



January 31, 2022

Lisa Maxwell
Community Development Director
950 West Mall Square, 2nd Floor
Alameda, CA 94501

Dear Ms. Maxwell;

As President of the Downtown Alameda Business Association, I am pleased to submit the attached BIA Activity Report, and listing of the current Board of Directors.

The focus of the Downtown Alameda Business Association looks beyond the support, safety and advocacy for the businesses and their staff who comprise our district. We strive to make Alameda, especially the Downtown, a vibrant community which embraces diverse offerings of services, shopping, entertainment and dining experiences. To foster a district where arts and leisure are promoted, enjoyed and appreciated, all the while keeping our community and visitors feeling safe and invited to spend their time visiting our locally owned shops and restaurants.

This past year provided a continued opportunity for bold, unparalleled collaboration. Downtown Alameda Business Association, West Alameda Business Association, Chamber of Commerce and the City of Alameda embarked on robust, unifying partnerships; combining resources and joining forces to support the local business community with a steadfast commitment to listen and respond to continually changing needs. While we hope 2022 has smooth sailing ahead, we start with rough seas which we are navigating carefully.

The Downtown looks forward to implementing new events and activities which will support our members while providing new experiences to the community. We look forward to implementing the temporary parklet program while discussing the future layout and uses of the public spaces in the area. We are anxious to continue to move our community forward, together.

Attached we have provided a description of the activities and accomplishments for FY 2021/22, our current work plan for 2022, as well as our Board approved 2021/22 and 2022/23 budgets.

Sincerely,

Ron Mooney, Board President
Downtown Alameda Business Association



PROPOSED ASSESSMENT FOR BUSINESS IMPROVEMENT AREA FISCAL YEAR 2022/23

INTRODUCTION:

The Downtown Alameda Business Association is recommending a BIA budget of one hundred thousand (\$100,000) in restricted funds for the Downtown Alameda Business Association for fiscal year 2022/2023. This recommendation is based on the actual income derived from the BIA assessment in fiscal 2020/2021.

BUDGET:

The BIA provides one of the funding sources for the entire scope of the activities proposed in this report. In consideration of the difficult economic environment businesses continue to face, we support forgoing the customary annual CPI increase and returning to the previous billing timeline. We anticipate returning to the annual increases in 2023/24. The other source of revenue are funds raised by the Downtown Association special events. With major fundraising events on hold for the foreseeable future, our budget has been adjusted to reflect the current situation.

MEMBERSHIP PROFILE:

Over 400 merchants comprise the current boundaries of the downtown district including 110 popular restaurants, bars, and casual eateries. Despite the pandemic, the district welcomed 28 new businesses in 2021. The breakdown is as follows:

- 28% Services
- 27% Beauty & Health
- 21% Food & Drink
- 18% Retail
- 6% Other

STRATEGIC PLANNING:

In 2020 we launched our Strategic Plan, a five-year road map that will guide our path forward. After sharing with membership for feedback it was officially adopted by the Board of Directors in July of 2020. Now, nearly two years into implementation, the vision, values and priorities remain more relevant than ever. With this roadmap in place, our Board and Committees are able to set priorities, focus energy and resources to ensure that all stakeholders are working toward these common goals.

COMMITTEE STRUCTURE

In 2021 we continued to implement work plans and focus priorities amongst our four (4) committees: Outreach, Marketing, Clean, Green and Safe, and the Executive Committee. This implementation has enabled us to empower the committees to create more functional work plans that are aligned to the stated priorities that have emerged throughout our strategic planning process as well as deftly respond to new challenges as they emerged.

ACTIVITIES:

2021 has required bold and intentional collaboration and has invited us to continue to think beyond typical boundaries. By working together we were able to compile a robust list of accomplishments for our membership that include the continuation of the Commercial Streets Program, 'Open With Care' campaign, ADA compliance, resources & education, increased member outreach & advocacy, enhancing our social media presence and a cautious return to small, controlled in-person events.

