

Alameda City Council

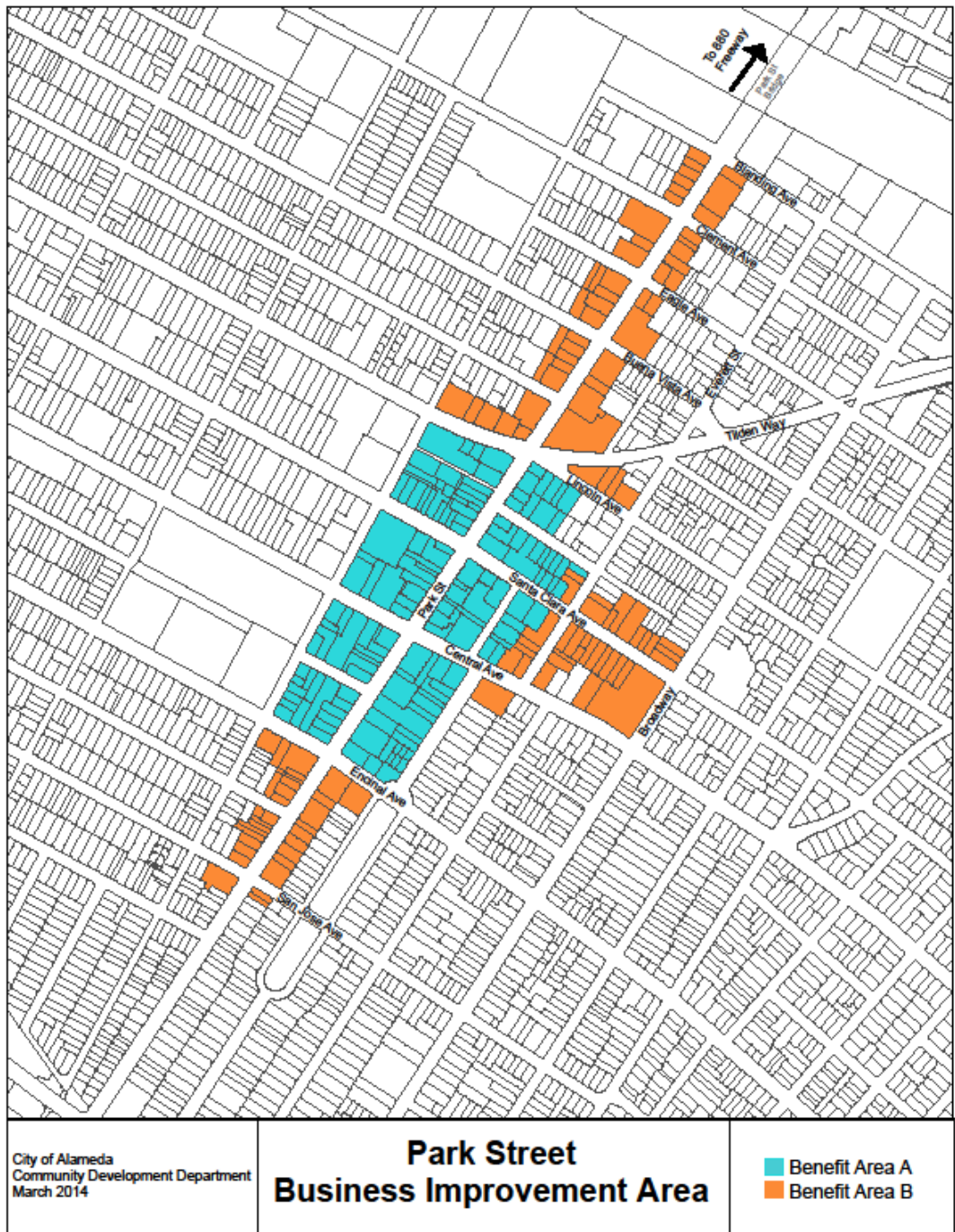
May 6, 2014

Park Street BIA

Public Hearing to Levy Annual Assessment

Park Street BIA

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



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

- Adopt a Resolution Confirming the Park Street BIA Report and Levying an Annual Assessment for FY 2014-2015

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