



June 21, 2022

**RE: 3-B 2022-2098 & 3-C 2022-2100**

Honorable Mayor and City Councilmembers,

In light of the budget conversations on items **3-B** and **3-C**, the Downtown Alameda Business Association and the West Alameda Business Association respectfully request providing our organizations additional funding in the amount of **\$200,000** (\$100,000 to **each** of the business districts) that will be earmarked for placemaking enhancements.

We jointly believe that economic development is a priority of the City of Alameda, and your investment of \$200,000 toward revitalization and placemaking of the business districts would pay far-reaching dividends. Business districts are a key barometer of a City's health. Aesthetics and placemaking play a crucial role in supporting our local, small businesses and maintaining vibrant, welcoming business districts has a positive ripple effect on the entire community.

We urge you to provide each business district the opportunity to invest \$100,000 in the placemaking ventures that reflect, define and enhance their unique characteristics.

These placemaking enhancements might include:

- Addressing deferred maintenance, painting and upkeep of light poles
- Wayfinding Signage
- Gateway/Welcome signage at the entrances to the City's business districts (Webster Street Tube & Park Street Bridge)
- Beautification

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read 'Kathy Weber'.

Kathy Weber, Executive Director  
Downtown Alameda Business Association

A handwritten signature in blue ink, appearing to read 'Linda Asbury'.

Linda Asbury, Executive Director  
West Alameda Business Association