

**Subject: Submission of the 2024 BIA Annual Report**

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

Dear Ms. Thorne-Lyman;

On behalf of the West Alameda Business Association (WABA), I am pleased to submit our Annual Business Improvement Area (BIA) Report for 2024. WABA remains committed to fostering a welcoming, safe, and thriving community by supporting Webster Street—the heart of West Alameda—through dynamic events, public space enhancements, and dedicated business advocacy.

Over the past year, we have worked diligently to strengthen the local economy and celebrate the district's unique character. Our efforts have brought thousands of visitors to Webster Street, supported local businesses, and enhanced the vibrancy of West Alameda. It has been an honor to serve this community, and I look forward to using 2025 to finalize our strategic plans and leverage the momentum and enthusiasm we have built together.

As we continue to move our community forward, we appreciate the City of Alameda's ongoing partnership and support. Enclosed, you will find an overview of our activities and accomplishments for 2024, along with the required budgets and financial records. Should you have any questions or require additional information, please do not hesitate to reach out.

Thank you for your time and consideration. We look forward to continuing our collaborative efforts to make West Alameda a thriving and vibrant destination for all.

Sincerely,

A handwritten signature in black ink that reads "Elissa S. Glickman". The signature is fluid and cursive, with a large, stylized 'E' and a long, sweeping underline.

Elissa Glickman
Executive Director
West Alameda Business Association



West Alameda Business Association 2024 BIA Report



West is Best - Fathers Day 2024

Photo By Maurice Ramirez

West Alameda Business Association History

The West Alameda Business Association (WABA) was founded in the 1990s as a Business Improvement Area (BIA) to support and promote local businesses in West Alameda, California. With a focus on the Webster Business District, Alameda Landing, Alameda Point, Ballena Bay, and businesses west of Grand Street, WABA works to create a thriving, dynamic community.

Over the years, WABA has played a vital role in West Alameda's economic and cultural growth—organizing impactful events, advocating for infrastructure improvements, and fostering strong relationships among local businesses and residents. These efforts have helped transform Webster Street into a bustling corridor filled with diverse boutiques, restaurants, and service providers.

The COVID-19 pandemic in 2020 presented unprecedented challenges, and West Alameda was no exception. WABA quickly stepped up, partnering with the City of Alameda and other organizations to support local businesses. A key initiative was the Alameda Strong community grant program, which provided financial relief to small



businesses impacted by the economic downturn. WABA also played a major role in the city's Commercial Streets Program, launched in June 2020, which repurposed portions of Park and Webster Streets for expanded outdoor dining, retail, and services. This program helped businesses operate safely during health restrictions and streamlined the process for outdoor expansions.

During this time, WABA also introduced The Healing Garden at 1435 Webster Street. Originally launched as the Al Fresco Dining Park, this space evolved into a permanent community gathering spot for events, celebrations, and casual meetups. Featuring art installations by LGBTQ+ and BIPOC artists, The Healing Garden stands as a symbol of resilience, diversity, and community strength.

In 2025, the district will celebrate the 150th anniversary of Webster Street with a year-long series of events honoring its history while looking toward the future. Moving forward, WABA remains committed to investing in infrastructure, sustainability, and cultural programming to ensure West Alameda thrives for generations to come.



July 4th on Webster

Photo By Maurice Ramirez

Leadership & Growth

In February 2024, after seven and a half years of dedicated service, Executive Director Linda Asbury retired. She was succeeded by Elissa Glickman, who brings over 25 years of experience in business district leadership. Under her guidance, WABA launched the "West is Best" series, a celebration of the district's artisans, merchants, and cultural scene as well as host of other programs detailed in this report.



In November 2024, the Board held elections for new and returning members. Many long-standing members, including past chair Sandy Russell, stepped down to make way for new leadership, bringing fresh perspectives and opportunities for growth.

Over the next year, the Executive Director will focus on expanding the Board and establishing a committee structure to support its efforts and cultivate new members.

Public Safety & Streetscape Enhancements

Public safety is a top priority for WABA. We actively address concerns such as trash, graffiti, pigeon poop, and crime, collaborating closely with the City of Alameda, Alameda PD, and Public Works to implement solutions that support businesses while maintaining a safe, welcoming environment.

We continue to work closely with Public Works on street and sidewalk cleaning, trash management, and general maintenance to ensure our district remains vibrant.

Additionally, WABA partners with the City's Economic Development team to promote and oversee façade improvement grants. Over the past year, more than five West End businesses have received funds to enhance their storefronts, improving their visibility and appeal.



Dr David Bui - Alameda Eye Physicians *Photos by Anne Kohler



Joann Guitarte
Cafe Jolie & Donut Peite



Madden Locken-Thrifty Kitty
2025 WABA Board Member



Marketing & Business Promotion

WABA actively promotes West Alameda's businesses and attractions through digital marketing, print materials, and media outreach. The district continues to gain recognition as a shopping, dining, and entertainment destination, and WABA is working to sustain and grow that momentum.

Marketing Highlights from the Past Year

- Social media engagement grew by 15%, reaching audiences across the East Bay, Los Angeles, and Sacramento. Of our followers, 71% are women and 28% are men.
- Increased visibility for West End businesses by reposting content featuring #WestAlamedaBusiness, #WestIsBest, and @westalamedabusiness and encouraging cross promotion along all channels.
- Email communications expanded, increasing subscriber count by 14%.
- Partnered with the City of Alameda to promote initiatives like Alameda Restaurant Week and grow and expand campaigns like I AM Local.



July 2024

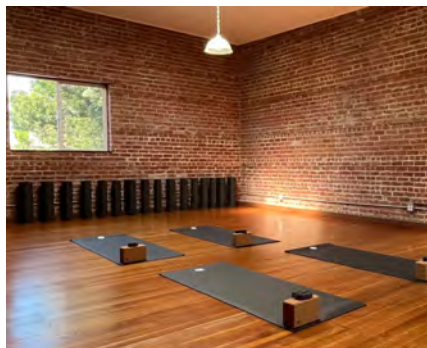
Photo By Maurice Ramirez



New Businesses & Community Growth

West Alameda is experiencing exciting growth, particularly in the creative and wellness sectors. In 2024 some of the following businesses joined our district.

- Coven of Stitches – A craft shop specializing in unique stitching supplies and workshops.
- Alameda Pots – Featuring handcrafted pottery and ceramics.
- Arkea Tailor Shop – Offering bespoke tailoring services.
- Mango & Mint – A new culinary destination.
- Jollibee – The popular Philippines-based chain, famous for its fried chicken, spaghetti, and burgers.
- Svastha Yoga Wellness & Community Hub (Webster & Pacific) - Providing yoga, reiki, chair massages, and sauna blanket treatments.
- Alameda Eye Physicians - The oldest medical practice in Alameda, recently relocating to Webster Street following an extensive historical remodel of a former bank building.
- Rose's Sandwich Shop – A family-run business known for high-quality, delicious sandwiches.



**Svastha Yoga & Wellness
Community Hub**



Rose's Sandwich Shop



Coven & Stitches

Advocacy & Community Impact

WABA serves as a voice for local businesses, advocating for their interests with city officials, economic development groups, and community partners. Key efforts include:

- Monthly meetings with Alameda's Economic Development team, Alameda CARES, the Chamber of Commerce, and the Economic Committee.
- Strong support for the Oakland/Alameda Access Project, ensuring business-friendly solutions.
- Partnering with Public Works to reintroduce the City's Green & Waste programs.



Farmers Market Partnership

WABA is proud to partner with PCFMA (Pacific Coast Farmers' Market Association), which has been connecting California farmers with local communities since 1988. PCFMA operates over 30 farmers' markets—making it the largest and oldest farmers' market association on the West Coast.

Through this partnership, WABA hosts two farmers' markets per week, providing fresh, affordable produce, meats, baked goods, and space for community services and nonprofits.



Photos By Maurice Ramirez

The Healing Garden / Al Fresco Dining Park

This multi-use outdoor space has become a hub for community events, business promotions, and nonprofit initiatives. In 2024 alone, over 40 events were hosted, including:

- Food Bank Players' Shakespeare performances – Raised over \$9,000 for the Alameda Food Bank.
- West is Best Series – Showcased local artists, vendors, and live music.
- Small Business Saturday & Special Events – Partnering with The Feathered Outlaw and other local businesses.
- AAUW Annual Plant Sale – Raised funds for Alameda College students to attend a national leadership conference in Washington, D.C.



