



BID Renewal Request for 2026/2027

What is a Business Improvement District (BID)?

A BID provides funding for promoting and improving a specific area. All business license holders inside the said district are self-assessed with an annual fee based on anticipated benefits they receive from the BID.

The BID is reauthorized yearly by the City Council at the request of the businesses' Board of Directors. A BID is used by over 200 business areas in California, including Mountain View, Palo Alto, Santa Clara, Morgan Hill, and San Jose. The BID has legal requirements to be reauthorized. Specifically, the City Council must approve the Annual Budget and adopt a Resolution of Intent (ROI) to reauthorize the BID for another year. Once the ROI is adopted, a public hearing must be held during a Council meeting.

Each year after the city has reauthorized the BID, businesses receive an invoice from the city finance department for BID fees. The city collects the fees annually. Once received, funds can only be used for projects within the BID boundaries. The BID maintains complete control of all BID funds collected.

The formula for defining our BID assessment amount is as follows: the Sunnyvale Downtown Association (SDA) Board considers the businesses' type, size, and location. Then, it selects the most equitable formula for every business. BID assessments are included as a separate charge from the business license tax and are billed to every business within the BID boundaries.

Assessments are levied on businesses based on relative benefits from annual activities. All assessment funds collected by the City are returned to the BID through annual contract agreements. The city does collect a fee for administrative costs associated with this service. The price is reviewed and adjusted annually as needed.

By state law, we use the BID funds to support community business activities, promote public events, decorate public places, and provide entertainment within the BID. In addition, BID funds include advertising, marketing materials, digital guides, operational expenditures, websites, e-letters, street/holiday lighting, and events.

Our BID fees are a self-imposed tax on the downtown businesses, outside of paying their standard fees, taxes, and license fees associated with owning and operating a business in our downtown district.

The Mission of the Sunnyvale Downtown Association (SDA)

SDA is a non-profit membership-based organization whose mission is to promote, advocate and enhance the vitality of downtown Sunnyvale. The SDA is funded by BID fees, sponsorships, and revenue-producing events.

The current SDA Board of Directors includes Chair – Amit Rajgarhia of Dishdash Restaurants, Vice Chair – Justin Breining of Whole Foods Market, Treasurer - Molly McClendon, Secretary – Leigh Odum of Leigh's Favorite Books, and Members At Large –and Dr. Gary Gold of Dr. Gary Gold and Associates.

The SDA also serves as the voice of downtown Sunnyvale by:

- Advocating for policies, programs, and events that support the economic growth of the downtown.
- Acting as the downtown marketing arm, voice, and ambassador for the City of Sunnyvale.
- Producing attractive events for the community.
- Promoting downtown as a premier venue for other groups to produce events.
- Working with other community-based organizations that share downtown Sunnyvale's growth and continued vitality.

Budget

Fiscal year 2025/26 BID fees collected from the businesses totaled \$34,000 (approximately 10% of our Income), and the City of Sunnyvale's contributions of \$100,000 (approximately 27% of our Income) acts as SDA foundational funding. The rest of SDA revenue comes from a combination of corporate sponsorships, sales/concessions, and event participant fees. As always stated, we cannot guarantee that we will have this same level of community and/or corporate sponsorship support in any given year. So, we rely on all support channels to ensure fiscal accountability.

On February 11, 2026, the SDA Board of Directors approved the BID 2024/2025 budget.

Last fiscal year, we delivered 19 events including two partnership events. Three of these seasons' events generated "No sales revenue" but still supported the community, the city, and downtown businesses.

