



THE WILLOW GLEN CBID AT A GLANCE

FAST FACTS ABOUT THE WILLOW GLEN CBID RENEWAL

CBID = Community Benefit Improvement District

-  Created and funded by property owners within district boundaries
-  The CBID is currently in the renewal process for 2025-2039
-  CBID funds are managed by the Willow Glen Business Association
-  Provides a stable base of income for Willow Glen Business Association projects
-  Minimal increases each year based on Consumer Price Index (CPI)
-  Every property owner & business within CBID boundaries is automatically a member of the Willow Glen Business Association without paying additional membership fees

WHAT HAS CHANGED SINCE OUR FIRST CBID IMPLEMENTATION?

<u>City of San Jose</u>	<u>2008</u>	<u>2023</u>
Median income:	\$76,963	\$133,835*
Median sold home price:	\$790,000	\$1.4 million
Minimum wage:	\$8.00	\$17.55

**2021 due to data availability*

WHERE IS WILLOW GLEN'S CBID LOCATED?

Essentially, most commercial properties on and around Lincoln Avenue between Minnesota Avenue to Lester Avenue on the west side of Lincoln and Broadway Avenue on the west side of Lincoln make up the CBID. The expansion will extend to Coe Avenue and all properties will receive the same level of upgraded services.

 Existing Benefit Zone  Proposed Expansion



Message

FROM THE WILLOW GLEN BUSINESS ASSOCIATION

Since 2010, downtown Willow Glen has been enjoying the benefits of CBID funds raised from assessments on parcels within the district that go directly to improving and maintaining the business district. In other words, funds raised in Willow Glen stay in Willow Glen. The WGBA is responsible for administrating and tracking these funds for the City of San Jose.

Since its implementation in 2010 to date, the CBID has provided over \$3 million in funding toward maintaining and promoting downtown Willow Glen. The WGBA has been able to leverage this stable base of funds by creating events and promotions that have raised over \$3 million in additional income since the implementation of the CBID. Even more impressive is the fact that WGBA has managed the CBID and organized promotions and events that have raised these additional funds with a small staff, thanks to the support of a 16 member volunteer Board of Directors and hundreds of volunteers donating over 2,000 hours of volunteer labor annually.

WHAT CAN CBID FUNDS BE USED FOR?

CBID funds may be used for the following types of expenditures:

- **Sidewalk Operations, Beautification, and Order Programs (SOBOP)**
SOBOP expenses include things like sidewalk cleaning services, tree trimming, and installation of decor such as banners, American flags, and holiday lighting
- **District Identity and Streetscape Improvements (DISI)**
DISI expenses include things like marketing and producing special events to draw customers to the district
- **Administration/Corporation Operations (ADMIN)**
Admin expenses cover a portion of WGBA's overall administrative costs, such as staff and maintaining an office in the district
- **Contingency/Reserves**
A portion of each year's CBID payment is set aside as financial reserves

CBID BUDGET PLAN

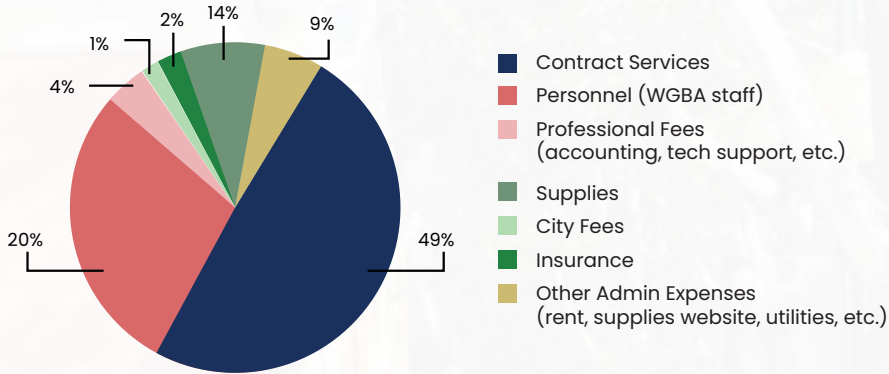
Total CBID budget for its first year of operations in the renewal term is \$453,936, as follows:

EXPENDITURES	TOTAL
Clean, Safe and Beautiful	\$348,200
Economic Vitality (marketing/special events)	\$25,000
Management	\$90,000
Total Expenditures	\$463,200
REVENUES	
Assessment Revenues	\$453,936
Other Revenues (1)	\$9,264
Total Revenues	\$463,200

(1) An allowance is made for general benefits that the CBID may provide. Any CBID services that are found to provide general benefit cannot be paid for with assessment revenue. A certified engineer has estimated that the general benefit from the CBID services accounts for \$9,264 of the estimated budget, resulting in a total assessable budget of \$453,936.

