

Support to the Business Districts

The Business Districts are supported by the following from Economic Development budget proposals:

- \$10,000 for each Business District to support special projects or uses
- A portion of the \$125,000 Façade Grant request to support improvements to storefronts in the Business Districts
- A portion of the \$165,000 Marketing/Business Attraction budget to support:
 - Restaurant Week website and social media ads
 - Shop local social media and bus ads
 - Branded Alameda giveaways
 - Staff support with Business Districts' boards, parklets, and ongoing business concerns

Additionally, staff will be bringing a proposal to City Council to help streamline the special events permitting process, which will provide support to the Business Districts.