Events for 2025/2026

- 8 Events: Summer Music Series - Every Wednesday - July and August.
- 7 Events: Jazz & Beyond – Every Saturday – July and August.
- 1 Day Event: Tech Expo (in partnership with City of Sunnyvale) – August. **No sales revenue-generated event.**
- 1 Day Event: Rides for Donations (in partnership with the Sunnyvale DPS) - November. **No sales revenue-generated event.**
- 1 Day Event: Holiday Tree Lighting – December 6. **No sales revenue-generated event.**
- 1 Day Event: Annual Halloween Pet Parade – October 26th. **No sales revenue-generated event**

Event Sponsorships & City Contribution

We are grateful for continued support from the City and sponsors keeping SDA events growing and serving the community each year. We thank the City of Sunnyvale, Cityline Sunnyvale, El Camino Health, Google, LinkedIn, Specialty Waste, Silicon Valley Clean Energy and StarOne Credit Union for continuing their support.

The Sunnyvale Downtown Association and our downtown businesses need city and other sponsorship support for the variety of events coordinated throughout the year. These events serve as a vital economic lifeline, enabling business owners to offset rising supply costs and wage increases while navigating the current climate of uncertainty.

Each year in January and February, the SDA evaluates sponsorships received that support future events. We always plan months in advance to ensure that we can deliver the events the SDA puts on annually. However, it is always hard to predict what our budget will look like six months before the coming fiscal year.

Overview

In 2025/2026, we prioritized business advocacy and district resilience. Even while navigating staffing changes and construction-related logistical hurdles, we maintained a high level of service by leveraging critical support from City partners, grants, and corporate sponsors. Our ability to pivot during these challenges underscores our commitment to the downtown district's long-term success

Fiscal year 2025/26 was a success by continuing events and maintaining an updated website. These tools helped support attraction of patrons of Downtown Sunnyvale. The SDA worked through challenges due to the change in staffing and retirement of the long-standing executive director.

We delivered eight Summer Music concerts, seven Jazz & Beyond concerts, the Holiday Tree Lighting Celebration, and hosted the Annual Halloween Pet Parade, as well as other

partnering events. These events were amplified by the invaluable charitable contributions that helped create memorable experiences for all attendees.

The SDA continues to work with Cityline Sunnyvale and other developers, property managers, and the City of Sunnyvale to promote cohesion between the existing businesses in Sunnyvale and the expansion of downtown Sunnyvale. Furthermore, we recognize the vital role of community participation in shaping the downtown's development, ensuring it reflects the needs and desires of its residents.

We also want to thank all the downtown Sunnyvale businesses that make this possible with their continued participation and support. The collaborative spirit of our community, including the active involvement of residents and local organizations, strengthens our resolve to navigate these changes successfully.

Future

Maintaining the BID fee assessment in conjunction with the city's contribution provides the foundational funding for the SDA. The goal is to continue to produce quality events and promote Downtown Sunnyvale as a great place to shop, dine, work, and live. Events, SDA's website and additional marketing help attract new visitors to our vibrant and growing downtown, fostering community pride.

The SDA's executive director position has been vacant since April 2025. With temporary assistance from the retired executive director, the SDA was able to complete the coordination and execute the Summer Music Series, Jazz & Beyond, Pet Parade and Holiday Tree Lighting events in fiscal year 25/26. Since the position remains vacant, the SDA will be reducing the events for fiscal year 26/27.

The SDA will focus on 4 events for fiscal year 26/27 – The Taste of the World Wine Stroll, eight Summer Music Series, the Pet Parade and Annual Holiday Tree Lighting. The Music Series events attract larger crowds introducing people from the community and from surrounding cities to Downtown Sunnyvale. This reduction is required to maintain a balanced budget while still supporting the downtown business community.

The SDA will continue to focus on marketing existing and new businesses via our website. Many businesses look for help with marketing and other tools that help run their business. We will continue to partner with the City and other agencies to host business workshops that will support our business' needs.

With the continued construction in the downtown area the SDA continues to play an important role in supporting the vibrancy of downtown Sunnyvale. We will continue to market downtown. We can't continue to support the community without the vital support from the BID, The City of Sunnyvale and community sponsors.

As always, we thank everyone for their current and continued support.

Sunnyvale Downtown Association