The Commercial Streets and Parklet Program continues to provide a vital lifeline; enabling businesses to activate the additional space and expand their footprint at a critical time. The benefits of the parklets go beyond the individual permit holders. These outdoor gathering areas provide a welcome source of economic vitality and energy to the entire district. The Economic Development, Public Works & Planning Department team offered individual outreach and, paired with weekly meetings, were a key component to the success of the Parklet Program and the continuation of the Commercial Streets initiative. The focus of 2021 was evolving this program into a sustainable and longer term option for businesses and the district. In November of 2021 the Council voted to continue this program until November of 2023. This action will support the vibrancy of the district and ensure its safety; by committing to purchase decorative concrete barricades and offering to reimburse additional costs for increased insurance coverage. We are currently working with the Economic Development, Public Works & Planning Department team to offer valuable 1:1 guidance to permit holders, many with site-specific needs, who are interested in continuing their participation in this vital program.

This year we continued our refrain, 'Open With Care'. As a district, our primary focus remains safety; safety for customers, businesses and their staff. Echoing evolving Public Health Officer mandates, we are committed to continuing our public awareness campaign that included social media, video and signage to instill confidence and trust that the businesses in the district were going above and beyond to welcome visitors safely, and in accordance with the latest guidelines.

To engage and inform beyond the business community, we are committed to increasing our social media marketing. This virtual connectivity enables us to interact directly with our neighbors. By finding new ways to host socially-distanced activities like scavenger hunts or share personal stories that connect, we are able to offer informative, uplifting and engaging content. By using our platform we are also able to enhance the visibility of our businesses by amplifying their messages to our followers and inviting them to do the same in return. This engagement has proven successful. Over the last year our Facebook followers increased by 7% to 5,188; and Instagram by 28% to 5,296 followers.

Caution and flexibility were key to launching our return to safe, socially-distanced, in-person events. Having been rescheduled twice due to an abundance of caution, DABA hosted an outdoor Stroll Event in October, marking a return to re-imagined fundraising events. Just in time for the holidays, our theme, *Shop, Sip, Gather TOGETHER*, welcomed the return of our Cocoa Crawl (conducted both as a socially-distanced scavenger hunt and an in-person event for winners to claim their prize); *Shop Late Thursdays*, that showcased the district with extended hours, the addition of live musical performances on Alameda Avenue and in Parklets throughout the district, and visits from Santa. Taking direction from our Board and membership, important advocacy issues were addressed. From supporting the continuation of the Commercial Streets, coordinating ADA compliance resources, to assisting new businesses who bravely set their sights on opening mid-pandemic, we worked in partnership with the City and other business groups to effect changes that support Alameda's business community.

FINANCIAL HEALTH:

We enter the new fiscal year with enough funds for our operation, however we need to create revenue streams to begin the path to repayment of our SBA loan and rebuilding our reserves to meet our policy goals.

We will continue to closely monitor our budget. At this point we've made major adjustments 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:

The focus of the Downtown Alameda Business Association looks beyond the support, safety and advocacy for the businesses and their staff who comprise our district. We strive to make Alameda, especially the Downtown, a vibrant community which embraces diverse offerings of services, shopping, entertainment and dining experiences. To foster a district where arts and leisure are promoted, enjoyed and appreciated, all the while keeping our community and visitors feeling safe and invited to spend their time visiting our locally owned shops and restaurants. Leading this effort is Executive Director, Kathy Weber.

Our Board leadership is demonstrated by significant involvement of all members and Officers. We have successfully implemented a leadership succession plan using the positions of President-Elect, President and Past President, as well as Treasurer and Secretary to have an effective Executive Committee which possesses continuity while bringing in new thoughts and ideas. Our Officers hold office on a calendar year basis, making an effective bridge through our fiscal year planning. We have been provided with the strong leadership of Otto Wright and Cindy Kahl over the past year, and now Ron Mooney leads as our President with Jone Stebbins serving as President-Elect.

CONCLUSION:

The Downtown Alameda Business Association would like to thank the Alameda City Council, City Manager, Economic Development and Community Services, 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. From the activation of the Commercial Streets Program, parklet permitting, Shop Local campaigns, grant funding and regular Business Town Halls, their focus on the preservation and support of our business community has been clear and unwavering. The joint collaboration with the City and business community illustrates that the BIA is a valuable tool in our continuing efforts to support Downtown Alameda and sustain our Historic District.

Strategic Plan: Vision & Priorities

In 2020 we launched our Strategic Plan, a five-year road map that will guide our path forward. After sharing with membership for feedback it was officially adopted by the Board of Directors in April of 2020. Now, nearly two 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.

