



DOWNTOWN ALAMEDA

Downtown Alameda
Business Association
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March 18, 2025
RE: AGENDA ITEM 7-D

Dear Honorable Mayor, City Council Members and City Staff,

On behalf of the Downtown Alameda Business Association (DABA), I want to express our strong support for the City of Alameda's Economic Development Department and its ongoing efforts to strengthen small businesses, attract investment, and address storefront vacancies. We commend the department's diligent work, particularly through the newly implemented Storefront Vacancy Assistance Program.

Over the past six months, the Economic Development team has demonstrated a commitment to supporting the vitality of our downtown business corridor. Their multifaceted approach—spanning business attraction, retention and economic development technology—has already made a significant impact. Through collaboration with Downtown Alameda & West Alameda Business Associations, the City has developed and maintained a comprehensive database of vacant storefronts on Park Street, leading to a more targeted and strategic effort to fill these spaces with vibrant and sustainable businesses.

The Storefront Vacancy Assistance Program is an especially welcome initiative. By categorizing vacant properties and tailoring outreach strategies, the program is making meaningful progress in filling long-standing vacancies. The introduction of uniform, branded window clings is another commendable effort that will not only improve the aesthetics of vacant spaces but also contribute to attracting prospective tenants.

Beyond vacancy assistance, we appreciate the City's commitment to business retention. Partnerships with organizations like the East Bay Small Business Development Center (SBDC) and direct engagement through business visits and surveys demonstrate a responsive, hands-on approach to economic development. The launch of the Oakland/Alameda Access Project Website further reinforces the City's dedication to keeping businesses informed and engaged throughout this impactful project.

Downtown Alameda values the City's efforts to foster a thriving business environment in Downtown Alameda. We strongly encourage continued investment in these initiatives and urge the City Council to support and expand the Economic Development team's efforts. Their work is not only filling storefronts but also strengthening our local business community.

We look forward to continued collaboration and progress in making Downtown Alameda a vibrant and thriving commercial hub. Thank you for your consideration and for your ongoing support of local businesses.

Sincerely,

Kathy Weber,
Executive Director