- Speak Up for Love Poetry Slam & Open House – Presented by City of Alameda Social Services, WABA, and Alameda Collaborative for Children, Youth, & Families.

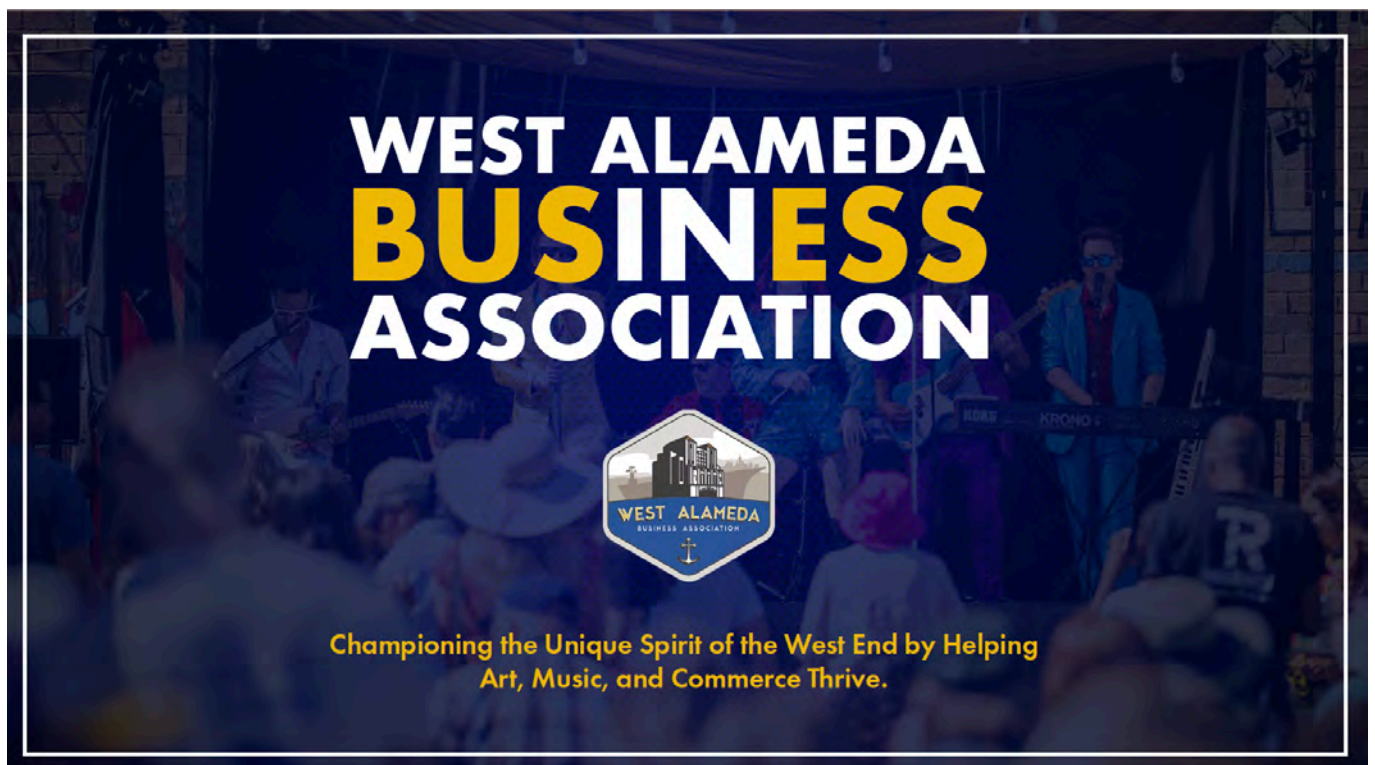
WABA continues to invest in the space, with stage improvements, electrical upgrades, and ongoing landscaping.

Financial Health & Future Growth

Funding for WABA's initiatives comes primarily from BIA fees and event-generated revenue.

We enter the new calendar year in a strong financial position, maintaining the required \$75,000 reserve. Future growth will be driven by sponsorships, grants, and the expansion of the Associate Member Program.

With a packed events calendar, business support programs, and ongoing community initiatives, Webster Street is poised for another year of growth and success.



WABA 2024 Board

| First | Last | Position | Business |
|------------|----------|----------------------|---------------------------------------|
| Marie | Ortega | Chair | The Feathered Outlaw |
| Daniel | Hoy | Secretary | Daniel Hoy Architecture |
| Sandy | Russell | Treasurer | The Fireside Lounge |
| Chris | VanRosky | Economic Development | Sotheby's International Realty |
| Pia | Barton | | Malaya Botanicals |
| Connstance | Garcia | | Event Planner / Goth Day |
| George | Holmes | | Embarc |
| John | Lipp | | Friends of the Alameda Animal Shelter |
| Carrie | Madarang | | Friends of the West End |
| Tanoa | Stewart | | A-Town Agency |

WABA 2025 Staff

- **Linda Asbury** – Executive Director (Retired, Feb 2024); Consultant (Feb–May 2024)
- **Elissa Glickman** – Interim Executive Director (Feb–June 2024); Executive Director (July 2024–Present)



Conclusion

The West Alameda Business Association would like to thank the Alameda City Council, City Manager, Economic Development and Community Services, Alameda Police, Public Works, Planning and Finance Departments for their support of the business community.

The work that we have accomplished would not have been possible without the dedication of the City of Alameda's leadership and staff. The joint collaboration with the City and business community is a vital and valuable tool in ensuring our districts and business are supported, valued and advocated for.





Work Plan for the West Alameda Business Association (WABA) – 2025

Overview

In 2025, the West Alameda Business Association will continue to enhance the district's vibrancy with a robust lineup of events, strategic collaborations, and a focus on engaging the community. This work plan outlines WABA's priorities and key initiatives to ensure a successful year.

Strategic Goals

- 1. Celebrate the 150th Anniversary of Webster Street**
 - Host year-long events highlighting Webster Street's history and cultural significance.
 - Collaborate with local arts organizations for public art installations and commemorative street banners.
- 2. Expand Community Engagement through Events**
 - Grow the "West is Best" series by adding four weekday events, highlighting local food, music, and arts.
 - Organize holiday-themed events such as a Santa Pub Crawl, Halloween event, small business / holiday events.
 - Support City of Alameda events like July 4th celebrations and Restaurant Week.
- 3. Improve WABA's Digital Presence**
 - Launch a new website in January with improved member resources, including the City of Alameda Business Resource Guide.
 - Enhance social media outreach on Facebook and Instagram.
 - Create and publish 4–6 promotional videos featuring the "Best of the West End."
- 4. Strengthen Community and Member Support**
 - Host a Day of Service to clean and beautify the district.
 - Partner with local organizations for toy, food, and necessity drives.
 - Finalize and distribute the WABA Welcome Packet to new members.
- 5. Collaborate with the City and Downtown Business Association on Marketing**
 - Coordinate marketing efforts to address the impacts of the Alameda County Transportation Commission (ACTC) construction project.
 - Develop joint campaigns and community forums to support businesses during construction.

6. Continue Advocacy for District Improvements

- **Parking:** Advocate for improved parking availability, including exploring new parking solutions, clear signage, and better parking management policies to support business access.
 - **Street Cleaning:** Work with city departments to maintain a clean and inviting district by advocating for regular street cleaning and trash collection.
 - **Facade Improvements:** Support property and business owners with providing resources to funding opportunities such as grant programs, and guidance for façade enhancements to improve the district's visual appeal.
 - **Public Safety:** Collaborate with the Alameda Police Department, CARES and community organizations to address safety concerns, advocate for increased patrols, and support initiatives like better lighting and public awareness campaigns.
 - **Vacancy Reduction:** Work closely with the City of Alameda's Economic Development team to support their long-term vacancies plan by:
 - Identifying barriers to leasing or development.
 - Attracting new businesses that align with the district's character and needs.
 - Supporting temporary uses or pop-ups in vacant spaces to drive interest and foot traffic.
 - Advocating for policies that incentivize property owners to activate vacant properties.
-

Collaborations

- West End Arts District (Pending): Public art installations and street banners.
 - Continue to support public events presented by district businesses, especially those which take place on the Healing Garden.
 - City of Alameda & Downtown Business Association (TBD): Unified marketing strategies for ACTC construction and community events.
 - Local Businesses: Partnerships for events and marketing
-

Budget Considerations

- Allocate funds for public art projects and event logistics.
 - Invest in digital marketing, including website development and video production.
 - Secure sponsorships and partnerships to offset costs for large events.
 - Budget for collaborative marketing efforts related to the ACTC construction and other City and District wide projects.
-

Metrics for Success

1. Increased attendance at district events.
 2. Growth in social media followers and engagement.
 3. Positive feedback from members on new resources like the website and welcome packet.
 4. Visible improvements in district cleanliness and beautification.
 5. Minimized negative impacts of ACTC construction on district businesses, measured through community and business feedback.
-

Next Steps

- Finalize event dates and secure permits for key activities.
- Launch the website and coordinate a promotional campaign.
- Continue to outreach to sponsors and community partners for event support.
- Schedule and execute video productions and digital marketing initiatives.
- Meet with City and Downtown Business Association leaders to finalize marketing strategies for ACTC construction.

