

January 31, 2022

Eric Fonstein
Community Development Manager
City of Alameda

Re: BIA Report, West Alameda Business Association

Please accept the BIA report including:

- List of Current Board of Directors
- Balance Sheet ytd December 2021
- Profit & Loss ytd December 2021
- Beacon Business Bank Statement December 2021 – Operating Account
- Beacon Business Bank Statement December 2021 – Restricted Account
- Edward Jones Statement December 2021 – Reserve Account
- Draft Budget 2022

Our second year of navigating through a pandemic was easier than the first year of an unknown future for our members and organization. Now, with our experience we can manage anything that comes our way. We have increased the number of voting Board members from 9 to 11 and brought on a West End resident as a non-voting member to continue with our Friends of the West End.

Our Financial position remains strong with very little turnover of businesses. Our businesses are still in recovery, therefore we support forgoing the annual CPI increase and returning to the previous billing cycle.

We look forward to continuing our efforts for the betterment of our District and great collaboration between WABA and the City of Alameda.

Regards,
Linda

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

West Alameda Business Association

Balance Sheet As of December 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Beacon Bank Restricted(4221)	4,918.23
Beacon Business Bank - Operating Chkg(7241)	52,816.46
Edward Jones - Money Market	75,009.80
Total Bank Accounts	\$132,744.49
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Prepaid Expenditures	10,892.18
Undeposited Funds	0.00
Total Other Current Assets	\$10,892.18
Total Current Assets	\$143,636.67
Fixed Assets	
Accumulated Depreciation	-550.00
Furniture and Equipment	
Computer equipment	3,705.50
Total Furniture and Equipment	3,705.50
Total Fixed Assets	\$3,155.50
Other Assets	
Rent Deposit	1,000.00
Total Other Assets	\$1,000.00
TOTAL ASSETS	\$147,792.17
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Long-Term Liabilities	
Grant - Sewald	10,000.00
Total Long-Term Liabilities	\$10,000.00
Total Liabilities	\$10,000.00
Equity	
Opening Bal Equity	90,801.18
Unrestricted Net Assets	40,276.39
Net Income	6,714.60
Total Equity	\$137,792.17
TOTAL LIABILITIES AND EQUITY	\$147,792.17

West Alameda Business Association

Profit and Loss

January - December 2021

	TOTAL
Income	
ATM Revenue	2,848.80
INCOME	
EVENT REVENUE	
Halloween	1,156.00
Total EVENT REVENUE	1,156.00
MEMBERSHIP & FEES	
BIA Fees (income)	71,379.81
Total MEMBERSHIP & FEES	71,379.81
Total INCOME	72,535.81
Sponsorship (income)	42,785.90
Total Income	\$118,170.51
GROSS PROFIT	\$118,170.51
Expenses	
EXPENSES GENERAL	622.91
EVENT EXPENSES	865.96
Events- Misc	750.00
Magickal Market	3,500.00
Total EVENT EXPENSES	-5,115.96
Total EXPENSES GENERAL	-5,738.87
GENERAL ADMINISTRATION COSTS	23.97
OFFICE EXPENSES	116.10
-Cleaning service	780.00
-Office Supplies	449.43
-P.O. Box	226.00
-Postage & delivery	164.98
-Utilities	
Telephone-internet service	1,006.99
Total-Utilities	1,006.99
Casual Labor	500.00
Dues & Subscriptions	1,074.36
Fees	
Baltsoft	90.00
Drop Box	119.88
Google suite	216.96
QuickBooks Payments Fees	810.00
Total Fees	1,236.84
Insurance	
Liability	2,529.00

