



January 31, 2024

Abby Thorne-Lyman
Base Reuse and Economic Development Director
950 West Mall Square, 2nd Floor
Alameda, CA 94501



Proposed Assessment for Business Improvement Area Fiscal Year 2024/2025

INTRODUCTION:

The Downtown Alameda Business Association is recommending a BIA budget of one hundred ten thousand dollars (\$110,000) in restricted funds for the Downtown Alameda Business Association for fiscal year

ACTIVITIES:

2024 marked the long awaited return of our beloved community event, the Downtown Alameda Art & Wine Faire. The community eagerly embraced the 36th year of the event and it was a success on all fronts. In addition to the Art & Wine Faire, Downtown Alameda hosted four Alameda Strolls events: Whiskey Stroll, Rock & Roll Beer Stroll, Autumn Wine Stroll and the free, family-friendly, Hot Cocoa Stroll, all eagerly and enthusiastically attended by our community. The inaugural Winter Market was a friendly kick off to the holiday season mixing sparkle & fun. This first time event showcased local vendors & purveyors in a new event footprint. With the iconic Alameda Theatre marquee as the backdrop,

FINANCIAL HEALTH:

With the unprecedented success of the return of the Art & Wine Faire in the summer of 2023, we enter the new fiscal year with adequate funds to begin rebuilding revenue streams and reserves to meet our policy goals. The resumption and addition of fundraising events has enabled us to begin that crucial rebuilding process. We will continue to closely monitor our budget and will review and adjust quarterly. The Downtown Association continues a regular review of our monthly financial reporting (QuickBooks) by outside accounting management. We also have increased oversight by our Treasurer of banking, financial planning, and financial obligations of the Downtown Association.

LEADERSHIP:

In 2020 we launched our Strategic Plan, a five-year road map that is a valuable guide for our path forward. Now, four years into implementation, the vision, values and priorities remain more relevant than ever.

Strengthen Membership

Provide value in membership by offering business training and workshops in areas of interest. Encourage members to fully participate in activities by reducing barriers and seeking feedback. Ensure the Association Board is strong and healthy.

Strengthen Membership

- Welcomed 16 new Downtown businesses.
- Assisted 16 businesses in successfully applying for continuation in the Parklet Program.
- Promoted the City's Facade Grant Program that resulted in 13 business and property owners submitting applications, with 11 grants awarded.
- Facilitated regular communication with member businesses and gained feedback through a return of Monthly Mixers, Town Halls, email updates, surveys, and personal visits.
- Hosted and promoted conversations with APD Chief Joshi & APD Officers to discuss Downtown public safety concerns.
- Worked with City Staff, Outreach resources, and APD to assist with chronic homelessness issues. Worked 1:1 with businesses targeted by an unwell individual. Provided resources and guidance for filing letters of no trespass, encouraged reporting of violations, pressing charges and writing victim impact statements for the court. DABA continues to monitor the case and provide updates to impacted business owners.
- Maintained and expanded a web listing of available properties in the downtown district.
- Provided ongoing resources for ADA Compliance.

Improve Downtown Amenities

- Activated programming and maintenance of the al fresco dining area on Alameda Avenue.
- Focused on the removal of temporary signage, plywood, and graffiti. Targeted specific buildings and areas for review. Met with tenants, property owners and brokers to inform them of resources available and potential code violations that resulted in remediation of multiple areas.
- Developed an action plan to address areas such as the block north of Park Street & Lincoln Ave. Worked with new tenants who invested in exterior improvements; Building owner installed under-awning spikes to deter birds/bird droppings; Made facade grant funding conditional on the removal of plywood as appropriate.
- Worked closely with CASA and Okapi Reusables in establishing a reusable coffee cup program in the community. Currently 3 of 8 locations are in Downtown Alameda.
- Identified existing, and established new systems for reporting maintenance needs and monitoring cleaning that includes the resumption of monthly district walks, usage of SeeClickFix and direct reporting.
- Worked with the City to establish a system of reporting needs and requesting contract management & oversight. Established an ongoing schedule of power washing of sidewalks in the entire district utilizing L&L funds.