HOW HAVE CBID FUNDS BEEN SPENT?

CBID expenditures have totaled over \$3 million since the implementation in 2010. These have included items like **contract services for maintenance**, decor items like holiday lighting and banners, personnel, administrative costs (office expenses, supplies, rent, etc.) and advertising. The largest expenditure (nearly 60%) is for maintenance contract services (street cleaning, planter landscaping, etc.).



ASSESSMENT Estimate

Estimated annual maximum assessment rates for the first year of the renewed CBID are as follows:

Assessment Rates:	Lot	Building	Linear
Comm + Multi Family	\$0.09469	\$0.26762	\$14.88888
Non-Profit + Res SF	\$0.07102	\$0.20071	\$11.16666

Sample Parcel Assessment - Commercial

To calculate the assessment for a commercial parcel with 5,000 building square feet, 5,000 lot square feet, and 50 linear street frontage, multiply each by the appropriate assessment rate:

Building square footage (5,000) x assessment rate (\$0.26762) = \$1,338.10
 Lot square footage (5,000) x assessment rate (\$0.09469) = \$473.45
 Linear frontage (50) x assessment rate (\$14.8888) = \$744.44
 Total Parcel Assessment = \$2,555.99

Sample Parcel Assessment - Residential Single Family

To calculate the assessment for a residential single family parcel with 2,000 building square feet, 5,000 lot square feet, and 50 linear street frontage, multiply each by the appropriate assessment rate:

Building square footage (2,000) x assessment rate (\$0.20071) = \$401.42
 Lot square footage (5,000) x assessment rate (\$0.07102) = \$355.10
 Linear frontage (50) x assessment rate (\$11.16666) = \$558.33
 Total Parcel Assessment = \$1,314.85

Facts

ABOUT WILLOW GLEN'S CBID

Why was the CBID formed?

Realizing that the desire for services and improvements in downtown Willow Glen was outstripping available City funds, in 2008 the WGBA Board of Directors looked to creating a CBID as a vehicle to provide funds to cover a desired level of services that the City of San Jose was not able to provide.

How are CBID assessments paid?

CBID assessments are on each property owner's Santa Clara County tax bill. The county transfers the CBID funds to the City of San Jose, which then provides the funds to WGBA to manage services and projects to be funded by the CBID.

Since WGBA manages the CBID, can the WGBA dictate what businesses locate within the CBID district?

No - The WGBA cannot dictate what type of businesses or where they locate within the district. If the renewal passes, all properties will be included in the new expanded district as shown on the map.

SERVICE FREQUENCY CHANGES WITH RENEWED CBID

Current:

Porter service only

48 hrs/week in Zone 1, 6 days/week
 12 hrs/week in Zone 2, 4 days/week
 Includes: sweeping, rotating pressure washing and planter landscaping

Proposed:

Porter service and Safety Ambassador

Total of 148 hrs/week entire CBID District, Minnesota St. to Coe Ave.

Includes: **Increased maintenance** and beautification services to 7 days a week, sweeping, rotating pressure washing and planter landscaping.

Add Safety Ambassadors to CBID District with direct communication to SJPD for quicker response times. They will also help to prevent, deter and report illegal activities on streets, sidewalks and storefronts and be a point of contact for shoppers on the Avenue.

ABOUT THE WILLOW GLEN BUSINESS ASSOCIATION

Willow Glen's businesses have been organized, active, and supportive of our community since the 1930's. The WGBA was formed in 1984 and is a nonprofit 501(c)6 organization with the mission to make downtown Willow Glen a desirable destination to shop, eat, and locate a business through maintenance and beautification projects and the promotion of a positive identity for the Willow Glen business community.

The WGBA depends on a volunteer board, volunteer committees, and hundreds of event volunteers throughout the year to support activities. If you would like to get involved please email or give us a call to learn more.



OUR EVENTS

The CBID funding plays an important role in helping us fund and organize community events. The events bring much needed revenues our businesses, new visitors and provides community activities like these below:



WILLOW GLEN COMMUNITY FOUNDATION

To further our mission and dedication to Willow Glen, we formed the Willow Glen Community Foundation in 2021.

WGCF is a grassroots tax-exempt public charity dedicated to improving life and business in our Willow Glen Community through its support and promotion of creative, sustainable local projects and business - community-enhancing events.

Renewing the CBID will enable WGCF to seek contributions, grants, and partnerships to support the Willow Glen community. Join us!



BBQ in the Glen was started in 2016 by a group of passionate volunteers, to bring our community together to celebrate Willow Glen's charming business district.

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Social Media
facebook.com/dtwillowglen
instagram.com/downtownwillowglen

For current information on WGBA events, staff and board members, visit willowglen.org