West Alameda Business Association

Profit and Loss
January - December 2021

	TOTAL
Total Insurance	2,529.00
Miscellaneous(printing, etc.)	309.89
Office rent	7,879.08
Office Repair and Maintenance	36.05
Total OFFICE EXPENSES	16,308.72
Professional Fees	
Accounting & Tax Preparation	1,650.00
Consultants	2,000.00
Total Professional Fees	3,650.00
Salaries	1,705.00
Bookkeeper (Tj S.)	1,585.00
Executive Director (Linda A.)	31,200.00
Total Salaries	34,490.00
Total GENERAL ADMINISTRATION COSTS	54,472.89
MARKETING AND PROMOTION GENERAL	135.00
Events	2,400.00
Printing & copying	6,113.40
Promotions	
Marketing Professional Services	2,620.00
Materials	422.10
Total Promotions	3,042.10
Social Media Services	7,200.00
WABA -Rebranding Project	2,345.00
WEBSITE	
Website maintenance	84.50
Total WEBSITE	84.50
Total MARKETING AND PROMOTION GENERAL	21,320.00
WEBSTER ST	6,338.12
Alfresco Dining Out Program	20,056.49
Banner materials	2,504.50
Holiday - Installation & Supplies	956.16
Holiday decoration supplies	11.06
Total Holiday - Installation & Supplies	967.22
Total WEBSTER ST	29,866.33
Total Expenses	\$111,397.89
NET OPERATING INCOME	\$6,772.62
Other Income	
Interest Income	42.64
Total Other Income	\$42.64

West Alameda Business Association

Profit and Loss

January - December 2021

	TOTAL
Other Expenses	
Taxes	100.66
Total Other Expenses	\$100.66
NET OTHER INCOME	\$-58.02
NET INCOME	\$6,714.60

West Alameda Business Association													
Budget Overview 2022													
January - December													
	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Income													
INCOME													
MEMBERSHIP & FEES													
BIA Fees		10,000.00			10,000.00	10,000.00	15,000.00	15,000.00	15,000.00				75,000.00
Sponsorship		8,750.00			8,750.00			8,750.00			8,750.00		35,000.00
Tier Memberships						500.00	500.00						1,000.00
Total MEMBERSHIP & FEES	\$ 0.00	\$ 18,750.00	\$ 0.00	\$ 0.00		\$ 10,500.00	\$ 15,500.00	\$ 23,750.00	\$ 15,000.00	\$ 0.00	\$ 8,750.00	\$ 0.00	\$ 111,000.00
PARKING PASS PROGRAM			450.00			450.00			450.00			450.00	1,800.00
	\$ 0.00												
ATM	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	2,500.00
Total Income	\$ 250.00	\$ 19,000.00	\$ 700.00	\$ 250.00	\$ 19,000.00	\$ 11,200.00	\$ 15,750.00	\$ 24,000.00	\$ 15,700.00	\$ 250.00	\$ 9,000.00	\$ 250.00	\$ 115,350.00
Expenses													
EXPENSES GENERAL													
EVENT EXPENSES													0.00
GENERAL ADMINISTRATION COSTS													
OFFICE EXPENSES													
-Cleaning service	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	
-Office Supplies	50.00		50.00		50.00		50.00		50.00		50.00		
-P.O. Box								172.00					172.00
-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	29.95										329.95		359.90
Fees	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 147.00	\$ 1,764.00
D & O / Liability	\$ 697.00										\$ 1,000.00		\$ 1,697.00
Office Rent	675.00	675.00	675.00	675.00	675.00	675.00	675.00	675.00	675.00	675.00	675.00	675.00	8,100.00
Total Office expenses	1,887.90	969.00	1,019.00	969.00	1,019.00	969.00	1,019.00	969.00	1,019.00	969.00	2,019.00	969.00	13,292.00
Events - July 4th/ Christmas				\$ 2,500.00	\$ 2,500.00					\$ 2,500.00	\$ 2,500.00		\$ 10,000.00
Professional Fees													
Accounting & Tax				100.00									100.00
Tax preparation				1,000.00									1,000.00
Total Professional Fees	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,100.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,100.00
Salaries													
Bookkeeper	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
Executive Director	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	2,600.00	31,200.00
Marketing	1,000.												