Improve Downtown Amenities

Act and advocate to improve Physical Amenities and the Business Climate. Create a comprehensive, prioritized plan for improving cleanliness and stewarding resources. Improve public transportation & parking. Make the arts a prominent feature, and support the use of Chochenyo Park for events.

Promote Downtown

Promote the district in a way that serves our members, the Association, and the citizens of Alameda. Generate awareness of, and excitement about, Downtown Alameda and its businesses.

Anticipate Trends

Respond to market trends as our customer base, and the nature of commerce itself, shifts and evolves. Share best practices, innovative models, and relevant economic data with membership.

Reenvision Events

Re-examine and analyze the value of the Association's large street events while maintaining sufficient income to meet operating costs and achieve strategic priorities.

Welcome Arch

Define Downtown Alameda as a distinct destination and welcome travelers crossing the Park Street bridge by constructing a signature landmark "Welcome" arch over Park Street.

With this roadmap in place, our Board and Committees are able to set priorities, focus energy and resources to ensure that all stakeholders are working toward these common goals.

2021 Achievements

Strengthen Membership

- Successfully collaborated with City staff and electeds on recommendations for continuing the Commercial Streets for two additional years.
- Assisted 22 businesses in successfully applying for the Parklet Program.
- Promoted the City's Facade Grant Program that resulted in 9 businesses submitting applications.
- Facilitated regular communication with member businesses and gained feedback through Town Halls, Listening Sessions, email updates, surveys, and personal visits.
- Hosted multiple conversations with APD Chief Joshi & APD Officers to discuss Downtown public safety concerns.
- Provided up-to-date info on COVID-19 business recovery resources via email and website updates.
- Established a Job Listings page on our website for Downtown employment opportunities.
- In collaboration with the City and Chamber, hosted special presentations for businesses on topics that included Vision Zero, Police Reform & Equality, and Homelessness Strategy.
- Provided *Open With Care* messaging and signs to businesses.
- Provided resources for ADA Compliance and organized educational sessions in collaboration with Alameda Chamber of Commerce.
- Welcomed 28 new Downtown businesses.

Improve Downtown Amenities

- Collaborated with the City to extend the Park Street Realignment project to San Jose Ave.
- Expanded al fresco dining area on Alameda Ave.
- Established quarterly power washing of sidewalks in the entire district utilizing L&L funds.
- Worked with Public Works to identify locations for the installation of new bike racks/corrals.
- Acquired and installed new USA Flags, Pride Flags and Holiday Flags.
- Created a web listing of available properties in the downtown district.

Promote Downtown

- Expanded email communications to promote downtown businesses and activities.
- Increased exposure for downtown businesses on social media.
- Collaborated with the City to promote retail and restaurant promotions including Alameda Restaurant Week, Flavors of Alameda, Back2School Back2Business, Holiday & Shop Local spending campaign.
- Collaborated with the Alameda Chamber and WABA to promote the *Visit and Shop Alameda Gift Card* (16 of 27 participants are located in Downtown Alameda).

Reenvision Events

- Collaborated with City staff to encourage business involvement and promote Alameda Restaurant Week 2021 and Flavors of Alameda spring event.
- Hosted Spring & Holiday Scavenger Hunts. Assisted the library in recruiting businesses for their StoryWalk.
- Hired a new Events Coordinator to support the return of in-person events.
- Resumed in-person events with *Mama's & Margaritas* as a safe and festive outdoor stroll event.
- Reimagined and continued to evolve holiday activities and events to include shop local "Together" messaging, featuring live music & Shop Late evenings.

Staff & Board Involvement

- Board members continue to provide valuable input for City-led programs by serving on committees such as the Homelessness Strategic Plan, and Smart City Master Plan.
- Staff and Board continue to collaborate and have regular communications with City staff and local business organizations including Alameda Chamber of Commerce, WABA, GREDC, and CASA.

