

Park Street Business Association

February 27, 2014

Debbie Potter
Community Development Director
City of Alameda
2263 Santa Clara Ave.
Alameda, CA 94501

Dear Ms. Potter:

As President of the Park Street Business Association, I am pleased to submit the attached BIA Report, accompanying 2014/2015 BIA budget for our Association, the PSBA financial compilation, and a listing of the current PSBA board of directors.

We do not anticipate any changes in the BIA boundaries for 2014/2015. We have provided a description of the activities PSBA is proposing for the upcoming year and the associated line item budget.

This attached budget is a draft and will be finalized and approved by the board of directors no later than our board meeting on May 28, 2014. Once finalized and approved by the board of directors, a copy of the BIA budget will be forwarded to you by our executive director. Based on revenue received to date, we anticipate 14/15 BIA revenue of \$93,000 and a carryover surplus of \$500 resulting from cost containment by PSBA staff and the board of directors. This brings our 14/15 BIA budget to \$93,500.

We would be glad to answer any questions you have regarding the attached material.

Sincerely,

Donna Layburn
President
Park Street Business Association

PARK STREET BUSINESS ASSOCIATION

2447 Santa Clara Ave., #302, Alameda, CA 94501

PROPOSED ASSESSMENT FOR BUSINESS IMPROVEMENT AREA FISCAL YEAR 2014/2015

INTRODUCTION:

The Park Street Business Association (PSBA) is recommending a BIA budget of \$93,500 for the Park Street Business District for fiscal year 2014/2015. This recommendation is based on the estimate of the income derived from the BIA assessment in fiscal year 13/14 as well as a carryover from the 13/14 budget. The formulas, budgets, and proposed activities are the result of monthly Board of Director and committee meetings between December, 2013, and May, 2014.

BUDGET:

The BIA is one of two sources of funding for the entire scope of the activities proposed in this report. The other source is funds raised by the Park Street Business Association through our special events. PSBA will continue its current activities, as well as implement new ones, that are in line with the National Main Street Four-Point plan for revitalizing Main Street Cities.

BOUNDARIES:

We are not proposing any changes this year.

ACTIVITIES:

Attached is a summary of the proposed activities for the fiscal year 2014/2015. These activities are designed to improve the pedestrian friendly look of the Park Street District, improve the vitality of the District in order to increase sales and sales tax revenues, promote members' businesses, attract new businesses to the District and improve the overall business atmosphere in the Park Street District. Several projects are continuations from the 2013/2014 fiscal year.

REPORTING

A partial annual summary of BIA activities is attached. A final summary including the entire fiscal year will be forwarded by May 31, 2014.

2014/15 Membership Committee Work Plan Outline

OBJECTIVE: Ensure members are informed of the latest news pertaining to the District, apprised of marketing opportunities available to the membership, and given a regular opportunity to meet and mix with other members.

1. Conduct and improve attendance at Mixers
 - a. provide relevant and useful information
 - b. recognize individual business achievements/highlights
 - c. invite city officials (presentation/Q&A)
 - d. provide a brief program at select mixers
 - e. review host's mixer expectations and remind them to invite guests
2. Improve Communication to Membership
 - a. gather additional member email addresses
3. Construct and provide a "benefits package" to new members
4. Plan and conduct PSBA Holiday Party
5. Continue current awards program (recognizing PSBA members and city staff)
6. Greet new members to the District with packets as they move into their business
7. Continue to email newsletter every month to everyone on email distribution list

2014/15 MAINTENANCE AND IMPROVEMENT COMMITTEE

Work Plan Outline

OBJECTIVE: To identify, organize, report and monitor the maintenance and improvements of the downtown Park Street district which will include: garbage, ACI relationship, planters, lighting, trees, light posts etc.

There are currently two areas that will require interaction with city staff and board and PSBA staff efforts in 2014/15:

1. Landscape and lighting initiative that will attempt to increase the L&L assessments on property owners allowing more funds available to maintain the district.
2. The June rollout of phase II implementation in the district of recycling and organic waste collection.

In support and improvement of the “greenest business district in America” program:

1. Ensure that all street events have proper recycling containers and “trash talker” programs.
2. Support and develop implementation plans for phase II compliance in the district.
3. Develop training and outreach in co-operation and collaboration with CASA and city staff.
4. Establish of recycling containers on the street.

