



## West Alameda Business Association 2023 ANNUAL REPORT

January 31, 2024

Abby Thorne-Lyman  
Director, Base Reuse & Economic Development  
City of Alameda

Re: BIA Report, West Alameda Business Association

Please accept our annual BIA report, which is comprised of the following sections:

1. List of Current Board of Directors — *Page 2*
2. General Advocacy — *Page 3*
3. Streetscape & Security — *Page 4*
4. Design and Review Committee — *Page 4*
5. Placemaking — *Page 5*
6. 2023 Events — *Pages 6-7*
7. Membership & Member Outreach — *Page 8*
8. Economic Development — *Page 9*
9. Financial Reports — *Page 9*

Of note, the West Alameda Business Association will be initiating a 3-year Strategic Plan in March to guide us through an ever-changing environment. We are poised for big impact in the near future as we build upon our prior, foundational work to attract locals, newcomers, entrepreneurs, and artists to Webster Street and our neighboring communities. We enjoy a great partnership with the City of Alameda in all aspects of our endeavor and look forward more collaboration, creativity, and success in 2024.

Regards,

Linda Asbury  
Executive Director  
West Alameda Business Association  
linda@westalamedabusiness.com  
510.523.5955



# West Alameda Business Association 2023 ANNUAL REPORT

## Section 1: List of Current Board of Directors:

- Marie Ortega, President  
The Feathered Outlaw, 1506 Webster Street, Alameda, CA 94501  
Term Expires December 31, 2026
- Daniel Hoy, Secretary  
AIA, 1551 Webster Street, Suite B1, Alameda, CA 94501  
Term Expires December 31, 2025
- Constance Garcia, Treasurer  
The Menagerie Oddities Market  
Term Expires December 31, 2024
- Chris VavRosky, Economic Development  
Kitchen of Alameda, 1727 Webster Street, Alameda, CA 94501  
Term Expires December 31, 2025
- Tanoa Stewart  
A-Town Booking Agency and Events, 909 Marina Village Parkway #357, Alameda, CA 94501  
Term Expires December 31, 2026
- John Lipp  
FAAS/Thrifty Kitty, 1509 Webster Street, Alameda, CA 94501  
Term Expires December 31, 2025
- Pia Barton  
Malaya Botanicals, 1542 Webster Street, Alameda, CA 94501  
Term Expires December 31, 2026
- Carrie Madarang  
Resident, Events + Friends of the West End  
Term Expires December 31, 2024
- Sandra Russell  
The Fireside Lounge, 1453 Webster Street, Alameda, CA 94501  
Term expires December 31, 2024
- George Black  
Embarc Cannabis Dispensary, 1616 Webster Street, Alameda, CA 94501  
Term Expires December 31, 2024
- Evan Phillipe  
Pacific Pinball Museum, 1510 Webster Street, Alameda, CA 94501  
Term Expires December 31, 2026



# West Alameda Business Association 2023 ANNUAL REPORT

## Section 2: General Advocacy

Representing and advocating for our members' interests remains extremely important. This allows, for ongoing information and resources exchanges for our business and property owner communities and the City of Alameda.

WABA participates in regular meetings, projects, and planning processes, including:

- Government Relations and Economic, Development (Chamber) – *monthly*
- CARES (City Community Development) – *monthly*
- Alameda Wellness Center/McKay Ave Project – *monthly*
- WABA/DABA/City meetings – *monthly*
- City Council Meetings – *as needed*
- Planning Board Meetings – *as needed*
- Facade Grant Review Process – *ongoing*
- Public Works Parklet Process – *ongoing*
- Friends of the West End\* Meetings – *monthly*

WABA merchant engagement and business assistance scope of work includes:

- Graffiti abatement on public and private property
- Managing and escalating disruptive individuals through appropriate services such as APD, CARES, and the City Attorney's Office
- Create promotional channels for merchants including social media, e-newsletters, website, networking mixers, and event marketing opportunities
- Helping businesses with relocation and permitting (example includes Santos Liquors' move from 1431 Webster to 1542 Webster)

*\*Friends of the West End is a volunteer sub-committee that consists of residents that live in the surrounding area. By involving residents, our businesses can better understand local preferences, needs, and concerns. Additionally, there is a resident on WABA's Board of Directors to keep the collaboration on-going.*



## West Alameda Business Association 2023 ANNUAL REPORT

### Section 3: Streetscape & Security

There is constant surveillance of our sidewalks, garbage/recycling receptacles, trees and grates, graffiti and blight, and planters. WABA provides input and sets priorities for the Landscape & Lighting Fund on an annual basis.