This updated work plan ensures WABA remains proactive in supporting businesses and the community during both celebratory and challenging times in 2025.

Key Initiatives and Timeline

| Initiative | Description | Timeline |
|--|---|--------------|
| 150th Anniversary of Webster Street | Host events throughout the year, collaborate with the West End Arts District for public art projects. | Year-long |
| West is Best | Continue to add to and grow the brand and events | Year-long |
| Holiday Events | Expand Halloween celebration, launch Santa Pub Crawl, and host winter activities. | Oct–Dec 2025 |

| | | |
|--|---|--------------|
| Day of Service | Organize district cleanup, graffiti removal, and landscaping. | Spring 2025 |
| Website Relaunch | Launch a streamlined, user-friendly site with enhanced resources. | January 2025 |
| Video Production | Create 4–6 promotional videos throughout the year. | Quarterly |
| Collaborative Marketing for ACTC Construction | Joint campaigns, updates, and forums to mitigate construction impacts. | Ongoing |
| Parking Advocacy | Partner with the City to address parking issues, signage, and policy updates. | Ongoing |
| Facade Improvement Support | Provide resources and support for business owners to enhance storefronts. | Ongoing |
| Public Safety Advocacy | Collaborate on safety initiatives, including improved lighting and community engagement. | Ongoing |
| Street Cleaning Advocacy | Advocate for consistent street cleaning and beautification projects. | Ongoing |
| Vacancy Reduction Advocacy | Work with Economic Development to address long-term vacancies and activate unused spaces. | Ongoing |

Links to working Documents:

[Webster Street's 150th Anniversary Celebration in 2025](#)

[FAQ Webster 150](#)

[Social Media Plan](#)

[WABA Welcome Packet Working Draft](#)

[City of Alameda Business Resources](#)

[2025 Sponsorship Packet](#)

WEST ALAMEDA **BUSINESS** ASSOCIATION



Championing the Unique Spirit of the West End by Helping
Art, Music, and Commerce Thrive.

The year is poised to be filled with memorable celebrations and gatherings that will not only honor the rich history of Webster Street but also showcase the best of what West Alameda has to offer.

From the grand **150th Anniversary of Webster Street to the expanded “West is Best” series**, the district will undoubtedly become a focal point for both residents and visitors. The mix of historical commemoration, local culture, and festive celebrations will create a dynamic atmosphere that resonates with the community spirit.

Supporting local businesses and various non-profits further underscores **WABA’s commitment to fostering a thriving community**. The use of 1435 Webster Street as a free gathering space is a wonderful way to give back, helping organizations raise funds and build connections.

2025 indeed promises to be a year filled with unforgettable experiences, highlighting the unique charm and vibrant character of the West Alameda district.





Events like West is Best are unique and exciting opportunities

for sponsors to connect with an attentive audience, engage with potential customers, and create a lasting impression.

Marketing efforts are broadly targeted to Alameda and surrounding areas to create an accessible event for the whole community.

The West Alameda Business

Association's 2025 Season offers it's partners unique and exciting opportunities to connect with an attentive audience, engage with potential customers, and create a lasting impression.

Marketing efforts are broadly targeted to Alameda and surrounding areas to create an accessible event for the whole community.



**Median
Household Income**
\$86,645



**Bachelors
Degree or higher**
49%



**Persons per
household**
2.59



**Visitors
per year**
648,890



**Average time
in the district**
90 minutes



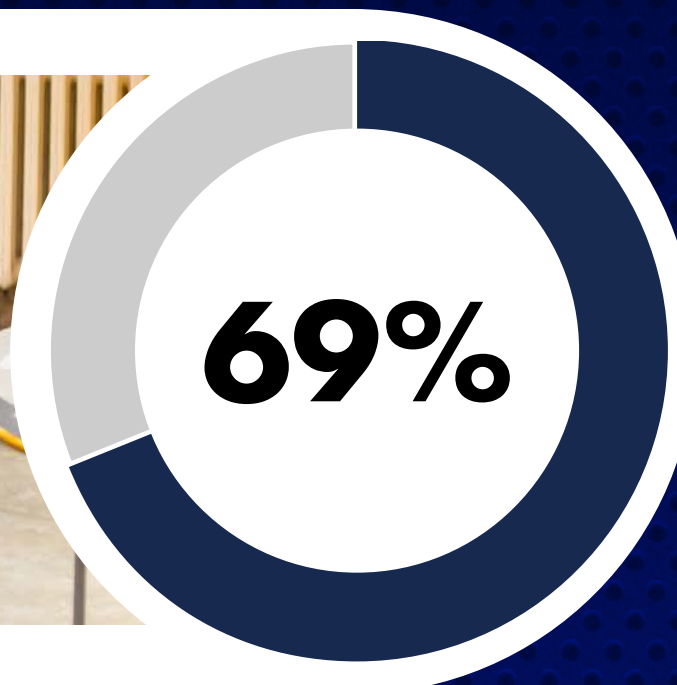
**Average # of
cars per day**
10,385



Sponsoring West Alameda Business Association Events Sets You Apart

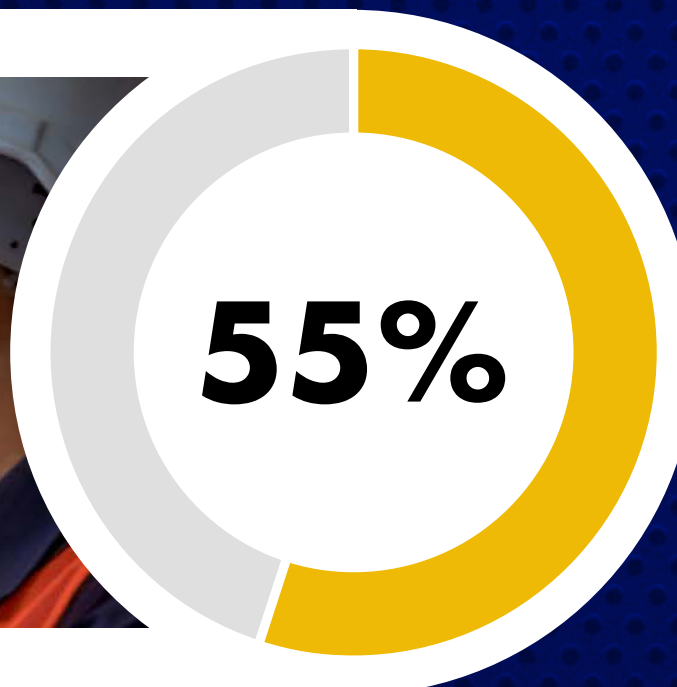
Leveraging a partnership with the West Alameda Business Association helps you communicate your story by **engaging customers and clients** while conveying your unique values.

When you partner with the arts, you gain a competitive edge by expanding your marketshare and creating a healthy workplace.