On-going conversations with city staff regarding:

1. Street paving and crowning activities and priorities.
2. Sidewalk treatments, cleaning, gum removal and replacement by block.
3. Phase III streetscape possibilities, options for continuing.

Police coverage in the district:

1. Interaction with Police Department on all crime, theft, and coverage.

Bicycle parking project:

1. Form committee to work on strategies for improving bike parking by block.
2. Make recommendations identifying needs and ideas for making district more bicycle-friendly.

Ongoing District Maintenance:

1. Create a protocol for identifying, documenting and reporting maintenance issues.

2014/15 Econ-Revi Committee Work Plan Outline

OBJECTIVE: Recognizing how critical future development of the north of Lincoln area is to the district understanding how current vacant properties throughout the district are being developed, identified and marketed, the challenges in starting a new business in Alameda, and relationships with the city staff and government, the goal of this committee is to develop strategies to improve communications, and assist in economic development

Economic Development:

1. Identify all new businesses trying to open in the district and send them “benefits of membership” packages detailing how the organization can assist them in their efforts to build-out and open. Include explanations of city license fees and BIA dues.
2. Organize and conduct outreach meetings with city, local developers, commercial realtors and district participants to identify what types of businesses, by parcel, need to be solicited for Park Street.
3. Work with South Shore management to get referrals for tenants and new businesses that don’t fit their vacancies and communicate these to owners of properties.
4. Investigate and report to board on developing membership in the California Main Street Association. Present opportunities for seminars board members could attend.

Gateway Arch – this project could take several years to complete:

1. Declare this as a priority for the district to city staff.
2. Identify with city staff what requirements would be necessary to implement at the intersection of Blanding and Park Street.
3. Develop an implementation plan to include: Location, samples of potential styles, preliminary estimates of costs to design, engineer, construct and install, and total costs with ideas for fund raising activities and possibilities.

2014/15 Promotions Committee Work Plan Outline

OBJECTIVE: Promote the Park Street District to the broadest audience possible using as many media outlets, events, publications, and social media outlets as possible.

Website

- Search engine optimization
- Visitor friendly
- Interactive map includes points of interest and parking locations
- Embrace new technologies
- Develop new improved website

Special Events

- Conduct Spring Festival (mother's day weekend)
- Conduct Art & Wine Faire (last weekend of July)
- Conduct Classic Car Show (2nd Saturday in October)

Shopping Guide

- Upgrade cover & graphics
- Solicit ads to cover costs
- Wider distribution

Print Advertising

- Continue newspaper ads for special events and holiday season

Cable Advertising

- Continue ads for special events
- Work with Comcast to establish a sponsorship agreement

Theatre Advertising

- Participate in the Alameda Theatre's pre-movie ad campaign
- Three ads for each of our special events running 4 weeks prior to the event
- One generic ad promoting Park Street running all other times

Cross Promotional Opportunities

- Connect members
- Offer opportunities

Branding of the Organization

- Change organization's name

Vet Promotional Opportunities

- Alancante (birthday club), SF Chronicle, Localize It

Holiday Marketing

- Maximize local advertising outlets
- Work with Alameda Theatre to expand Dickens program

Other Events

- Utilizing our new community round table conduct the following events
- Earth Day (April, 2014)
- Fundraiser for Schools (June, 2014)
- Customer Appreciation (Sept)
- Hometown Holiday (Dec)

METHOD AND BASIS OF LEVYING ASSESSMENT

Budget: See Exhibit A

CONCLUSION

PSBA would like to thank the Alameda City Council, City Attorney, Community Development, Public Works and Finance Departments for their assistance in implementing the BIA. The increased participation from the business community and the continued quality of projects has shown the BIA is a valuable tool in our continuing efforts to revitalize the Park Street Historic Business District.