- Acquired nine new, and installed a total of thirty-one new lighted decorations for Holiday 2023.
- Designed and ordered 50 new flags for installation from January-May 2024. Expanded the installation area for holiday flags to include Park Street at Buena Vista, Central Avenue and Santa Clara Avenue.

Promote Downtown

- Increased Instagram followers by 28% and Facebook by 3% since January of 2023 (Since 2020 Instagram has increased by 281% & Facebook by 21%).
- Expanded email communications to promote downtown businesses and activities and increased subscribers by 16% in 2023.
- Developed relationships and collaborated with local and regional influencers to promote and attend events.
- Increased exposure and amplified messaging for downtown businesses on social media by reposting when they use #downtownalameda and @downtownalameda.
- Partnership and support of local non profit organizations totaled \$5,500.
 - Partnered with Alameda Food Bank, FAAS and All Good Living for our Strolls. A total of over \$1,500 was raised for these organizations.
 - Partnered with Alameda Food Bank, FAAS, the Rotary Club, The American Legion of US Veterans and the Elks to host beverage booths during the Art & Wine Faire, resulting in a total of over \$4,000 in donations to these organizations.
- Collaborated with the City to promote retail and restaurant promotions including Alameda Restaurant Week, and the Holiday & Shop Local spending campaign.
- Collaborated with the Alameda Chamber & Economic Alliance and West Alameda Business Association to promote the *Visit and Shop Alameda Gift Card (17 of 26 participants are located in Downtown Alameda)*.

Reenvision Events

- The return of the Art & Wine Faire was warmly received and eagerly attended. The event also included an expanded *Authentically, Alameda* area focused on local vendors, purveyors and entertainment.
- The addition of a new Winter Market event, hosted in a smaller footprint for a street closure event, was successful and set the stage for a new series of Seasonal Market events that showcase seasonal sips, local vendors, purveyors and entertainment with the historic Alameda Theatre marquee as the inviting backdrop.
- Hosted Four Alameda Strolls events (Whiskey Stroll; Rock & Roll Beer Stroll, Autumn Wine Stroll, Hot Cocoa Stroll).

- Increased volunteer opportunities. The addition of new events has created a robust list of volunteers composed of individuals, businesses and organizations. A Volunteer appreciation program has enabled us to continue to engage returning volunteers and encouraged recruitment of friends/associates to expand our roster.
- Downtown Alameda continued as one of the lead organizers involved in the planning and production of the expanded 2nd Annual *Pride In The Park* events at Chochenyo Park. The *Pride Block Party* at Alameda Avenue was a welcoming, family-friendly and enjoyable component of the weekend-long slate of activities in the district.

Staff & Board Involvement

- Board members continue to provide valuable input for City-led programs such as the Commercial Streets Program and Economic Development projects.
- Staff participation in monthly CARES Team meetings and focused Business District Homeless Outreach meetings.
- Staff and Board continue to collaborate and have regular communications with City staff and local business organizations including: West Alameda Business Association, Alameda Chamber & Economic Alliance, EGA, and CASA.

As our staff and the Board leadership continue to implement the Strategic Plan outlined above, our Work Plan identifies and creates a clear path to prioritize those goals and objectives. In addition to the committee objectives listed below, Downtown Alameda will continue to work closely with the West Alameda Business Association to identify and address issues of importance to our stakeholders and the small business community.

OUTREACH COMMITTEE:

Develops and maintains relationships with stakeholders and important entities including local businesses, property owners, City staff, and various government agencies.

2024/2025 Objectives:

1. Begin 2025 Strategic Plan review process to identify vision and goals.
2. Address Vacancies. Work with the City on marketing business opportunities. Improve aesthetics of vacant storefronts.
 - a. Explore the pros/cons for advocating the establishment of a Vacancy Tax for Commercial properties in the district/city-wide.
 - b. Work with City Staff on adjusting the uses allowed in the Zoning Ordinance for the District.
 - c. Identify types of businesses that would be desired. Work with the City and brokers to recruit prospects. Continue to market Properties Available on website.
 - d. Consider Window Art/Displays: Help address concerns with: insurance issues, access. Partner with community organizations. Explore partnership opportunities with brokers for signage sponsorship.
3. Focus on the prevention and removal of graffiti.
 - a. Educate businesses & property owners on mitigation strategies.
 - b. Work with City officials to continue code compliance/enforcement and look for opportunities to streamline the process to report, inform and comply.
4. Support continuation and expansion of the Facade Grant program.
5. Work with City Staff, Outreach resources, and APD to assist with the homeless population.
 - a. Provide resources to business and property owners to address concerns on public & private property.
6. Work on keeping the Alameda Avenue area viable for everyone.
 - a. Expand the Alameda Avenue experience.
7. Explore partnerships with private parking lot owners for public access after hours.
8. Work with the City to reinstate an 'Ambassador' program to the District.