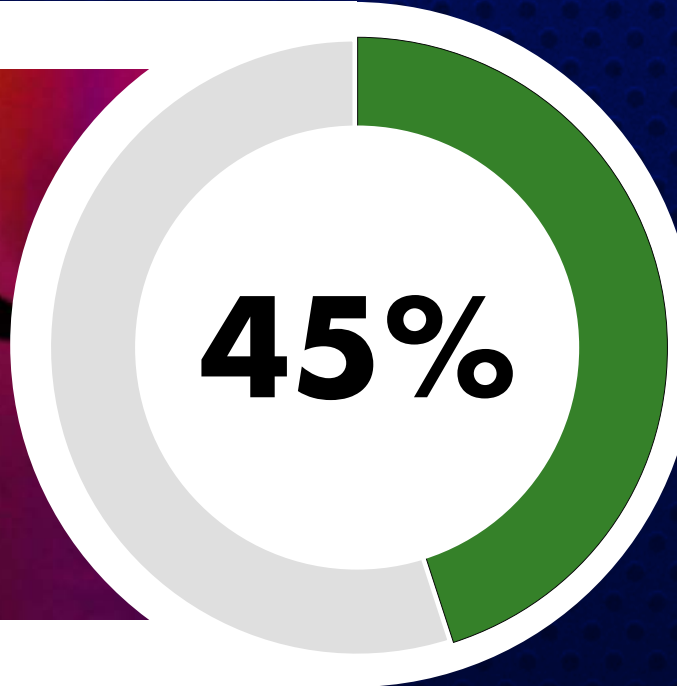
of companies that received national recognition for being a 'best place to work' reported the company fosters creativity.

The Creative Dividend



of manufacturing companies view the arts as helping to recruit and retain employees.

Business Contributions to the Arts: 2018 Edition



of companies say partnering with the arts offers networking opportunities and the potential to build market share.

Business Contributions to the Arts: 2018 Edition

Your partnership with the
**West Alameda Business
Association** can promote
your brand to an educated
and culturally savvy audience.





Sponsorship and on-site activations help your company meet its business objectives and reach your intended target audience.

Packages range from **\$500** to **\$20,000**, enabling media exposure, brand and logo visibility, onsite promotions, and brand experiences.

As an West Alameda Business Association sponsor, your support ultimately fosters creativity, engages minds, and contributes directly to the quality of life for the entire community.

2025 on the West End

- 150 Years of Webster
Public Art Collaboration
- West is Best
 - 2** full size concerts (with vendors)
 - 4–5** mini concerts
- July 4, Halloween, Holiday Celebrations
- Small Business Saturday
- Restaurant Week
- Small Business Events from District Merchants
(for example: The Feathered Outlaw's WitchFest)
- Quarterly Networking Mixers





Our à la carte sponsorship packages offer a tailored selection of high-impact perks, **allowing sponsors to create a custom fit that maximizes ROI.**

Enjoy prominent logo placements, naming opportunities, and social media partnerships, as well as digital banners and in-person signage.

With options like street pole banners, exclusive invitations, and on-site activations, this flexible model ensures **frequent exposure to a captive audience** and measurable results for your brand.

The West Alameda Business

Association is dedicated to supporting and promoting local businesses in West Alameda in order to create a vibrant business district and community environment.

WABA focuses on Bay Area artists, both emerging and established, offering attendees experiences they won't get anywhere else.





The West Alameda Business Association is a Business Improvement District (BID), a common model for the management of a municipality's commercial corridors.

It is authorized by state law and provides a mechanism for the businesses and property owners of a community to organize as a single entity to raise funds for activities that enhance or expand upon municipal services.

Are you ready to partner with the West Alameda Business Association?

Contact

Elissa Glickman

Executive Director

elissa@westalamedabusiness.com

www.westalamedabusiness.com

 @westalamedabusiness

 @westalamedabusiness

Photo Credit: Maurice Ramirez





West Alameda Business Association Social Media Plan for 2025

Goals

1. Increase followers on Facebook and Instagram by 25% by the end of 2025.
 2. Boost overall post engagement (likes, comments, shares, saves).
 3. Strengthen the community connection to WABA and its events.
 4. Align content and engagement strategies with **Posey/Webster Tube closures** to support local businesses and the West End community.
-

1. Key Strategies

Content Pillars

Build a variety of engaging and community-focused content that aligns with WABA's mission:

1. **Community Stories**
 - *"Person on the Street"* interviews with locals, visitors, and business owners.
 - Example: *"What's your favorite Webster Street business?"* or *"What's the best thing about living in West Alameda?"*.
 - Use short video clips (Reels/Stories) for maximum engagement.
2. **Event Highlights**
 - Promote upcoming events with countdown posts.
 - Share behind-the-scenes content during event prep and user-generated content (UGC) afterward.
 - Example: *"10 Days Until West Is Best! Get ready for live music, shopping, and more !"*.
3. **Spotlight Local Businesses**
 - Feature local businesses weekly with photos/videos of their products, services, and personal stories.
 - Include calls-to-action: *"Stop by this week to support local!"*.
4. **Historical & Celebratory Content**
 - Highlight historical milestones, especially Webster Street's **150th Anniversary**, with throwback photos and community stories.

- Celebrate successes: *“Look what we’ve achieved together this year!”*.
 - 5. **Interactive & Engaging Posts**
 - Use polls, questions, and contests to spark interaction:
 - *“What’s your favorite West End spot for coffee? ☕ Comment below!”*.
 - Host social media challenges and giveaways.
 - 6. **Short-Form Videos**
 - Focus on Reels and short videos with trending audio to feature events, community stories, or “day in the life” footage of businesses.
-

2. Posting Frequency

| Platform | Content Type | Frequency |
|-----------|-----------------|----------------------------|
| Instagram | Feed Posts | 3-4 times per week |
| | Stories | Daily (events/updates) |
| | Reels | 1-2 per week |
| Facebook | Feed Posts | 3-4 times per week |
| | Events & Videos | Weekly (events/updates) |

3. Engagement Tactics

- **Active Community Engagement:** Respond quickly to all comments, messages, and tags.
 - **User-Generated Content (UGC):** Share photos and videos from visitors and businesses who tag WABA or use branded hashtags like **#WestIsBestAlameda**.
 - **Collaborate with Influencers & Partners:** Partner with local influencers, businesses, and city pages to cross-promote events.
 - **Interactive CTAs:** Use polls, questions, and prompts like *“Tag a friend who loves Webster Street!”*.
-

4. Tube Closures & Community Engagement

Objective: Turn Posey/Webster Tube closures into opportunities to engage residents, promote events, and support local businesses.

Key Actions

1. Timely Updates

- Share closure details (dates/times) and alternatives like public transit, bike routes, and detours.
- Use branded graphics and Instagram Highlights to keep information organized.

2. Stay Local Campaign

- Promote the message: *“Why leave the island when everything you need is right here?”*.
- Work with businesses to offer **Tube Closure Specials**, like discounts, giveaways, or loyalty card bonuses.

3. Community-Focused Content

- **Engaging Posts:** Ask locals *“How will you stay local during the Tube closure?”*.
- **Humor:** Lighthearted memes about “Island Life” and creative alternatives to crossing the Tube.

4. Align Events with Closures

- Plan events during closures to give residents a reason to stay local:
 - Pop-up markets, live music, “Stay Local Bingo” challenges, and more.

5. Paid Advertising

- Allocate a monthly budget (\$200-\$300) to boost event promotions, business features, and Tube-related campaigns.
- Target West Alameda and nearby areas through geo-targeted ads on Facebook and Instagram.

6. Visual Branding & Content Aesthetics

- Use consistent fonts, colors, and branded templates for posts and Stories.
- Hire local photographers or videographers to capture professional content for major events and promotions.
- Maintain a clean, visually engaging feed by alternating between images, Reels, and carousels.

