

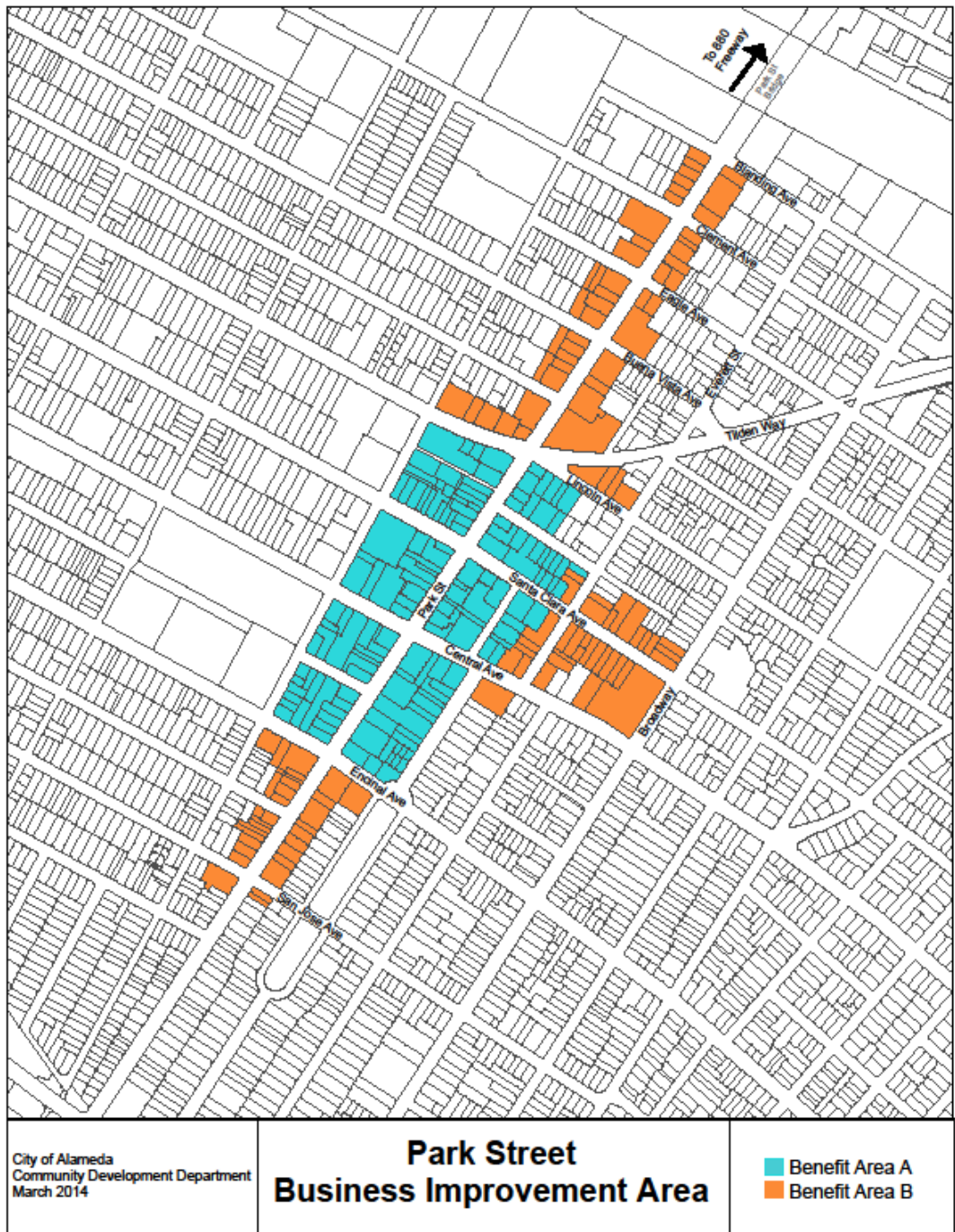
Alameda City Council

April 1, 2014

Park Street Business Improvement Area Annual Report

Park Street BIA

- Created in 1989
- Managed by PSBA
- Businesses assessed annually
- Revenues directly benefit businesses in the BIA



25 Year History: Thriving Main Street District

- Downtown Vision 2000
- Alameda Theatre
- Streetscape
- “Knowles”, Peets, Marketplace
- Gateway Strategic Plan & Zoning
- New investment: Capones, Walgreens



Chronicle / Craig Lee

Park Street BIA Benefits

Signature Events

- Park Street Spring Festival
- Park Street Art & Wine Faire
- Park Street Classic Car Show



Park Street BIA Benefits

- Annual Shopping Guide
- Ad campaign: print, cable, theatre
- Information and networking: newsletters & mixers
- Holiday Award Program: recognition of individual businesses



BIA Annual Assessment Process

Two Step Process

- 1) Approve Annual Assessment Report and Pass a Resolution of Intent to Levy an Assessment
- 2) Hold a Public Hearing and Adopt a Resolution Confirming the BIA and Levy and Annual Assessment

Recommendation

- Approve PSBA Annual Report
- Adopt a Resolution of Intention to Levy an Annual Assessment
- Set a Public Hearing to Levy an Annual Assessment for May 6