CLEAN, GREEN & SAFE COMMITTEE:

Plans and executes key programs that are vital to the Downtown Association including managing the L&L Assessment and operational functions for street maintenance, event execution, and volunteers.

2024/2025 Objectives:

1. Work with the Marketing Committee to continue installation of a new Holiday Decor & Lighting Program.
2. Establish a Banner and Flag program to install custom banners and flags and replace brackets & poles as needed.
3. *Support fundraising opportunities for the Association.*
4. Strengthen a volunteer program to support downtown activities and member involvement.
5. Invite active engagement with District members and stakeholders.
 - a. Continue Monthly Mixers and coordinate impactful programming.
 - b. Establish a series of Block Meetings to engage 1:1 with members and address issues concerns and invite participation in organizational activities.
6. Establish a Farmers Market on Alameda Avenue by Spring/Summer 2024.
7. Continue activation of Alameda Avenue, improve amenities and begin activities to include a Farmers Market, pop-up incubator program and entertainment.
8. Continue advocacy for long-term opportunities for the Commercial Streets and the Parklet Program.
9. Work with the City to create an Anti-Litter Campaign to include community re-education and awareness.
 - a. Reinstate and expand the *Tidy Up Tuesday!* Program.
10. Work with the City to install directional parking signage.
11. Continue ongoing systems for monitoring cleaning and reporting needs.
12. Work with the City to reinstate an 'Ambassador' program to the District.

MARKETING COMMITTEE:

Develops the Downtown Association's long-term marketing plan, creating a consistent brand and key messaging strategy to bring visitors to the downtown; plans and implements public events.

2024/2025 Objectives:

1. Begin 2025 Strategic Plan review process to identify vision and goals.
2. Create an event structure to include:
 - a. Strolls (4 per year)
3. Continue to refine annual events: Art & Wine (July 2024) and initiate Seasonal Spring Market (2024).
4. Create revenue-generating activation on Alameda Avenue.
5. Establish a Weekly Farmers Market on Alameda Avenue.
6. Collaborate with the City on planning and promoting Alameda Restaurant Week and shop local campaigns.
7. Continue promotion of the district and its businesses through consistent social media messaging and relevant advertising & promotional opportunities.
8. Strengthen communication to the public to generate excitement about Downtown Alameda.
9. Enhance communication to the Membership via email, online opportunities, Monthly Mixers and personal visits.
10. Work with select nonprofit organizations to support local organizations and engage the community.



2024 Board of Directors

Officers

President - Sadiya Kazi-Koya, [Swings and Wings](#)

President-Elect - Ron Mooney, [Daisy's](#)

Past President - Jone Stebbins, [Honey Salon](#)

Treasurer -

Secretary - Sabrina Cazarez, [Twirl](#)

Directors At Large

Naomi Berghoef, [Mommy's Trading Post](#)

Casey Hunt, [alley & vine](#)

Mike Yakura, [Spinning Bones](#)

Tony Yu, [Pampered Pup](#)

Committee Chairs

Marketing - Shannon Marsden, [Julie's Coffee & Tea Garden](#)

Outreach - Steve Busse, [Park Centre Animal Hospital](#)