WABA contracted with Peralta Service Corporation to provide Ambassadors during the bustling holiday season. Ambassadors walked the streets to provide additional public safety and helped greet shoppers, diners, and guests. They engaged with merchants to assist them with security concerns. They offered directions, information, and escorts to visitors. They provided a strong, consistent presence working 4 days a week from 4pm-9pm. This support was well-received by Webster Street business owners and greatly appreciated by visitors, residents, and workers.

Holiday lights were installed on light poles to aid in keeping Webster Street safely well-lit, cheerful, and welcoming. This contributed significantly to the overall experience of shopping in a district. The lights will remain up until Springtime while the daylight hours are shorter.

We also doubled our efforts to clean up the streets during the shopping season. Cleanliness enhances the aesthetic appeal, creating a pleasant environment to spend more time and money.

WABA partnered with the Alameda Chamber of Commerce and the Downtown Alameda Business Association to host a forum with Chief Joshi on safety and security concerns. This gave our merchants an opportunity to directly engage with law enforcement about their specific concerns and learn best practices to help mitigate public safety issues.

### Section 4: Design Review Committee (DRC)

We continue to work with businesses – new and existing – to maintain the historic character of Webster Street by reviewing their plans and proposals. The DRC reviews approved Facade Grants, after the fact, but timely enough to make a statement if needed. In 2024, to streamline the process, the applicant will be directed to present their plans to the DRC before the application goes before the committee.



# West Alameda Business Association 2023 ANNUAL REPORT

## Section 5: Placemaking

### The Healing Garden/Al Fresco Dining Park

The lease for The Healing Garden/Al Fresco Dining Park, located at the Taylor/Webster lot, was extended through December of 2024. Our intention is to retain the lot for community and WABA events until the property owner moves forward with his proposed development. The Healing Garden has created a “third” meeting place. It is a neutral space creating an informal setting for people to gather outside their usual work/home environment. This unique public space has proven to be great for our community, local nonprofits, makers, and artists.

The space is *solely* managed by our staff. We have the lot cleaned on a weekly basis. We installed and maintain the beautiful drought-resistant landscaping that enhances the vibe. We collaborate with West End Arts District to exhibit local artist mural installations.

We are proud to have hosted over 60 events at this venue, bringing thousands of people to Webster Street. And we extend use of the space to the public for a wide and inclusive range of activities and groups. Many nonprofits used this space for their fundraising events which netted them approximately \$30,000.

*See the full list of 2023 events on Page 7 of this Annual Report.*

### Street Poles

WABA made use of Webster Street’s street poles to enhance the district’s identity. From decorating the poles with string lights to hanging a rotating banners and flags, WABA’s decoration helped visitors know they had arrived to a distinct commercial business district in Alameda. In 2023, our street poles were adorned as follows:

- Holiday Lights: December - April
- U.S. Flags: June – November
- Pride Banners: June - October
- Shop Local Flags: November - December

Our flags, banners, and lighting contributed to the vitality of the district by creating a sense of place and of pride. They led guests further down each end of Webster Street as the lights and banners visually indicated that business activities continued in each direction. And in the dark winter months, the lights and flags gave an impression of safety and care that invited more commercial activity.



# West Alameda Business Association 2023 ANNUAL REPORT

## Section 6: Events

Below are some examples of events that WABA supports year-round in the West End.

### **The Farmers' Market**

WABA continues to support the Pacific Coast Farmers' Market which takes place weekly on Tuesdays and Saturdays and brings healthy, seasonal foods to Webster Street and attracts visitors from across Alameda and its surrounding communities.

### **The West End Mercantile**

The West End Mercantile is Webster Street's local makers market featuring Bay Area artists selling handmade goods. The market is held at The Healing Garden/Al-Fresco Dining Park on the 2nd Saturday of each month from 10am to 3pm. Shoppers can find a variety of products from jewelry, candles, clothing, pottery, fairy doors, and more. They can also enjoy lunch from one of the many restaurants on Webster Street or by the visiting food truck zone where delicious eats, craft beverages, family-friendly games, and other fun activities are hosted.

### **Magickal Market / Summer Moon Market / Summer Solstice / Witchfest**

These year-round markets are pet friendly, all ages community events and are ADA accessible. Bites, beverages, and a variety of West End restaurants are featured for market attendees. An average of thirty-six alternative lifestyle vendors are present, adding to an already unique shopping experience. The markets have proven to be a great source of foot traffic on Webster Street from which our established retailers, bars, and restaurants do benefit. This series is in partnership with a Webster Street business, The Feathered Outlaw.