January - December

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WEST ALAMEDA BUSINESS ASSOCIATION SUMMARY OF ACTIVITIES

FISCAL YEAR JULY 1, 2021 – JUNE 30, 2022
FISCAL YEAR JULY 1, 2022 – JUNE 30, 2023

TABLE

of contents



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- A large, light blue circular graphic serves as a background for the table of contents. Inside the circle is a detailed illustration of a bird, possibly a swallow, in flight with its wings spread wide. The bird has a brown head, a blue throat, and a yellowish-brown body. The background of the circle also shows some green foliage on the left and a blue sky with white clouds on the right.
- 01 General Advocacy
 - 02 Streetscape Advocacy
 - 03 Placemaking on the West End
 - 04 Design Review Committee
 - 05 Economic Development
 - 06 Membership and Member Outreach
 - 07 Marketing and Future Events
 - 08 Past Events
 - 09 Board of Directors

01 GENERAL

ADVOCACY

Representing and speaking for our members remains extremely important which allows for instant information and resource exchange for our businesses and the City of Alameda. WABA is a key stakeholder in a number of standing meetings:

- Monthly Tuesday's @ 2pm (City/DABA)
- Weekly Commercial Street Program (City Public Works/Planning)
- Monthly Government Relations and Economic Development (Chamber)
- Monthly CARES (City Community Development)
- Monthly Alameda Wellness Center/McKay Ave Project
- Monthly WABA/DABA/City meeting



02 STREETSCAPE

ADVOCACY

There is constant surveillance of our sidewalks, garbage/recycling, tree and grate maintenance, graffiti, and planters. WABA provides input and sets priorities for the Landscape & Lighting fund on an annual basis.

Since Covid-19, district-wide walks with Public Works and Clark Services, a Commercial Facility Maintenance Company, are scheduled as needed.

2022 Goal - working within the Landscape and Lighting budget WABA will execute a total refresh to the bulb out landscaping.



03 PLACEMAKING

ON THE WEST END

We have extended the use of the Taylor/Webster lot through 2022. This venue allows our community to enjoy a comfortable place to eat outdoors in a "to-go" setting with live entertainment when permitted.

WABA collaborated with Three Thirty Three Arts*, a non-profit to mentor budding muralists, to create Webster Street murals.

To date, these public art experiences are completed or in process. WABA is a sponsor of the Webster Street Gateway Mural commissioned by the West End Arts District.

- Corner building mural at Lincoln/Webster (completed) *
- Corner building mural at Santa Clara/Webster (completed) *
- Rodeway Inn/1929 Webster mural (completed) *
- The Webster Gateway Mural (completed)
- Creating pieces of art from 2 obsolete payphone booths (in the process) *
- WABA will create a more inviting "Welcome" Sign on Webster Street coming in from Oakland (in the process)



The Webster Gateway Mural



Taylor/Webster lot

03 PLACEMAKING

ON THE WEST END

Street banners (below) designed by Alameda artist Dave Sylvester have been placed up and down on Webster Street with community-oriented Covid 19 safety messages



03 PLACEMAKING

ON THE WEST END

Rotational Seasonal Flags - Pride Inclusionary, U.S. Flag, and Shop/Dine Local (below)

2022/23 - Themed Art Sculptures for the entire business district.



04 DESIGN

REVIEW COMMITTEE (DRC)



This committee continues to work with businesses, new and existing, to maintain the historic character of Webster Street by reviewing plans and proposals for new development projects, renovations, or façade grant proposals as needed.

Examples:

Paint color coordination has occurred with Ceron Kitchen; and Shell Shock Seafood.

The DRC was and is an active participant in the Housing Element of the General Plan, working with the Planning, Building, and Transportation Dept, the City of Alameda, and the Planning Board on height and density concerns.

The Board of Directors collectively reviewed the Webster Street Design Review Manual and Webster Street Vision Plan that was created over a decade ago. By consensus, the Board supports the core purpose of these documents, agreeing that they both need an update. A sub-committee from the DRC and the Board of Directors has been formed to recommend updates in 2022.

05 ECONOMIC DEVELOPMENT

On a monthly basis, the Economic Development team connects with the listing agent or property owner of each vacancy. We are delighted to report that after 10 years vacant, 1545 Webster will open as a Colombian Restaurant. Other new restaurants on Webster Street are Ala Mediterranean, Ceron Kitchen, Shell Shock Seafood, Doodlecakes, and Waki Japanese.