7. Sample Content Calendar

| Day | Content | Platform | Content Type |
|--------|--------------------------|------------|----------------|
| Monday | Local Business Spotlight | IG/FB Feed | Image/Carousel |

| | | | |
|------------------|--------------------------------------|-------------|---------------|
| Wednesday | Tube Closure Update & Detours | IG Stories | Graphic/Video |
| Friday | Event Countdown: 7 Days Left | IG/FB Feed | Video/Story |
| Saturday | Person on the Street Interviews | IG Reels/FB | Short Video |
| Sunday | Stay Local Promotion During Closures | IG Stories | UGC Reshare |

8. Metrics to Track

1. **Follower Growth:** Aim for 25% increase (~2% per month).
 2. **Engagement Rate:** Monitor likes, shares, comments, and saves.
 3. **Reach & Impressions:** Track post visibility across platforms.
 4. **Event Performance:** Measure post reach, RSVPs, and attendee engagement.
 5. **Tube Campaign Impact:** Assess post reach and community response during closures.
-

Expected Outcomes

- Increased community engagement and stronger follower growth.
- Greater visibility for WABA events, businesses, and campaigns.
- Improved local support for West End businesses during Tube closures.
- A cohesive, vibrant social media presence that highlights West Alameda's unique charm and community spirit.

| West Alameda Business Association | | | | | | | | | | | | | |
|--------------------------------------|-------------|-------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|--------------|---------------|
| Budget Overview 2024 | | | | | | | | | | | | | |
| January - December | | | | | | | | | | | | | |
| | Jan | Feb | March | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| Income | | | | | | | | | | | | | |
| INCOME | | | | | | | | | | | | | |
| MEMBERSHIP & FEES | | | | | | | | | | | | | |
| 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 |
| | | | | | | | | | | | | | |
| PARKING PASS PROGRAM | | | 450.00 | | | 450.00 | | | 450.00 | | | 450.00 | 1,800.00 |
| | | | | | | | | | | | | | |
| ATM | \$ 0.00 | | | | | | | | | | | | |
| | 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 |
| Total Income | \$ 100.00 | \$ 100.00 | \$ 10,550.00 | \$ 100.00 | \$ 31,000.00 | \$ 25,700.00 | \$ 20,250.00 | \$ 20,250.00 | \$ 25,700.00 | \$ 100.00 | \$ 100.00 | \$ 10,550.00 | \$ 153,600.00 |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| EXPENSES | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| GENERAL ADMINISTRATION COSTS | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| OFFICE EXPENSES | | | | | | | | | | | | | |
| -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 |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Events - July 4th/ Holiday/Halloween | | | | \$ 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 prerparation | | | | 1,200.00 | | | | | | | | | 1,200.00 |
| | | | | | | | | | | | | | |
| Casual Labor | | | | | | | | | | | | | |
| 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 |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Healing Garden | \$ 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 |
| | | | | | | | | | | | | | |
| Marketing and Promotion | 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 |
| Total Marketing and Promotion | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Total Expenses | | | | | | | | | | | | | \$ 139,221.00 |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| CONTINGENCY | | | | | | | | | | | | | \$14,379.00 |
| | | | | | | | | | | | | | |

CLIENT WESTALAM

**CHOW AND ASSOCIATES CPA
1151 HARBOR BAY PKWY STE 130
ALAMEDA, CA 94502
510-523-6600**

May 12, 2024

WEST ALAMEDA BUSINESS ASSOCIATION
P.O. BOX 215
ALAMEDA, CA 94501

Dear Client:

Your 2023 Federal Return of Organization Exempt from Income Tax will be electronically filed with the Internal Revenue Service upon receipt of a signed Form 8879-TE - IRS e-file Signature Authorization. No tax is payable with the filing of this return.

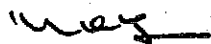
Your 2023 California Exempt Organization Annual Information Return will be electronically filed with the Franchise Tax Board upon receipt of a signed Form 8453-EO. No tax is payable with the filing of this return.

Enclosed is your California Registration/Renewal Fee Report to the Attorney General. The original should be signed at the bottom of page one. There is a fee due of \$75 payable by May 15, 2024. Make the check or money order payable to "Department of Justice" and mail your California report on or before May 15, 2024 to:

**REGISTRY OF CHARITIES AND FUNDRAISERS
P.O. BOX 903447
SACRAMENTO, CA 94203-4470**

Please be sure to call us if you have any questions.

Sincerely,



Maggie E Chow

MAIL TO:
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
(916) 210-6400

WEBSITE ADDRESS:
www.oag.ca.gov/charities



(For Registry Use Only)

ANNUAL REGISTRATION RENEWAL FEE REPORT TO ATTORNEY GENERAL OF CALIFORNIA

Sections 12586 and 12587, California Government Code
11 Cal. Code Regs. sections 301-306, 309, 311, and 312

Failure to submit this report annually no later than four months and fifteen days after the end of the organization's accounting period may result in the loss of tax exemption and the assessment of a minimum tax of \$800, plus interest, and/or fines or filing penalties. Revenue & Taxation Code section 23703; Government Code section 12588.1. IRS extensions will be honored.

| | | | |
|---|--|--|--|
| WEST ALAMEDA BUSINESS ASSOCIATION | | Check if: <input type="checkbox"/> Change of address <input type="checkbox"/> Amended report | |
| Name of Organization | | State Charity Registration Number ██████████ | |
| List all DBAs and names the organization uses or has used | | Corporation or Organization No. ██████████ | |
| P.O. BOX 215 | | Federal Employer ID No. ██████████ | |
| Address (Number and Street) | | | |
| ALAMEDA, CA 94501 | | | |
| City or Town, State, and ZIP Code | | | |
| 510-523-5955 | | | |
| Telephone Number | | E-mail Address | |

ANNUAL REGISTRATION RENEWAL FEE SCHEDULE (11 Cal. Code Regs. sections 301-307, 311, and 312) Make Check Payable to Department of Justice

| Total Revenue | Fee | Total Revenue | Fee | Total Revenue | Fee |
|---------------------------------|------|--------------------------------------|-------|---|---------|
| Less than \$50,000 | \$25 | Between \$250,001 and \$1 million | \$100 | Between \$20,000,001 and \$100 million | \$800 |
| Between \$50,000 and \$100,000 | \$50 | Between \$1,000,001 and \$5 million | \$200 | Between \$100,000,001 and \$500 million | \$1,000 |
| Between \$100,001 and \$250,000 | \$75 | Between \$5,000,001 and \$20 million | \$400 | Greater than \$500 million | \$1,200 |

PART A – ACTIVITIES

For your most recent full accounting period (beginning 1/01/23 ending 12/31/23) list:

Total Revenue \$ (including noncash contributions) 151,356. Noncash Contributions \$ 0. Total Assets \$ 155,564.
Program Expenses \$ 0. Total Expenses \$ 148,578.

PART B – STATEMENTS REGARDING ORGANIZATION DURING THE PERIOD OF THIS REPORT

Note: All questions must be answered. If you answer "yes" to any of the questions below, you must attach a separate page providing an explanation and details for each "yes" response. Please review RRF-1 Instructions for information required.

| | Yes | No |
|---|--------------------------|-------------------------------------|
| 1 During this reporting period, were there any contracts, loans, leases or other financial transactions between the organization and any officer, director or trustee thereof, either directly or with an entity in which any such officer, director or trustee had any financial interest? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2 During this reporting period, was there any theft, embezzlement, diversion or misuse of the organization's charitable property or funds? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3 During this reporting period, were any organization funds used to pay any penalty, fine or judgment? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4 During this reporting period, were the services of a commercial fundraiser, fundraising counsel for charitable purposes, or commercial coventurer used? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 5 During this reporting period, did the organization receive any governmental funding? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6 During this reporting period, did the organization hold a raffle for charitable purposes? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 7 Does the organization conduct a vehicle donation program? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 8 Did the organization conduct an independent audit and prepare audited financial statements in accordance with generally accepted accounting principles for this reporting period? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 9 At the end of this reporting period, did the organization hold restricted net assets, while reporting negative unrestricted net assets? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

I declare under penalty of perjury that I have examined this report, including accompanying documents, and to the best of my knowledge and belief, the content is true, correct and complete, and I am authorized to sign.

| | | | |
|-------------------------------|---------------------|------------------|------|
| X | MARIE ORTEGA | PRESIDENT | |
| Signature of Authorized Agent | Printed Name | Title | Date |

Form **990-EZ****Short Form**
Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except private foundations)

OMB No. 1545-0047

2023Department of the Treasury
Internal Revenue Service

Do not enter social security numbers on this form, as it may be made public.