In addition to the ongoing events listed above, WABA hosts, sponsors, and supports one-time events throughout the year in effort to bolster commercial activity in the district and provide the public a place to gather, grow, and gain a sense of community. The following page lists the events that WABA hosted in the The Healing Garden/Al Fresco Dining Park, but many events have also been hosted at merchant locations, as well.

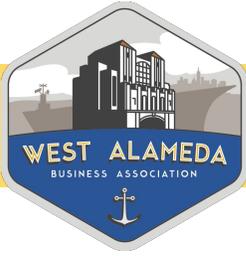


# West Alameda Business Association 2023 ANNUAL REPORT

## Section 6: 2023 Events (Continued)

### The Healing Garden/Al Fresco Dining Park

3/25	Alameda Food Bank Players	7/8	West End Mercantile
4/1	Alameda Food Bank Players	7/16	Patina & Rust Flea Market
4/7	Second Friday Art Walk	7/21	America's Strongest Teen
4/8	West End Mercantile	7/22	America's Strongest Teen
4/15	Alameda Sings	7/29	Brian Kenny Birthday Bash - a WABA Fundraiser
4/28	Magickal Market	8/11	Second Friday Art Walk
4/22	AFBP rehearsals	8/12	West End Mercantile
4/29	Encinal High	8/19	Fleetwood Macrame Fundraiser
4/30	Maya Lin fundraiser	8/20	Patina & Rust Flea Market
5/2-7	Alameda Food Bank Players	8/26	Magickal Market
5/6	The Fifth Annual AAUW Alameda Plant Sale	8/27	Birthday Pizza Party - <i>local resident</i>
5/12	Second Friday Art Walk	9/8	Second Friday Art Walk
5/13	West End Mercantile	9/9	West End Mercantile
5/21	Halfway to Halloween	9/10	Patina & Rust Flea Market
5/26	Magickal Market	9/16-17	Alameda Food Bank Players
6/1	Sound Lab	9/30	Magickal Market
6/3	Ashley Birthday Party	10/8	Pacific Fine Foods Community Event
6/9	Second Friday Art Walk	10/13	Pre-Pride Celebration
6/10	West End Mercantile	10/14	West End Mercantile
6/14	Alameda Food Bank Players	10/15	Encinal High Fundraiser
6/17	Sunset Market	10/21	Witchfest
6/18	Patina & Rust Flea Market	10/22	Patina & Rust Flea Market
6/25	Swing Dance Lessons	10/28	WABA Halloween
6/27	The Healing Garden ReVamp	11/4	Birthday Pizza Party - <i>local resident</i>
6/28	The Healing Garden ReVamp	11/11	West End Mercantile
6/29	The Healing Garden ReVamp	11/25	Shop Small Saturday/Black Hat
7/1	Magickal Market	12/9	West End Mercantile
7/4	4th of July Parade After Party	12/16	Midwinter Market
7/14	Second Friday Art Walk	12/16	WABA Holiday with Santa



# West Alameda Business Association 2023 ANNUAL REPORT

## Section 7: Membership & Member Outreach

WABA offers marketing services to our members at no charge. Any member can submit an unlimited number of events, sales, or promotions throughout the year which WABA will include in its public marketing, including social media posts and weekly e-newsletters.

Our annual Membership Mixer & Elections of the Board was held on November 15th at Wescafe with over 35 in attendance. In addition, frequent Membership Mixers were held throughout the year to give our members the opportunity to network with each other, share suggestions and concerns, and deepen their connection to the district.

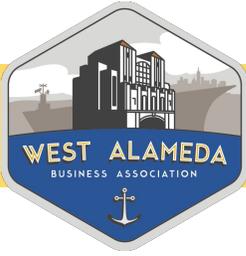
WABA creates and sends weekly e-newsletters to over 1,681 members and associates. These are great information pieces on local happenings, city updates, events, and marketing opportunities.

### Friends of the West End (FOTWE)

WABA is proud to have created this now established committee exclusively for local residents who share a deep passion for supporting the business district. For the 2nd year, WABA participated with a float for the city's annual 4th of July Parade. Thanks to the support of the FOTWE, it was an amazing entry which won a 2nd Place award. Members of FOTWE volunteer at WABA events – as well as other community events – to help them run smoothly and to represent the community. FOTWE now is 35 members strong and meets monthly to hear from various speakers regarding opportunities to be more involved in the West End.