Work Plan 2022/2023

OUTREACH COMMITTEE:

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

2022/2023 Objectives:

1. Address Vacancies. Work with the City on marketing business opportunities. Improve aesthetics of vacant storefronts.
 - a. Market Properties Available on our website.
 - b. Consider Window Art/Displays: Help address concerns with: insurance issues, access Partner with organizations like Rhythmix, Alameda Education Foundation.
2. Focus on the removal of temporary signage, plywood, and graffiti.
 - a. Target specific buildings and areas for review.
 - b. Work with City officials to determine options for code compliance/enforcement.
 - c. Develop an action plan to address areas such as the block north of Park Street & Lincoln Ave.
3. Support continuation and expansion of the Facade Grant program.
4. Develop ADA compliance education resources.
5. Conduct a revised Member Outreach Survey to evaluate COVID Relief Funding using the May 2020 results as a benchmark.
6. Continue Covid Support. Work with members to determine needs and resources that DABA can provide. Continue collaboration with the City, Chamber, and other business organizations.
7. Support the Marketing Committee to develop smaller and more frequent fundraising events and activities as approved by the Public Health Officer and the City.
8. Advocate for the use of Chochenyo Park for events.
9. Continue the Welcome Arch conversation.

Work Plan 2022/2023

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.

2022/2023 Objectives:

1. Work with the Marketing Committee to install a new Holiday Decor & Lighting Program.
2. Support fundraising opportunities for the Association.
3. Create a volunteer program to support downtown activities and member involvement.
4. Continue activation of Alameda Avenue and begin planning for long-term activities to include a Farmers Market and evening entertainment.
5. Support long-term opportunity for the Commercial Streets and the Parklet Program.
6. 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.
7. Work with the City to install Directional Parking Signage.
8. Work with the City to reinstate a program similar to the *Block by Block Program*.
9. Develop systems for monitoring cleaning and reporting needs.

Work Plan 2022/2023

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.

2022/2023 Objectives:

- Create an event structure to include:
 - Establish Seasonal Market Events (4 per year)
 - Strolls (4-6 per year)
 - Scavenger Hunts (3-4 per year)
 - Smaller & more frequent fundraising & promotional events
- Reenvision annual events: Spring Festival, Art & Wine Faire.
- Collaborate with the City on planning and promoting Alameda Restaurant Week and shop local campaigns.
- Establish a Weekly Farmers Market on Alameda Avenue.
- Continue promotion of the district and its businesses through consistent social media messaging.
- Strengthen communication to the public to generate excitement about Downtown Alameda.
- Enhance communication to the Membership via email, online opportunities, and personal visits.
- Work with select NPO's to support local organizations and engage the community.



DOWNTOWN ALAMEDA
2022 Board of Directors

Officers

Position	Name	Business	Email	Phone
President	Ron Mooney	Daisy's	ron@ronmooney.net	510.385.0725
President Elect	Jone Stebbins	Honey Salon	jonestebbins@mac.com	415.819.4924
Past President	Cindy Kahl	Speisekammer	cindy@speisekammer.com	510.522.1300
Treasurer	Tony Wright	Johnathan's Sandwich House	tastyspoonzinc@gmail.com	510.759.4553
Secretary	Sabrina Cazarez	Twirl	info@twirlalameda.com	510.473.0812

At Large Directors

Position	Name	Business	Email	Phone
At Large	Cindy Hu	Comerica Bank	CHu@comerica.com	510.522.9701
At Large	Sadiya Kazi-Koya	Swing & Wings	swingsandwingsalameda@gmail.com	510.747.9740
At Large	Mike Yakura	Spinning Bones	mike@shrutefarmsgroup.com	415.317.5441
At Large	Tony Yu	The Pampered Pup	tonyyu28@gmail.com	510-511-2321
Appointed Chair	Rich Krinks	Berkshire Hathaway	rich.krinks@bhhsdrysda.com	510.381.3434
Appointed Chair	Barbara Mooney	Daisy's	barbaramooney@mac.com	510.522.6443
Emeritus Board Member	Kyle Conner	Alameda Theatre & Cinema Grill	kyle@alamedatheatres.com	707.974.9115
Emeritus Board Member	Donna Layburn	Alameda Marketplace/Alameda Natural Grocery	donna.layburn@gmail.com	510.865.1500

Staff

Position	Name	Business	Email	Phone
Executive Director	Kathy Weber	510.319.3543	kathy@downtownalameda.com	510.604.8108
Events & Membership Coordinator	Ali Savage	510.319.3544	ali@downtownalameda.com	925-451-2977
Marketing/Communications Consultant	Stephanie Prothero	510.479.6861	stephanie@downtownalameda.com	510.479.6861