Go to www.irs.gov/Form990EZ for instructions and the latest information.Open to Public
Inspection

| | |
|---|---|
| A For the 2023 calendar year, or tax year beginning , 2023, and ending , | |
| B Check if applicable: C <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending | D Employer identification number [REDACTED] E Telephone number 510-523-5955 F Group Exemption Number |
| G Accounting Method: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual Other (specify): _____ | |
| I Website: www.westalamedabusiness.com | |
| J Tax-exempt status (check only one) -- <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527 | |
| K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other: _____ | |
| L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ. \$ 151,356. | |

| | |
|--|---|
| Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I) Check if the organization used Schedule O to respond to any question in this Part I <input checked="" type="checkbox"/> | |
| Revenue | 1 Contributions, gifts, grants, and similar amounts received 1 146,183. |
| | 2 Program service revenue including government fees and contracts 2 |
| | 3 Membership dues and assessments 3 |
| | 4 Investment income 4 5,173. |
| | 5a Gross amount from sale of assets other than inventory 5a |
| | b Less: cost or other basis and sales expenses 5b |
| | c Gain or (loss) from sale of assets other than inventory (subtract line 5b from line 5a) 5c |
| | 6 Gaming and fundraising events: 6 |
| | a Gross income from gaming (attach Schedule G if greater than \$15,000) 6a |
| | b Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000) 6b |
| c Less: direct expenses from gaming and fundraising events 6c | |
| d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c) 6d | |
| 7a Gross sales of inventory, less returns and allowances 7a | |
| b Less: cost of goods sold 7b | |
| c Gross profit or (loss) from sales of inventory (subtract line 7b from line 7a) 7c | |
| 8 Other revenue (describe in Schedule O) 8 | |
| 9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8. 9 151,356. | |
| Expenses | 10 Grants and similar amounts paid (list in Schedule O) 10 |
| | 11 Benefits paid to or for members 11 |
| | 12 Salaries, other compensation, and employee benefits 12 31,200. |
| | 13 Professional fees and other payments to independent contractors 13 94,780. |
| | 14 Occupancy, rent, utilities, and maintenance 14 9,224. |
| | 15 Printing, publications, postage, and shipping 15 287. |
| | 16 Other expenses (describe in Schedule O) See Schedule O 16 13,087. |
| 17 Total expenses. Add lines 10 through 16. 17 148,578. | |
| 18 Excess or (deficit) for the year (subtract line 17 from line 9) 18 2,778. | |
| Net Assets | 19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) 19 142,784. |
| | 20 Other changes in net assets or fund balances (explain in Schedule O) 20 |
| | 21 Net assets or fund balances at end of year. Combine lines 18 through 20. 21 145,562. |

BAA For Paperwork Reduction Act Notice, see the separate instructions.

Form 990-EZ (2023)

Part II Balance Sheets (see the instructions for Part II)Check if the organization used Schedule O to respond to any question in this Part II. ☒

| | (A) Beginning of year | (B) End of year |
|--|-----------------------|-----------------|
| 22 Cash, savings, and investments | 140,337. | 22 143,305. |
| 23 Land and buildings | | 23 |
| 24 Other assets (describe in Schedule O) See Schedule O | 12,450. | 24 12,259. |
| 25 Total assets | 152,787. | 25 155,564. |
| 26 Total liabilities (describe in Schedule O) See Schedule O | 10,003. | 26 10,002. |
| 27 Net assets or fund balances (line 27 of column (B) must agree with line 21) | 142,784. | 27 145,562. |

Part III Statement of Program Service Accomplishments (see the instructions for Part III)Check if the organization used Schedule O to respond to any question in this Part III. ☒

What is the organization's primary exempt purpose? See Schedule O

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

| | Expenses (Required for section 501(c)(3) and 501(c)(4) organizations; optional for others.) |
|---|--|
| 28 TO PROMOTE INTERESTS OF ITS MEMBERS - THE BUSINESS & PROFESSIONAL PERSONS ASSOCIATED WITH THE WEST ALAMEDA BUSINESS ASSOCIATION. | |
| (Grants \$) If this amount includes foreign grants, check here. <input type="checkbox"/> | 28a |
| 29 | |
| (Grants \$) If this amount includes foreign grants, check here. <input type="checkbox"/> | 29a |
| 30 | |
| (Grants \$) If this amount includes foreign grants, check here. <input type="checkbox"/> | 30a |
| 31 Other program services (describe in Schedule O). | |
| (Grants \$) If this amount includes foreign grants, check here. <input type="checkbox"/> | 31a |
| 32 Total program service expenses (add lines 28a through 31a) | 32 |

Part IV List of Officers, Directors, Trustees, and Key Employees (list each one even if not compensated -- see the instructions for Part IV)Check if the organization used Schedule O to respond to any question in this Part IV. ☐

| (a) Name and title | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MIS/1099-NEC) (if not paid, enter -0-) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|--------------------|--|--|---|--|
| SANDY RUSSELL | | | | |
| Director | 0 | 0. | 0. | 0. |
| GEORGE BLACK | | | | |
| Director | 0 | 0. | 0. | 0. |
| CHRIS VAVROSKY | | | | |
| ECONOMIC DEVELO | 0 | 0. | 0. | 0. |
| CONNSTANCE GARCIA | | | | |
| Treasurer | 0 | 0. | 0. | 0. |
| DANIEL HOY | | | | |
| Secretary | 0 | 0. | 0. | 0. |
| TANOA STEWART | | | | |
| BOARD DIRECTOR | 0 | 0. | 0. | 0. |
| EVAN PHILLIPE | | | | |
| Director | 0 | 0. | 0. | 0. |
| MARIE ORTEGA | | | | |
| President | 0 | 0. | 0. | 0. |
| PIA BARTON | | | | |
| BOARD MEMBER | 0 | 0. | 0. | 0. |
| LINDA ASHBURY | | | | |
| Executive Dir. | 1.7 | 31,200. | 0. | 0. |
| JOHN LIPP | | | | |
| BOARD MEMBER | 0 | 0. | 0. | 0. |
| CARRIE MADARANG | | | | |
| BOARD MEMBER | 0 | 0. | 0. | 0. |
| | | | | |
| | | | | |

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V. ☐

| | Yes | No |
|---|-----|----|
| 33 Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O. | | X |
| 34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O. See instructions. | | X |
| 35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)? | | X |
| b If "Yes" to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O | | |
| c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III | | X |
| 36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N. | | X |
| 37a Enter amount of political expenditures, direct or indirect, as described in the instructions. 37a 0. | | |
| b Did the organization file Form 1120-POL for this year? | | X |
| 38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee; or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return? | | X |
| b If "Yes," complete Schedule L, Part II, and enter the total amount involved. 38b 0. | | |
| 39 Section 501(c)(7) organizations. Enter: | | |
| a Initiation fees and capital contributions included on line 9. 39a 0. | | |
| b Gross receipts, included on line 9, for public use of club facilities. 39b 0. | | |
| 40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: N/A section 4911: 0; section 4912: 0; section 4955: 0. | | |
| b Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I. | | |
| c Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958. 0. | | |
| d Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization. 0. | | |
| e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T. | | X |
| 41 List the states with which a copy of this return is filed: None | | |

42a The organization's books are in care of: LINDA ASHBURY Telephone no. 510-523-5955
 Located at: 1509 1/2 WEBSTER STREET ALAMEDA CA ZIP + 4 94501

| | Yes | No |
|--|-----|----|
| b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? | | X |
| If "Yes," enter the name of the foreign country: _____ | | |
| See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR). | | |
| c At any time during the calendar year, did the organization maintain an office outside the United States? | | X |
| If "Yes," enter the name of the foreign country: _____ | | |

43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here. ☐ N/A
 and enter the amount of tax-exempt interest received or accrued during the tax year. 43 N/A

| | Yes | No |
|---|-----|----|
| 44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ. | | X |
| b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ. | | X |
| c Did the organization receive any payments for indoor tanning services during the year? | | X |
| d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O. | | |
| 45a Did the organization have a controlled entity within the meaning of section 512(b)(13)? | | X |
| b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ. See instructions. | | X |

46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I.

| | Yes | No |
|----|-----|----|
| 46 | | X |

Part VI Section 501(c)(3) Organizations Only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI. ☐

47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II.

| | Yes | No |
|----|-----|----|
| 47 | | |

48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E.

| | Yes | No |
|----|-----|----|
| 48 | | |

49a Did the organization make any transfers to an exempt non-charitable related organization?

| | Yes | No |
|-----|-----|----|
| 49a | | |

b If "Yes," was the related organization a section 527 organization?

| | Yes | No |
|-----|-----|----|
| 49b | | |

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees, and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and title of each employee | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC/1099-NEC) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|-------------------------------------|--|--|---|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

f Total number of other employees paid over \$100,000.

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and business address of each independent contractor | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

d Total number of other independent contractors each receiving over \$100,000.