### Member Digital Marketing Program

WABA has continued with our Digifli partnership which provides free digital kiosks to all qualified WABA members. These electronic bulletin boards show upcoming events, information on local non-profits, fundraisers, and ads for locally-owned independent businesses. Each kiosk also acts as a digital sign for our member businesses. They control all of the content that appears on the screen in their location. They easily can add or remove slides instantly through the Digifli website. It's entirely free and a perfect way for our members to showcase upcoming sales, events, specials, and featured products. If desired, merchants can pay to have their marketing messages displayed on screens across Alameda and the East Bay.



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## Section 8: Economic Development

On a monthly basis, the Economic Development team connects with the listing agent or property owner of each vacancy for updated information. We have been very fortunate to maintain relatively few vacancies.

Current vacancies on Webster Street:

- 1414 Webster Street (was US Bank – 8,350 sf)
- 1431 Webster Street - vacant until the foundation is re-enforced
- 1436 Webster Street - several prospects for this property
- 1502 Webster Street - working closely with property owner on prospects
- 1503 Webster Street - working with SPM Properties
- 1541 Webster Street - needs considerable renovation

## Section 9: Financial Reports

- Profit & Loss YTD December 2023
- Beacon Business Bank Statement December 2023 – transferring to Operating at Edward Jones
- Edward Jones Statement – Operating, Reserve and Restricted
- Edward Jones Statement December 2023 – Reserve Account
- Draft Budget 2024

**SEE ENCLOSED**

**West Alameda Business Association**

**Budget Overview 2024**

January - December

	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>Income</b>													
<b>INCOME</b>													
<b>MEMBERSHIP &amp; FEES</b>													
BIA Fees					10,000.00	15,000.00	20,000.00	20,000.00	15,000.00				80,000.00
Sponsorship			10,000.00		30,000.00	10,000.00			10,000.00			10,000.00	70,000.00
Associate Members						150.00	150.00	150.00	150.00				600.00
<b>PARKING PASS PROGRAM</b>			450.00			450.00			450.00			450.00	1,800.00
	\$ 0.00												
ATM	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
<b>Total Income</b>	<b>\$ 100.00</b>	<b>\$ 100.00</b>	<b>\$ 10,550.00</b>	<b>\$ 100.00</b>	<b>\$ 31,000.00</b>	<b>\$ 25,700.00</b>	<b>\$ 20,250.00</b>	<b>\$ 20,250.00</b>	<b>\$ 25,700.00</b>	<b>\$ 100.00</b>	<b>\$ 100.00</b>	<b>\$ 10,550.00</b>	<b>\$ 153,600.00</b>
<b>EXPENSES</b>													
<b>GENERAL ADMINISTRATION COSTS</b>													
<b>OFFICE EXPENSES</b>													
-Cleaning service	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
-Office Supplies	50.00		50.00		50.00		50.00		50.00		50.00		300.00
-P.O. Box								185.00					185.00
-Telephone and Internet	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
Domain/hosting		360.00											360.00
Fees	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 1,800.00
D & O / Liability											\$ 1,700.00		\$ 1,700.00
Office Rent	773.00	773.00	773.00	773.00	773.00	773.00	773.00	773.00	733.00	733.00	733.00	773.00	9,276.00
<b>Events - July 4th/ Holiday/Halloween</b>				\$ 2,500.00	\$ 2,500.00	\$ 2,500.00			\$ 2,500.00	\$ 2,500.00	\$ 2,500.00		\$ 15,000.00
Professional Fees													
Accounting & Tax													
Tax preparation				1,200.00									1,200.00
<b>Casual Labor</b>													
Consulting	500.00	1,200.00	1,200.00	1,200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	5,700.00
Bookkeeper	540.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00	1,860.00
Executive Director	2,600.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	4,300.00	49,900.00
Marketing	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
<b>Healing Garden</b>	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 24,000.00
<b>Marketing and Promotion</b>	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
Event Banners				10,000.00									10,000.00
<b>Total Marketing and Promotion</b>													
<b>Total Expenses</b>													<b>\$ 139,221.00</b>
<b>CONTINGENCY</b>													<b>\$14,379.00</b>

# West Alameda Business Association

## Balance Sheet

As of December 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Beacon Bank - Operating Checking(7241)	0.00
Beacon Bank Restricted(4221)	0.00
Edward Jones - Checking (9718)	60,586.43
Edward Jones - Money Market (7911)	79,353.01
Edward Jones - Money Market(8018)	5,272.59
Petty Cash	300.00
<b>Total Bank Accounts</b>	<b>\$145,512.03</b>
Accounts Receivable	
Accounts Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
Prepaid Expenditures	10,892.18
Uncategorized Asset	0.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$10,892.18</b>
<b>Total Current Assets</b>	<b>\$156,404.21</b>
Fixed Assets	
Accumulated Depreciation	-550.00
Furniture and Equipment	
Computer equipment	3,705.50
<b>Total Furniture and Equipment</b>	<b>3,705.50</b>
<b>Total Fixed Assets</b>	<b>\$3,155.50</b>
Other Assets	
Rent Deposit	1,000.00
<b>Total Other Assets</b>	<b>\$1,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$160,559.71</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$0.00</b>
Long-Term Liabilities	
Grant - Sewald	10,000.00
<b>Total Long-Term Liabilities</b>	<b>\$10,000.00</b>
<b>Total Liabilities</b>	<b>\$10,000.00</b>