Exhibit A
Park Street Business Association
2014/2015 DRAFT Budget

INCOME:	14/15
<u>Restricted</u>	<u>Budget</u>
BIA Payments	\$93,000
Carryover	<u>\$500</u>
Restricted Sub Total	\$93,500

EXPENSES:	14/15
<u>Restricted</u>	<u>Budget</u>
Liability/D&O Insurance	\$5,000
Office Rent	\$13,125
Pressure Washing	\$8,700
Staff Health Insurance	\$13,800
Workers Comp	\$1,500
Payroll Taxes	\$10,200
Marketing Manager Salary	\$37,800
Utilities	\$1,675
Supplies	<u>\$1,700</u>
Restricted Sub Total	\$93,500

INCOME:	14/15
<u>Unrestricted</u>	<u>Budget</u>
Interest & Misc.	\$4,000
Lot P Fees	\$12,000
Art & Wine Faire (Net)	\$85,000
Carryover	\$1,000
Car Show	\$5,000
Other Events (Net)	<u>\$33,000</u>
Unrestricted Sub Total	\$140,000

EXPENSES:	14/15
<u>Unrestricted</u>	<u>Budget</u>
Executive Director's Salary	\$87,300
Audit/Accounting	\$7,000
Postage	\$500
Promotion Committee	\$27,900
Other Committees	\$3,800
Lot P	\$12,000
Meetings/Trainings	<u>\$1,500</u>
Unrestricted \$ Totals	\$140,000

Draft Committee Budgets 14/15

<u>Promotions</u>	14/15 <u>Budget</u>
Shopping Guide	\$1,500
Cable Ads	\$15,000
Cable Ad Production	\$2,400
Website	\$3,000
Merchant Events	\$3,000
Agency Ad Fee (including ad prod.)	<u>\$3,000</u>
Promotions Total	\$27,900

<u>Membership</u>	14/15 <u>Budget</u>
Administration	\$100
Mixers	\$350
Recognition Awards	\$200
New Member Packet	\$150
Holiday/Awards Dinner	<u>\$3,000</u>
Membership Totals	\$3,800

Committees Totals	\$31,700
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**Park Street Business Association
2014 Officers, Board of Directors & Staff**

Officers

President:

Donna Layburn

Marketplace
1650 Park Street
865-1500 Fax 865-1550

Secretary:

Kate Pryor

Tucker's Ice Cream
1349 Park Street
522-4960

Vice President:

Steve Busse (*EconRevi*)

Park Centre Animal Hospital
2501 Central Avenue
510-521-1700

Treasurer:

Rob McKean

Alameda Publishing Group
1417 Everett Street
510-747-1060 x17

At Large Directors:

Kyle Conner

Alameda Theatre & Cineplex
2317 Central Avenue
510-769-2160

Committee Chairs:

Steve Busse (*EconRevi*)

Park Centre Animal Hospital
2501 Central Avenue
510-521-1700

Deb Knowles

Edward Jones Investment
1336 Park Street, #D
510-749-0403

Kate Pryor (*Maintenance & Improvement*)

Tucker's Ice Cream
1349 Park Street
522-4960

Vicki Monize

Ole's Waffle Shop
1507 Park Street
510-522-8108

Terry Mitchell (*Membership*)

Allstate Insurance
2504 Santa Clara Avenue
510-523-5717

Duane Watson

Lee Auto Supply
1525 Park Street
510-522-8811

Arthur Mercado (*Promotions*)

Alameda Collision Repair
1911 Park Street
510-523-4836

Julie Baron

Julie's Coffee and Tea Garden
1223 Park Street
510-865-2385

Staff

Executive Director:

Robb Ratto

parkstreetrobb@comcast.net
2447 Santa Clara Ave., #302
510-523-1392

Marketing Manager:

Stephanie Prothero

parkstreet1@comcast.net
2447 Santa Clara Ave., #302
510-523-1392

Park Street Business Association 2013/2014 Expenditure Report

As of February 25, 2014

INCOME:

<u>Restricted</u>	<u>YTD</u>	<u>Encumbered</u>	<u>Total</u>	<u>Budget</u>	<u>Difference</u>
BIA Payments	\$92,362	\$2,500	\$94,862	\$92,000	\$2,862
Carryover	<u>\$0</u>	<u>\$4,500</u>	<u>\$4,500</u>	<u>\$500</u>	\$4,000
Restricted Sub Total	\$92,362	\$7,000	\$99,362	\$92,500	\$6,862
<u>Unrestricted</u>	<u>YTD</u>	<u>Encumbered</u>	<u>Total</u>	<u>Budget</u>	<u>Difference</u>
Interest & Misc.	\$4,254	\$2,620	\$6,874	\$4,000	\$2,874
Lot P Fees	\$7,000	\$5,000	\$12,000	\$12,000	\$0
Carryover	\$0	\$7,500	\$7,500	\$1,000	\$6,500
Art & Wine Faire (Net)	\$83,000	\$3,000	\$86,000	\$85,000	\$1,000
Car Show (Net)	\$5,553	\$0	\$5,553	\$3,000	\$2,553
Spring Festival (Net)	<u>\$0</u>	<u>\$31,000</u>	<u>\$31,000</u>	<u>\$30,000</u>	<u>\$1,000</u>
Unrestricted Sub Total	\$99,806	\$49,120	\$148,926	\$135,000	\$13,926
Grand Total	\$192,168	\$56,120	\$248,288	\$227,500	\$20,788

