FAST FACTS ABOUT THE WILLOW GLEN CBID

CBID = Community Benefit Improvement District

- Created and funded by property owners within district boundaries
- Voted on and approved by property owners in 2008; Implemented in 2010; In effect until 2024
- 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

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.
A 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 $1.6 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 $2 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.

This summary of approximately the first half of the CBID term reflects the WGBA’s commitment to Willow Glen’s CBID district property and business owners. Visit willowglen.org for WGBA board meeting information including financial reports and meeting minutes. Or, call the WGBA office at 408-298-2100 to request any information.

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.

A stable source of funds from the CBID allows the WGBA to organize fundraising events like the holiday cable car rides to bring vibrancy and additional funds to support the district.

HOW ARE CBID FUNDS CALCULATED?

CBID assessments are based on a static formula with minimal annual increases based on the CPI each year. Assessments are based on three calculations: street frontage, acreage of property, and building size. The Willow Glen CBID is divided into two zones, and assessments are based on level of service of the CBID. More details on assessment calculation are available at willowglen.org.
HOW HAVE CBID FUNDS BEEN SPENT?

CBID expenditures have totaled over $1.6 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, landscaping, etc.).

FAQs 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; that decision is made by individual property owners.

Can CBID funds be used for graffiti removal?
Yes, if the graffiti is on the city property such as sidewalks and benches. CBID funds cannot be used to clear graffiti on private property.

What is the future of the CBID?
Willow Glen’s CBID will last 15 years, until 2024. Upon the 15th year the property owners may vote to renew the CBID.

HOW DO THE CBID FUNDS FIT INTO WGBA’S OVERALL BUDGET?

Each year, CBID funds provide 40-50% of WGBA’s entire budget to provide the events and services desired by the district members. That means successful fundraisers are essential to maintain the financial health of the WGBA and achieve the goals of the district.
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.

HOW DO I JOIN THE WGBA?

If your property or business is located within the CBID boundaries you receive complimentary membership in the WGBA. Please contact us to ensure you receive member benefits, such as being listed in the directory on our website. Businesses located outside the CBID boundary are invited to apply for associate membership, which has an annual fee based on the type of business.

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Contact

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Social Media

www.willowglen.org
facebook.com/dtwillowglen
instagram.com/downtownwillowglen

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