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations must attach a completed Schedule A.

| | Yes | No |
|----|-----|----|
| 52 | | |

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

| | | | | |
|-------------------------------|----------------------------|------------------------|--|---------|
| Sign Here | Signature of officer | | Date | |
| | MARIE ORTEGA | | President | |
| Paid Preparer Use Only | Print/Type preparer's name | | Preparer's signature | Date |
| | Maggie E Chow | | Maggie E Chow | 5/13/24 |
| | Firm's name | | Check <input type="checkbox"/> if self-employed PTIN | |
| | Firm's address | | Firm's EIN | |
| Chow and Associates CPA | | | | |
| 1151 Harbor Bay Pkwy Ste 130 | | Phone no. 510-523-6600 | | |
| Alameda, CA 94502 | | | | |

May the IRS discuss this return with the preparer shown above? See instructions.

| | Yes | No |
|----|-----|----|
| 53 | X | |

BAA

Form 990-EZ (2023)

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Name of the organization

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2023

Open to Public
Inspection

Employer identification number

WEST ALAMEDA BUSINESS ASSOCIATION

Form 990-EZ, Part I, Line 16
Other Expenses

| | | |
|-------------------------------------|-----------|----------------|
| Advertising and Promotion..... | \$ | 5,563. |
| CASUAL LABOR..... | | 3,160. |
| Depreciation..... | | 191. |
| DUES & SUBSCRIPTIONS..... | | 390. |
| GENERAL ADMINISTRATIVE COSTS..... | | 294. |
| Insurance..... | | 1,221. |
| MISC CREDIT CARD CHARGES & TAX..... | | 164. |
| Office Expenses..... | | 695. |
| TELEPHONE..... | | 1,148. |
| WEBSITE MAINTENANCE..... | | 261. |
| Total | \$ | 13,087. |

Form 990-EZ, Part II, Line 24
Other Assets

| | <u>Beginning</u> | <u>Ending</u> |
|--|-------------------|-------------------|
| Machinery and Equipment..... | \$ 558. | \$ 367. |
| Prepaid Expenses and Deferred Charges..... | 10,892. | 10,892. |
| RENT DEPOSIT..... | 1,000. | 1,000. |
| Total | \$ 12,450. | \$ 12,259. |

Form 990-EZ, Part II, Line 26
Total Liabilities

| | <u>Beginning</u> | <u>Ending</u> |
|---------------------|-------------------|-------------------|
| Grants Payable..... | \$ 10,000. | \$ 10,000. |
| ROUNDING..... | 3. | 2. |
| Total | \$ 10,003. | \$ 10,002. |

Form 990-EZ, Part III - Organization's Primary Exempt Purpose

TO PROMOTE LOCAL BUSINESSES.

About Edward Jones

Edward D. Jones & Co., L.P., is dually registered with the Securities and Exchange Commission (SEC) as a broker-dealer and an investment adviser. Edward Jones is also a member of Financial Industry Regulatory Authority (FINRA).

Statement of Financial Condition — Edward Jones' Statement of Financial Condition is available at edwardjones.com/about/financial-reports.html, your local office or by mail upon written request.

About Your Account

Account Information — Your account agreement(s) contain the conditions that govern your account. Contact your financial advisor if you have any changes to your financial situation, contact information or investment objectives.

Account Accuracy — If you believe there are errors on your account, promptly notify your financial advisor or Client Relations. To further protect your rights, including rights under the Securities Investor Protection Act (SIPA), re-confirm any oral communication by sending us a letter within 30 days. If you think there is an error with, or you have a question about, your electronic transfers, contact Client Relations.

Complaints about Your Account — If you have a complaint, call Client Relations or send a letter to Edward Jones, Attn: Complaints Investigations, 12555 Manchester Rd., St. Louis, MO 63131 or send an email to complaints@edwardjones.com

Pricing — For the most current prices of your investments, contact your financial advisor or visit Online Access. While we believe our pricing information is reliable, some information is provided by third parties and we cannot guarantee its accuracy.

Systematic and Money Market Transactions — Additional transaction details may be available upon written request to Edward Jones, Attn: Trade Operations Dept.

Fair Market Value for Individual Retirement Accounts — Your account's fair market value as of Dec. 31 will be reported to the Internal Revenue Service (IRS) as required by law.

Withholding on Distributions or Withdrawals — Federal law requires Edward Jones to withhold income tax on distribution(s) from your retirement accounts and other plans, unless you elect not to have withholding apply by completing the appropriate form and returning it to the address specified on the form. Your election will remain in effect until you change or revoke it by completing and returning a new form. If you elect not to have withholding or do not have enough income tax withheld from your distributions, or if payments of estimated taxes are not sufficient, you may be responsible for payments of estimated taxes and/or incur penalties as a result. State withholding, if applicable, is subject to the state's withholding requirements.

Fees and Charges — The "Fees and Charges" amount shown in your Value Summary includes the following:








- Account fees (e.g., advisory program asset-based fees and retirement account fees);
- Fees and charges for services (e.g., check reorders and wire transfers); and
- Margin loan interest

This amount does not include transaction-based fees and charges on the purchase or sale of a security or other product (e.g., systematic investing fees, commissions, sales charges, and markups/ markdowns). These fees and charges are shown in the activity section(s) of your statement or on your trade confirmations. For more information, contact your financial advisor.

Rights to Your Money Market Fund, Bank Deposit and Free Credit Balances — The uninvested cash in your account ("Free Credit Balance") is payable on demand. You may instruct us to liquidate your Insured Bank Deposit or Money Market fund balance(s). We will disburse the proceeds to you or place them in your accounts. Your instructions must be made during normal business hours and are subject to the terms and conditions of the account agreement(s).

To learn more about fees and costs, revenue sharing, and the compensation received by Edward Jones and your financial advisor, please talk with your financial advisor or visit edwardjones.com/disclosures.

CONTACT INFORMATION

| Client Relations | | Online Access | Other Contacts |
|--|--|--|--|
|  Toll Free Phone 800-441-2357 | For hours, visit edwardjones.com |  edwardjones.com/access |  Edward Jones Personal MasterCard® 866-874-6711 |
|  201 Progress Parkway Maryland Heights, MO 63043 | |  Edward Jones Online Support 800-441-5203 |  Edward Jones Business MasterCard® 866-874-6712  Edward Jones VISA® Debit Card 888-289-6635 |

S1EDJ001 Rev 11/21

West Alameda Business Assoc

Access your accounts on the go

Online Access offers a secure and convenient way to access the latest information on your accounts and goals, transfer funds, sign and receive documents electronically and communicate with your Edward Jones team. Visit edwardjones.com/access to learn more and sign up.

Corporate - Select

Portfolio Objective - Account: Preservation of Principal

| Account Value | |
|--------------------|-------------|
| \$66,014.19 | |
| 1 Month Ago | \$72,095.50 |
| 1 Year Ago | \$39,048.92 |
| 3 Years Ago | \$75,009.80 |
| 5 Years Ago | \$23,796.84 |

| Value Summary | | |
|-------------------------------|--------------------|-------------|
| | This Period | This Year |
| Beginning value | \$72,095.50 | \$39,048.92 |
| Assets added to account | 6,918.19 | 210,629.07 |
| Assets withdrawn from account | -13,275.49 | -186,780.69 |
| Fees and charges | 0.00 | -40.00 |
| Change in value | 275.99 | 3,156.89 |
| Ending Value | \$66,014.19 | |

For more information regarding the Value Summary section, please visit www.edwardjones.com/mystatementguide.

Asset Details (as of Dec 31, 2024)

additional details at www.edwardjones.com/access

Assets Held At Edward Jones

| | Current Yield/Rate | Beginning Balance | Deposits | Withdrawals | Ending Balance |
|--------------|--------------------|-------------------|------------|--------------|-------------------|
| Money Market | 3.87%* | \$12,521.32 | \$6,963.13 | -\$13,275.49 | \$6,208.96 |

* The average yield on the money market fund for the past seven days.