EXPENSES:

<u>Restricted</u>	<u>YTD</u>	<u>Encumbered</u>	<u>Total</u>	<u>Budget</u>	<u>Difference</u>
Office Rent	\$10,080	\$5,040	\$15,120	\$12,500	\$2,620
Utilities	\$817	\$680	\$1,497	\$1,500	(\$3)
Payroll Taxes	\$6,391	\$4,565	\$10,956	\$10,200	\$756
Staff Benefits	\$8,047	\$5,748	\$13,794	\$13,800	(\$6)
Liability/D&O Insurance	\$4,917	\$0	\$4,917	\$5,000	(\$83)
Workers Comp	\$690	\$508	\$1,197	\$1,500	(\$303)
Pressure Washing	\$5,800	\$2,900	\$8,700	\$8,700	\$0
Office Staff Salaries	\$24,425	\$15,265	\$39,690	\$37,800	\$1,890
Supplies	<u>\$971</u>	<u>\$729</u>	<u>\$1,700</u>	<u>\$1,500</u>	\$200
Restricted Sub Total	\$62,137	\$35,434	\$97,571	\$92,500	\$5,071
<u>Unrestricted</u>	<u>YTD</u>	<u>Encumbered</u>	<u>Total</u>	<u>Budget</u>	<u>Difference</u>
Staff Salaries	\$53,723	\$33,577	\$87,300	\$87,300	\$0
Audit/Accounting	\$3,515	\$4,485	\$8,000	\$9,000	(\$1,000)
Promotions Committee	\$14,967	\$11,248	\$26,214	\$23,800	\$2,414
Other Committees	\$3,019	\$636	\$3,656	\$900	\$2,756
Postage	\$338	\$662	\$1,000	\$500	\$500
Lot P	\$7,000	\$5,000	\$12,000	\$12,000	\$0
Meetings/Trainings	<u>\$504</u>	<u>\$996</u>	<u>\$1,500</u>	<u>\$1,500</u>	\$0
Unrestricted \$ Totals	\$83,065	\$56,604	\$139,670	\$135,000	\$4,670
Budgeted Expenses	\$145,203	\$92,039	\$237,241	\$227,500	\$9,741

Committee Budgets 13/14

<u>Promotions</u>	<u>YTD</u>	<u>Encumbered</u>	<u>Total</u>	<u>Budget</u>	+/(-)
Cable Ads					
Spring Festival	\$0	\$5,000	\$5,000	\$5,000	\$0
Art & Wine Faire	\$5,000	\$0	\$5,000	\$5,000	\$0
Classic Car Show	<u>\$4,814</u>	<u>\$0</u>	<u>\$4,814</u>	<u>\$5,000</u>	<u>(\$186)</u>
Totals	\$9,814	\$5,000	\$14,814	\$15,000	(\$186)
Cable Ad Production	\$1,600	\$800	\$2,400	\$2,500	<u>(\$100)</u>
Cable Ads Total	\$11,414	\$5,800	\$17,214	\$17,500	(\$286)
Shopping Guide	\$500	\$1,000	\$1,500	\$1,500	<u>\$0</u>
Website	\$259	\$1,241	\$1,500	\$1,800	(\$300)
Merchant Events	\$171	\$2,829	\$3,000	\$0	\$3,000
Agency Ad Fee & Ad Prep	<u>\$2,623</u>	<u>\$378</u>	\$3,000	<u>\$3,000</u>	<u>\$0</u>
Other Promotions Costs	\$3,552	\$5,448	\$9,000	\$6,300	<u>\$2,700</u>
Promotions Committee Totals	\$14,967	\$11,248	\$26,214	\$23,800	\$2,414
<u>Design</u>					
Administrative	\$0	\$0	\$0	\$0	\$0
<u>Economic Revitalization</u>					
Administration	\$0	\$0	\$0	\$0	\$0
<u>Membership</u>					
Administration	\$44	\$56	\$100	\$100	<u>\$0</u>
Mixers	\$220	\$130	\$350	\$350	<u>\$0</u>
Recognition Awards	\$0	\$150	\$150	\$150	<u>\$0</u>
New Member Packet	\$0	\$150	\$150	\$150	<u>\$0</u>
Holiday/Awards Dinner	\$0	\$150	\$150	\$150	<u>\$0</u>
Committee Totals	<u>\$2,756</u>	<u>\$0</u>	<u>\$2,756</u>	<u>\$0</u>	<u>\$2,756</u>
Committee Totals	\$3,019	\$636	\$3,656	\$900	\$2,756
Committees Total	\$17,986	\$11,884	\$29,870	\$24,700	\$5,170