The team is in discussion with the owner of Alameda/Oakland Tire, 1825 Webster Street to create a vision for the site for the maximum potential of the property and remove the blight.

Vacancies on Webster include:

- 1414 Webster St. For Sale (US Bank)
- 1434/1436 Webster St. (Island Paradise Club)
- 1502 Webster St. (Beauty Unlimited)
- 1513 Webster St. (J Couture)
- 1541 Webster St. (Albert's Cafe)
- 1708 Webster St (Wienerschnitzel)



06 MEMBERSHIP AND MEMBER OUTREACH

Our focus has been on marketing assistance for our businesses, specifically because of the challenges of the Covid-19 Pandemic. We have created the means for advertising and graphic design opportunities for our small business owners to promote their businesses through the WABA outreach channels such as our newsletter, community events and social media. Our only indoor event was our annual **Membership Mixer & Election** of Boardmembers on November 10th at Wescafe. All remained properly distanced, masks on unless eating/drinking. Individually wrapped hors d'oeuvres were crafted by the wonderful Wescafe team.



**STRETCHING
SATURDAYS IN THE
AL FRESCO DINING
PARK**

2nd AND 4th SATURDAYS
1435 Webster Street

Bring your mat, water bottle, mask and
a friend!
Free Event. Donations welcome.
VENMO Anne to donate!

Brought to you by Back To Life
Wellness Center located at 1505
Webster Street



venmo



**SHOP LOCAL
IN WEST ALAMEDA THIS
HOLIDAY SEASON!**



<https://westalamedabusiness.com/>

07 MARKETING

AND FUTURE EVENTS 2022

Events will conform to the prevailing county Covid public health guidelines and City permitting requirements

2nd Friday Art Stroll

Resuming in February, the West Alameda Business Association will kick off a fun-filled community event in support of our local businesses to help create a vibrant atmosphere for the West End community. You're invited to an evening under the stars in the Al Fresco Dining Park filled with local artisans and vendors, food trucks, lawn games, spoken word, poetry, acoustic music, community theater, paint & sips, and more! Join us every month for our 2nd Friday Art Stroll featuring local businesses curating artists and shows within their establishments from 5-9 pm through December. This event is sponsored by the West End Arts District.



07 MARKETING

AND FUTURE EVENTS 2022

The West End Mercantile 2nd Saturdays

This outdoor shopping event is Webster Street's local maker's market featuring Bay Area artists selling handmade goods. The market is held at the al Fresco Dining Park on the 2nd Saturday of the month from 10-3 pm. Shoppers can find a variety of products from jewelry, candles, and clothing to pottery and fairy doors! Enjoy lunch from one of the many restaurants on Webster St. or the visiting food truck, sip an adult beverage while you shop, stay for a make and take, play a game and have lots of fun!



07 MARKETING

AND FUTURE EVENTS 2022

Magickal Market / Feathered Outlaw Anniversary Party 3/26

1506 Webster and al Fresco Dining Park

Feathered Outlaw Celebrates 5 Years! Come celebrate with local artisans, handmade goods, metaphysical practitioners, tarot, henna, acoustic music, food trucks, full bar and more!



Magickal Market / Feathered Outlaw Summer Solstice Fair 6/18

Webster Street between Haight & Taylor Street

The first Bay Area street fair of its kind, celebrating summer solstice! This event will bring people from all pagan practices and interests together. Learn from healers and teachers, or shop from local artisans and witches selling handmade goods. Enjoy food, live music, and entertainment.

07 MARKETING

AND FUTURE EVENTS 2022

Brews, Blues & BBQ 9/18

This incredibly popular one-day street festival brings internationally renowned blues musicians, local breweries and BBQ vendors to Webster street, Alameda. The 6th Annual Blues, Brews and BBQ is coming on Sunday, September 18th. Look forward to quality music, brews and some delicious smells coming from the BBQ.



Feathered Outlaw's Witchfest 2022 10/22

Webster Street between Haight & Taylor Street
Annual Street Fair celebrating the season of the witch. This is a magickal event bringing like-minded people from all over California together in celebration of the most popular Pagan holiday: Samhain. Join us for a metaphysical party filled with healers, tarot, music, art, food, and more!