Approved 2022-23 Budget Downtown Budget

		July - December	January - June		July - December	January - June
BUDGET Item	Approved 1/26/2022			Approved 2/24/2021		
INCOME:	2022-2023	2022-2023	2022-2023	2021-2022	2021-2022	2021-2022
Unrestricted						
Misc. Income (Assoc Members, P Lot, other misc)	\$7,500	3,500	\$4,000	\$6,000	3,000	\$3,000
Grant income (City ...)			\$0			\$0
Stroll Events (4 events) {Net!}	\$60,000	25,000	\$35,000	\$40,000	10,000	\$30,000
Seasonal Markets (4 events) {Net!}	\$40,000	25,000	\$15,000			
Use of loan / reserve (Not Income~!)	\$90,000	25,000	\$65,000	\$100,000	25,000	\$75,000
Unrestricted Funds Sub Total	\$197,500	\$78,500	\$119,000	\$176,000	\$38,000	\$138,000
BIA Payments	\$100,000	90,000	\$10,000	\$100,000	90,000	\$10,000
COVID Grant			\$0			\$0
Restricted Income Sub Total	\$100,000	\$90,000	\$10,000	\$100,000	\$90,000	\$10,000
Funds to Use Grand Total	\$297,500	\$168,500	\$129,000	\$276,000	\$128,000	\$148,000
EXPENSES:						
Unrestricted						
Executive Director Salary (Combine w/ Memb Coord.)	90,000	\$45,000	45,000	90,000	45,000	45,000
Employer Taxes & WC	10,800	\$5,400	5,400	10,800	5,400	5,400
Meetings/Trainings (Outreach / Marketing)	3,000	\$1,500	1,500	3,000	1,500	1,500
Outside Services & Office Exp	3,750	\$1,875	1,875	3,750	1,875	1,875
Board-Authorized Reserve			0			0
Alameda Avenue Operations	24,000	8,000	16,000	24,000	8,000	16,000
Event Coordinators Wages (incl tax, w/ Member Serv 2/3 Total)	37,500	\$18,750.00	18,750	0		0
Advisory Committee Program	0	0	0	0	0	0
Debt Payment (SBA loan)	\$7,800	\$3,900	\$3,900	\$7,800	\$3,900	\$3,900
Transfer to Restricted Programs (initatives & support)						\$0
Sub Total	\$176,850	\$84,425	\$92,425	\$139,350	\$65,675	\$73,675
Restricted (BIA paid)						
Utilities	\$2,400	\$1,200	\$1,200	\$2,400	\$1,200	\$1,200
Member Meetings & Awards (Membership Program)	\$0	\$0	\$0			\$0
Exec Dir. wages (Membership allocation)	\$30,000	\$15,000	\$15,000	\$30,000		\$30,000
Employer Taxes & Workers Comp (Restricted)	\$3,600	\$1,800	\$1,800	\$3,600		\$3,600
		\$0	\$0			\$0
Marketing Program. (Promotion)	\$10,000			\$10,000		\$10,000
Accounting / Tax Prep	\$6,500			\$6,500		\$6,500
Postage/Printing	\$1,000			\$1,000		\$1,000
Supplies	\$500			\$500		\$500
Marketing / Event Coordinator (6 mos) Employee		\$0	\$0			\$0
Marketing Consultant/Internet Media	\$20,000	\$10,000	\$10,000	\$20,000		\$20,000
Liability/D&O Insurance	\$3,000	\$1,500	\$1,500	\$3,000		\$3,000
Office Rent	\$29,110	\$14,555	\$14,555	\$27,200		\$27,200
Other Office Costs	\$1,500	\$750	\$750	\$1,500		\$1,500
Outreach Committee (Econ-Gov Relations Program)	\$1,000			\$1,000		\$1,000
Website - Maint. & Email & online programs	\$2,500			\$2,500		\$2,500
CAMSA/CDA Conference	\$1,000			\$1,000		\$1,000
Sub Total	112,110	44,805	44,805	110,200	1,200	109,000
Expenses Grand Totals	288,960	129,230	137,230	249,550	66,875	182,675
Reserve to be Budgeted (reduction)*	-81,460	14,270	-73,230	-73,550	36,125	-109,675