Asset Details (continued)

| Mutual Funds | Price | Quantity | Cost Basis | Unrealized Gain/Loss | Value |
|----------------------------|-------|-----------|------------|----------------------|--------------------|
| DWS Govt & Agency Money | 1.00 | 59,805.23 | — | — | 59,805.23 |
| Total Account Value | | | | | \$66,014.19 |

Cost basis is the amount of your investment for tax purposes and is used to calculate gain or loss upon sale or other disposition of a security. It is not a measure of performance. The cost basis amounts on your statement should not be relied upon for tax preparation purposes. Cost basis information may be from outside sources and has not been verified for accuracy. Refer to your official tax documents for information about reporting cost basis. Consult a qualified tax advisor or an attorney regarding your situation. If you believe the cost basis information is inaccurate, contact Client Relations.

Investment and Other Activity by Date

| Date | Description | Quantity | Amount |
|-------|---|----------|----------|
| 12/02 | Dividend on DWS Govt & Agency Money on 59,574.18 Shares at Daily Accrual Rate | | \$231.05 |
| 12/02 | Reinvestment into DWS Govt & Agency Money @ 1.00 | 231.05 | -231.05 |
| 12/10 | Check Received Mobile Deposit Check #351773 | | 6,689.15 |
| 12/10 | Direct Payment to Beneficial State Bank | | -305.00 |
| 12/12 | Direct Payment to Beneficial State Bank | | -199.30 |

Money Market Detail by Date

Beginning Balance on Nov 30 \$12,521.32

| Date | Transaction | Description | Deposits | Withdrawals | Balance |
|-------|----------------|----------------------------------|----------|-------------|-------------|
| 12/02 | Direct Payment | to Stephensproperty Sigonfile | | -773.00 | \$11,748.32 |
| 12/03 | Direct Payment | to Intuit [REDACTED] Bill_Pay | | -733.65 | \$11,014.67 |
| 12/03 | Direct Payment | to Intuit [REDACTED] Bill_Pay | | -400.00 | \$10,614.67 |
| 12/04 | Direct Payment | to Intuit [REDACTED] Bill_Pay | | -1,750.00 | \$8,864.67 |
| 12/05 | Direct Deposit | from Squarespace Paym Squarespac | 64.97 | | \$8,929.64 |
| 12/06 | Direct Payment | to Intuit [REDACTED] Payroll | | -2,263.48 | \$6,666.16 |
| 12/06 | Direct Deposit | from Squarespace Paym Squarespac | 70.27 | | \$6,736.43 |
| 12/10 | Direct Payment | to Payroll Tax | | -144.37 | \$6,592.06 |
| 12/10 | Withdrawal | | | -305.00 | \$6,287.06 |
| 12/11 | Direct Payment | to Irs Usatxpymt | | -690.42 | \$5,596.64 |
| 12/12 | Deposit | | 6,689.15 | | \$12,285.79 |
| 12/12 | Withdrawal | | | -199.30 | \$12,086.49 |
| 12/16 | Check 1272 | to Milbourne Sound on 12/14 | | -400.00 | \$11,686.49 |
| 12/19 | Check 1271 | to Anne Kohler on 11/02 | | -525.00 | \$11,161.49 |
| 12/20 | Direct Payment | to Intuit [REDACTED] Payroll | | -2,263.48 | \$8,898.01 |
| 12/23 | Direct Payment | to Intuit * Qbooks Onl | | -193.00 | \$8,705.01 |
| 12/26 | Direct Payment | to Irs Usatxpymt | | -690.42 | \$8,014.59 |

Money Market Detail by Date (continued)

| Date | Transaction | Description | Deposits | Withdrawals | Balance |
|---------------------------------|----------------|--|-------------------|---------------------|-------------------|
| 12/26 | Direct Payment | to Intuit [REDACTED] Tax | | -144.37 | \$7,870.22 |
| 12/30 | Check 1272 | to Darren Haslam on 12/02 | | -1,800.00 | \$6,070.22 |
| 12/31 | Income | Dividend on Money Market for 42 Days @ 3.94% | 44.94 | | \$6,115.16 |
| 12/31 | Direct Deposit | from Squarespace Paym Squarespac | 93.80 | | \$6,208.96 |
| Total | | | \$6,963.13 | -\$13,275.49 | |
| Ending Balance on Dec 31 | | | | | \$6,208.96 |

Your Relationship and Mailing Group(s)

Relationship Group - You've directed us to share information about these accounts with the individual(s) listed below. This means information about your financial accounts, goals and objectives may be shared with and accessible by each owner, authorized party, and any other individual in the Relationship Group, including through Edward Jones Online Access and Edward Jones reports.

Without any additional notification to you, the individual(s) below will also be able to share any information available to the Relationship Group with people outside your Relationship Group through Edward Jones Online Access, or by contacting the Edward Jones branch responsible for your accounts. You may revoke this direction at any time, but until such revocation, we'll share information as directed by any member of the Relationship Group.

Individuals in this Relationship Group

| First Name | Last Name |
|-----------------------------|-----------|
| West Alameda Business Assoc | |

Mailing Group - You have also asked us to combine certain information about the accounts listed below into the mailing group(s) below for delivery purposes. Information for accounts within the same mailing group may be included in one envelope and mailed to the mailing group address. We may still send certain information directly to the account owners, as we believe appropriate.

| Account Number | Account Owner(s) | Account Type | Mailing Group Address |
|----------------|-----------------------------|--------------------------|---|
| [REDACTED] | West Alameda Business Assoc | Corporate Account Select | WEST ALAMEDA BUSINESS ASSOC 1509 1/2 WEBSTER STREET ALAMEDA CA 94501-3321 |
| [REDACTED] | West Alameda Business Assoc | Corporate Account Select | |
| [REDACTED] | West Alameda Business Assoc | Corporate Account Select | |

For more information on this relationship or mailing group(s), please visit www.edwardjones.com/disclosures. If you wish to make changes to either the relationship(s) or mailing group(s), please contact your financial advisor.

WEST ALAMEDA BUSINESS ASSOC
1509 1/2 WEBSTER STREET
ALAMEDA CA 94501-3321

Your 2024 tax forms from Edward Jones

Edward Jones will furnish all Forms 1099-R and 1099-Q by Jan. 31, 2025, and all Consolidated 1099 Tax Statements by Feb. 15, 2025, per IRS requirements. We may not receive final information from issuers by Feb. 15, in which case your tax statement will not be final. Some issuers have until March 15 to provide final information. Visit us at edwardjones.com/taxcenter to learn more about your Edward Jones tax forms.

Portfolio Summary

Total Portfolio Value

\$155,103.96

| | |
|-------------|--------------|
| 1 Month Ago | \$160,841.09 |
| 1 Year Ago | \$123,674.52 |
| 3 Years Ago | \$75,009.80 |
| 5 Years Ago | \$23,796.84 |

Consolidating accounts can simplify your life

Over the years, you may have accumulated different accounts at various firms. Keeping track of them and dealing with the paperwork can be inconvenient and make it difficult to see the big picture. Consolidating them in one place can make it easier to see how you're progressing toward your goals - not to mention reducing the number of statements and tax forms you deal with. Ask your financial advisor about account consolidation today.

Overview of Accounts

| Accounts | Account Holder | Account Number | Value 1 Year Ago | Current Value |
|--------------------------|-----------------------------|----------------|---------------------|---------------------|
| Corporate Account Select | West Alameda Business Assoc | [REDACTED] | \$39,048.92 | \$66,014.19 |
| Corporate Account Select | West Alameda Business Assoc | [REDACTED] | \$79,353.01 | \$83,539.06 |
| Corporate Account Select | West Alameda Business Assoc | [REDACTED] | \$5,272.59 | \$5,550.71 |
| Total Accounts | | | \$123,674.52 | \$155,103.96 |

Although account information is provided on this page, it does not guarantee an actual statement was produced. Refer to your account statement for the exact registration and more specific details regarding each account.

Overview of Other Products and Services

| Loans and Credit | Account Number | Balance | Approved Credit | Available Credit | Interest Rate |
|---|----------------|------------|-----------------|------------------|---------------|
| Edward Jones MasterCard® for West Alameda Business 26,813 Loyalty Points™ Available as of 12/30/2024 | [REDACTED] | \$2,441.79 | \$29,000 | | |

Important disclosures; such as Statement of Financial Condition, Conditions that Govern Your Account, Account Safety, Errors, Complaints, Withholding, Free Credit Balance, Fair Market Value or Terminology; relating to your account(s) are available on the last page of this package or at www.edwardjones.com/statementdisclosures.

**West Alameda Business Association
Budget Overview 2024**

[illegible]