07 MARKETING

AND FUTURE EVENTS 2022

Latin Music Festival 10/23

Celebrate Latin music, food and art in Alameda on Webster Street! Sponsored by the West Alameda Business Association and the West End Arts District!



The Menagerie's Halloween Goth Ball 10/29

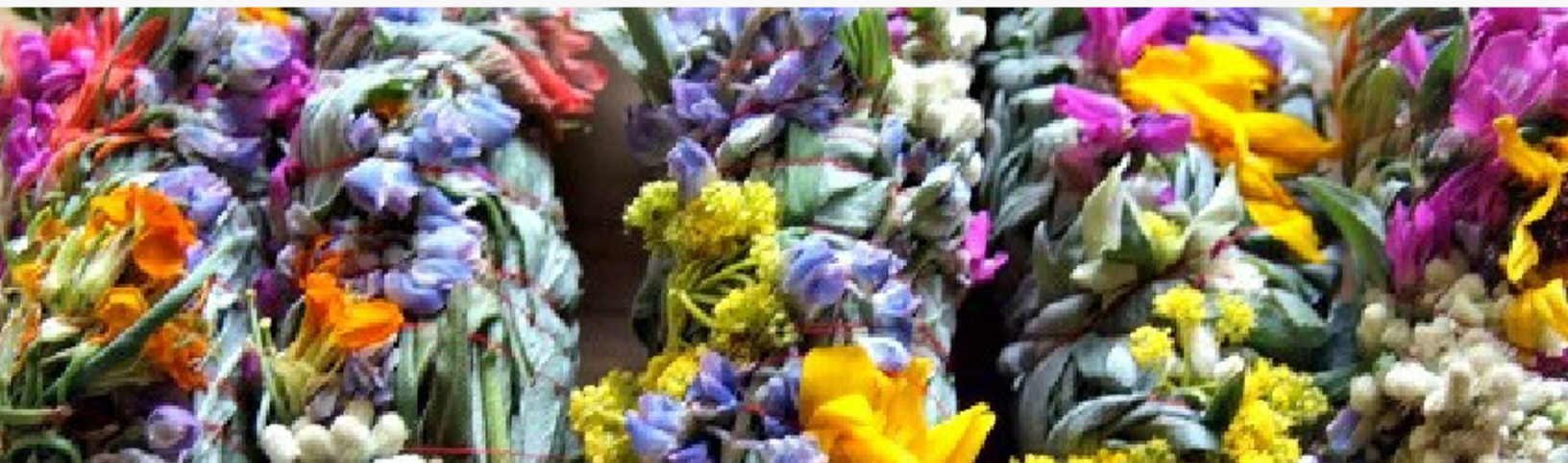
Merry Gothmas! Come draped in black for this evening of dancing with local DJ's spinning your favorite goth, industrial and darkwave dance tracks, plus live bands! The Menagerie has teamed up with the Fireside Lounge and A-town Agency to offer Bay Area Goths something different and unique this year for Halloween: a one-night, open-air, event under the stars in the al Fresco Dining Park located at the corner of Taylor and Webster Street in Alameda. 21+ tickets TBA

07 MARKETING

AND FUTURE EVENTS 2022

Magickal Market's Small Business Saturday 11/26 11-5 pm

Magickal Market's Small Business Saturday is an event to help celebrate small businesses and features local artists and vendors. Shop local, shop Alameda! This year's event will be hosted in the al-Fresco Dining Park and include a food truck with dining options from local restaurants, a full bar, acoustic music, metaphysical practitioners, tarot, and entertainment.



07 MARKETING

AND FUTURE EVENTS 2022

Magickal Market's Yule Celebration 12/17

Join the Magickal Market vendors for a Yule celebration! Yule is a magickal time of year when family and friends come together to celebrate traditions. Shop local, handmade gifts and enjoy the festivities of the season from the Feathered Outlaw with music, food, and entertainment.