# West Alameda Business Association

## Balance Sheet

As of December 31, 2023

	TOTAL
Equity	
Opening Bal Equity	90,801.18
Unrestricted Net Assets	54,583.05
Net Income	5,175.48
<b>Total Equity</b>	<b>\$150,559.71</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$160,559.71</b>

# West Alameda Business Association

## Profit and Loss

January - December 2023

	TOTAL
Income	
ATM Revenue	1,145.80
INCOME	
EVENT REVENUE	13,906.67
MEMBERSHIP & FEES(income)	
BIA Fees (income)	97,119.17
<b>Total MEMBERSHIP &amp; FEES(income)</b>	<b>97,119.17</b>
<b>Total INCOME</b>	<b>111,025.84</b>
MISC INCOME	170.00
Sponsorship (income)	36,122.90
<b>Total Income</b>	<b>\$148,464.54</b>
GROSS PROFIT	<b>\$148,464.54</b>
Expenses	
EXPENSES GENERAL	3,845.51
EVENT EXPENSES	23,980.26
-Halloween	1,483.62
Events- Misc	1,191.04
Magickal Market	7,000.00
West End Mercantile	200.00
<b>Total EVENT EXPENSES</b>	<b>33,854.92</b>
<b>Total EXPENSES GENERAL</b>	<b>37,700.43</b>
GENERAL ADMINISTRATION COSTS	295.00
OFFICE EXPENSES	638.32
-Office Supplies	57.00
-P.O. Box	274.00
-Postage & delivery	12.60
-Utilities	
Telephone-internet service	1,147.83
<b>Total -Utilities</b>	<b>1,147.83</b>
Casual Labor	10,531.92
Dues & Subscriptions	389.87
Fees	75.00
Baltsoft	90.00
Drop Box	119.88
Google suite	197.99
QuickBooks Payments Fees (Intuit)	955.00
<b>Total Fees</b>	<b>1,437.87</b>
Insurance	
Liability	1,221.00
<b>Total Insurance</b>	<b>1,221.00</b>
Office rent	9,223.65

# West Alameda Business Association

## Profit and Loss

January - December 2023

	TOTAL
<b>Total OFFICE EXPENSES</b>	<b>24,934.06</b>
Professional Fees	
Accounting & Tax Preparation	1,548.93
Consultants	625.00
<b>Total Professional Fees</b>	<b>2,173.93</b>
Salaries	
-Cleaning service	800.00
Bookkeeper (Tj S.)	1,200.00
Executive Director (Linda A.)	31,200.00
Marketing	12,750.00
Payroll salaries	4,130.00
<b>Total Salaries</b>	<b>50,080.00</b>
<b>Total GENERAL ADMINISTRATION COSTS</b>	<b>77,482.99</b>
MARKETING AND PROMOTION GENERAL	4,272.50
Advertising	1,773.43
Promotions	2,500.00
Marketing Professional Services	580.00
<b>Total Promotions</b>	<b>3,080.00</b>
Social Media Services	6,900.00
WEBSITE	
Website maintenance	260.80
<b>Total WEBSITE</b>	<b>260.80</b>
<b>Total MARKETING AND PROMOTION GENERAL</b>	<b>16,286.73</b>
WEBSTER ST	
Holiday - Installation & Supplies	
Holiday - installation	1,251.00
<b>Total Holiday - Installation &amp; Supplies</b>	<b>1,251.00</b>
Taylor/Alfresco/Healing Garden	15,577.15
<b>Total WEBSTER ST</b>	<b>16,828.15</b>
<b>Total Expenses</b>	<b>\$148,298.30</b>
NET OPERATING INCOME	<b>\$166.24</b>
Other Income	
Interest Income	5,173.49
<b>Total Other Income</b>	<b>\$5,173.49</b>
Other Expenses	
Credit Card Interest Charges	14.25
Taxes	150.00
<b>Total Other Expenses</b>	<b>\$164.25</b>
NET OTHER INCOME	<b>\$5,009.24</b>
NET INCOME	<b>\$5,175.48</b>