department or Organization: Tully Road/Eastridge Business Association (TREBA)

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