PARK STREET BUSINESS ASSOCIATION

2013/2014 Work Plans Reports

2013/2014 Membership Committee Work Plan Outline Report

1. **Conduct Meetings**
 - a. Mixers (every month except November and December) (Usual Attendance = 35)
 - b. Special Election Meeting (October, supervised by the City Clerk)
 - c. Informational presentations at all meetings (either by guest speakers or PSBA staff)
 - d. Holiday Party (100 guests, no charge to anyone in attendance).
2. **Awards**
 - a. Continue current awards program (recognizing PSBA members and city staff)
3. **Welcome New Members**
 - a. Updated New Member Packet
 - b. Recruited “greeters” from the Board and Committees to greet new members
 - c. Greeted new members to the District with packets as they move into their business
4. **Newsletter**
 - a. Continue to email newsletter every month to everyone on email distribution list
 - b. Update mailing list (mailed postcard to all BIA members asking for email addresses)

The Membership Committee conducted all plan meetings and did include a number of informational presentations at various mixers. In addition, an informational update by staff focusing on City Hall and the Council was included at all mixers. The PSBA awards were presented at the annual holiday party. The new member packet was updated. The members of the committee “greeted” some new members during the year. The newsletter was sent on a monthly basis. one postcard was sent to the PSBA membership requesting email information.

2013/2014 Design Committee Work Plan Outline Report

This was not an active committee in 2013/14. It is being replace by a new committee (Maintenance and Improvement). This committee will focus on district maintenance, garbage pick-up, bike parking, and district safety.

2013/2014 Econ-Revi Committee Work Plan Outline Report

1. **Assist with Business Recruitment**
 - a. Updated city staff and consultants on empty storefronts.
2. **Ordinances**
 - a. With City Staff, wrote new “A Frame” sign ordinance
 - b. Assisted in the passage of the “A Frame” sign ordinance at the Planning Board and City Council
3. **Maintenance**

Continue current level of service – 5 days a week – with private vendor

The committee and staff complied with all requests from city staff and contract employees to assist with business recruitment. This included assisting in the updating of the vacant storefront report. The committee and PSBA staff worked with city staff to write a new “A Frame” sign Ordinance. Members of the committee and PSBA staff attended Planning Board and City Council meetings and spoke in favor of the new ordinance at both meetings. The current level of maintenance service was maintained at 5 days a week.

2013/2014 Promotions Committee Work Plan Outline Report

1. **Continue Special Events**
 - a. Conducted Spring Festival (mother’s day weekend, estimated 50,000 visitors)
 - b. Conducted Art & Wine Faire (last weekend of July, estimated 100,000 visitors)
 - c. Conducted Classic Car Show (2nd Saturday in October, estimated 20,000 visitors)
2. **Promotions**
 - a. Shopping Guide produced twice. Seconded printing was updated
 - b. Marketing Manager continues to update and improve information on the web site.
3. **Print Advertising**
 - a. Continued Alameda/Oakland Magazines campaign for street fairs
 - b. Continued newspaper ads for all special events and the holiday season.
4. **Cable Advertising**
 - a. Continued ads for all special events
 - b. Established sponsorship agreement with Comcast.
5. **Theatre Advertising**
 - a. Participating in the Alameda Theatre’s pre-movie ad campaign
 - b. Three ads for each of our special events running 4 weeks prior to the event
 - c. One generic ad promoting Park Street running all other times

All aspects of the plan were completed. In addition, PSBA planned and implemented “Customer Appreciation Day” in the district. Many PSBA members participated in the one day event by special advertising and offering special “deals” on the day of the event.