Clean, Green & Safe -



	Full Year
BUDGET Item	Approved 1/25/2023
INCOME:	2023-2024
<u>Unrestricted</u>	
Misc. Income (Assoc Members, P Lot, other misc)	\$8,000
Grant income (City ...)	
Stroll Events (4 events) {Net!}	\$80,000
Seasonal Markets / Alameda Ave {Net!}	\$20,000
<i>AWF + May Event</i>	\$95,000
<i>Use of loan / reserve (Not Income~!)</i>	
Unrestricted Funds Sub Total	\$203,000
<u>Restricted</u>	
BIA Payments	\$102,000
Alameda Avenue (City of Alameda)	
Restricted Income Sub Total	\$102,000
Funds to Use Grand Total	\$305,000
EXPENSES:	
<u>Unrestricted</u>	
Executive Director Salary (Combine w/ Memb Coord.)	100,000
Employer Taxes & WC	12,000
Meetings/Trainings (Outreach / Marketing)	3,000
Outside Services & Office Exp	3,750
Board Authorized Reserve	0
Alameda Avenue Operations	20,000
Event Coordinators Wages (incl tax, wc w/ Member Serv 2/3 Total)	37,500
Advisory Committee Program	0
Debt Payment (SBA loan) {QB= Interest & Finance Ch	\$7,800
Transfer to Restricted Programs (inititaves & support)	
Sub Total	\$184,050
<u>Restricted (BIA paid)</u>	
Utilities	\$2,400
Member Meetings & Awards (Membership Program)	\$0
Exec Dir. wages (Membership allocation)	\$20,000
Employer Taxes & Workers Comp (Restricted)	\$2,400
Marketing Program. (Promotion)	\$10,000
Accounting / Tax Prep	\$7,500

2023-24 Downtown Budget (PSBA)

Postage/Printing	\$1,000
Supplies	\$500
Marketing / Event Coordinator (6 mos) Employee	
Marketing Consultant/Internet Media	\$20,000
Liability/D&O Insurance	\$3,000
Office Rent	\$32,000
Other Office Costs	\$1,500
Outreach Committee (Econ-Gov Relations Program)	\$1,000
Website - Maint. & Email & online programs	\$2,500
CAMSA/CDA Conference	\$1,000
Sub Total *	104,800
Expenses Grand Totals	288,850
Reserve to be Budgeted (reduction)*	\$ 16,150.00



	Full Year
BUDGET Item	Approved 1/31/2024
INCOME:	2024-2025
<u>Unrestricted</u>	
Misc. Income (Assoc Members, P Lot, other misc)	\$8,000
Grant income (City ...)	
Stroll Events (4 events) {Net!}	\$60,000
Seasonal Markets / Alameda Ave {Net!}	\$40,000
AWF	\$95,000
Use of loan / reserve (Not Income~!)	
Unrestricted Funds Sub Total	\$203,000
<u>Restricted</u>	
BIA Payments	\$110,000
Alameda Avenue (City of Alameda)	\$20,000
Restricted Income Sub Total	\$130,000
Funds to Use Grand Total	\$333,000
EXPENSES:	
<u>Unrestricted</u>	
Executive Director Salary (Combine w/ Memb Coord.)	100,000
Employer Taxes & WC	12,000
Meetings/Trainings (Outreach / Marketing)	3,000
Outside Services & Office Exp	3,750
Conferences	0
Alameda Avenue Operations	10,000
Event Coordinators Wages (incl tax, wc w/ Member Serv 2/3 Total)	64,250
Advisory Committee Program	0
Debt Payment (SBA loan) {QB= Interest & Finance Charge}	\$10,000
Transfer to Restricted Programs (initatives & support)	
Sub Total	\$203,000
<u>Restricted (BIA paid)</u>	
Utilities	\$2,400
Member Meetings & Awards (Membership Program)	\$0
Exec Dir. wages (Membership allocation)	\$20,000
Employer Taxes & Workers Comp (Restricted)	\$2,400
Alameda Ave - Restricted programming	\$20,000
Marketing Program. (Promotion)	\$10,000

2024-25 Downtown Budget (PSBA)

Accounting / Tax Prep	\$7,500
Postage/Printing	\$1,000
Supplies	\$500
Marketing / Event Coordinator (6 mos) Employee	
Marketing Consultant/Internet Media	\$20,000
Liability/D&O Insurance	\$3,000
Office Rent	\$33,000
Other Office Costs	\$1,500
Outreach Committee (Econ-Gov Relations Program)	\$1,000
Website - Maint. & Email & online programs	\$2,500
Board Authorized Reserve (~ 5%)	\$5,200
Sub Total *	130,000
Expenses Grand Totals	333,000
Total Income less Total Expense	\$ -