Winter Wonderland on Webster 12/18

Bring the family for a community event in the Healing Garden at 1435 Webster @ Taylor. There will be music, carolers, food, games, candy and fun Christmas crafts for your holiday shopping. A wonderful event for the entire family!

08 2021 PAST EVENTS

Collectively over 10,000 people attended these outdoor events.
This foot traffic was a real "win" for Webster Street merchants.

- Sat 05/22 World Goth Day (The Menagerie)
- Sat 6/19 The Menagerie Oddities and Curiosities Market
- Sat 07/31- Crüella (Tiny Towns) show
- Sun 08/01 - Sunday Funday Comedy - Live comedy
- Sat 08/07 - Healing Garden retirement party
- Sun 08/08 - Vetiver (Tiny Towns) show
- Sat 08/14 - Jenny Don't and the Spurs, (Tiny Towns) show
- Sat 08/21 - Sean Hayes (Tiny Towns) show
- Sun 08/22 - Breakdance/ Hip Hop battle by local Breakdancer Tim McClain battle
- Fri 09/17 - Amendola vs. Blades w/ Jeff Parker + Skerik, (Tiny Towns) show
- Sat 09/18 - Halloween Market - Menagerie Alameda Event open
- Sun 09/19 - Red Meat / I See Hawks in LA - Talent Moat (Tiny Towns) show
- Sat 09/25 - The Stone Foxes, (Tiny Towns) show
- Sat 10/02- The Blasters (Tiny Towns) show
- Sat 10/09 - Polyrythmics, (Tiny Towns) show
- Sun 10/10 - Island Vinyl Swap
- Fri 10/15 - Rhythmix Island City Waterways Art Walk performances
- Sun 10/17 - John Doe (Tiny Towns)
- Sat 10/23 - Jimmy Dale, son of Dick Dale (Tiny Towns)
- Sat 10/30 - Fleetwood Macrame (Tiny Towns)
- Sun 10/31 - WABA Presents Halloween: Monsters & Mayhem on the West End
- Sat 11/06 - James Intveld, The B Stars (Tiny Towns)
- Sat 11/13 - ZZ Top Tribute (Tiny Towns final concert)
- Fri 11/26 - Magickal Market Presents: Black Friday open
- Sat 11/27 - Small Biz Saturday: Black Saturday Bazaar
- Sat 12/04 - Menagerie Holiday Oddities Market open
- Sat 12/11 - WABA Presents: Winter Wonderland in the Park

09 WABA

BOARD OF DIRECTORS

Sandy Russell - President

The Fireside Lounge
1453 Webster Street
Alameda, CA 94501

Term expires December 31, 2024



Daniel Hoy - Secretary

Architect
1551 Webster Street Suite B1
Alameda CA 94501

Term expires December 31, 2022



Chris VavRosky - Economic Development

Kitchen of Alameda
1727 Webster Street
Alameda, CA 94501

Term expires December 31, 2022



09 WABA

BOARD OF DIRECTORS

Ann Moore - Membership

Back to Life

1505 Webster Street
Alameda, CA 94501

Term expires December 31, 2024



John Lipp

FAAS/Thrifty Kitty

1509 Webster Street Alameda, CA
94501

Term expires December 31, 2023



Linda Asbury

Executive Director

1509-1/2 Webster Street
Alameda, CA 94501
510.523.5955

linda@westalamedabusiness.com



09 WABA

BOARD OF DIRECTORS

Marie Ortega - Marketing

Feathered Outlaw
1506 Webster Street
Alameda, CA 94501

Term expires December 31, 2023



Tanoa Stewart

A Town Booking Agency
909 Marina Village
Parkway #357
Alameda, CA 94501

Term expires December 31, 2023



Constance Garcia - Treasurer

The Menagerie Oddities Market

Term expires December 31, 2024



09 WABA

BOARD OF DIRECTORS

Sharon Lindley

The Hunter Public House
Alameda, CA 94501

Term expires December 31, 2022



Tina Vasconcellos, Ph.D.

College of Alameda
Alameda, CA 94501

Term expires December 31, 2022



Pia Barton

Malaya Botanicals
1542 Webster Street
Alameda, CA 94501

Term expires December 31, 2022

