

**WEST ALAMEDA BUSINESS ASSOCIATION  
SUMMARY OF ACTIVITIES  
FISCAL YEAR JULY 1, 2014 – JUNE 30, 2015**

The following is a summary of activities conducted during the year. These activities have already taken place or will take place before the end of the fiscal year.

**Economic Development Committee**

1. BIA Expansion of North Webster and Alameda Landing
  - a. Outreach to businesses in the expansion area
  - b. Addition of holiday banners in front of Mariner Square Athletic Club and Aquatech, both businesses along the northern end of Webster Street.
2. Landscape & Lighting
  - a. Worked with Public Works department regarding the Landscape & Lighting district budget and assessment to maintain an attractive and clean district
3. Assist with Business Recruitment
  - a. Updated city staff and consultants on empty storefronts
  - b. Provided information on available commercial space to all inquiring parties

**Design Committee**

1. Continued work with Catellus regarding a signage package for Alameda Landing that complements the Webster Street District, so the two neighboring commercial districts complement one another
2. Reviewed applications and documents related to signage additions/changes, installation of new awnings, and plans for new construction at Webster
3. Work with the City in accomplishing Phase II of the Webster Renaissance Project and continue implementation of the Webster Street Visioning Plan
4. Identify projects for façade improvements, should funding become once again available
5. Discussed and reviewed plans for improvement with AC Transit regarding bus line 51A and requested that proposed updates to bus stops on Webster and Buena Vista be in keeping with Webster Renaissance Project improvements that are already implemented
6. Continued to work with businesses to insure compliance with sign ordinance and design criteria
7. Work with City Staff and contractor regarding the "SMART Corridor" project along Webster

## **Events Committee**

1. Sponsored year-round Farmers' Market on Tuesdays and Saturdays, which bring hundreds of visitors from Alameda and surrounding communities
2. Promoted special events through print media, email distribution, event calendar postcard, and flyers
3. Participated with the Rotary Club of Alameda, organizer of the annual Concerts at Crab Cove in June, July and August
4. Participated with the Chamber of Commerce, organizer of the annual Neptune Beach Community Celebration festival on Webster Street in September, which brings approximately 20,000 participants to Webster Street and West Alameda
  - a. Managed a booth on Webster during the event
  - b. Gave away prizes and coupons to promote member businesses
5. Organized a Halloween costume contest in addition to the annual Halloween on Webster Trick-or-Treat
  - a. Organized participation from member businesses
  - b. Solicited donations from members for contest prizes
6. Santa on Webster event and holiday shopping promotions
7. Organized a Wine & Dine event in March 2015, which promotes West Alameda restaurants and Spirits Alley businesses

## **Membership Committee**

1. Conduct Meetings
  - a. Mixers (every month except November and December)
  - b. Special Election Meeting (October, supervised by representatives of the League of Women Voters)
  - c. Special Holiday Mixer held in conjunction with the Chamber of Commerce and the Greater Alameda Business Association.
2. Welcome New Members
  - a. Updated New Member Packet
3. Newsletter
  - a. Regular newsletter to member businesses on email distribution list
  - b. Update email list (mailed postcard to BIA members not on email distribution list requesting email addresses)
  - c. Sent member survey to all BIA businesses for comments regarding areas of concern, business district, and general feedback

**West Alameda Business Association  
Financial Summary for Calendar Year 2014**

<b>Income</b>	<b>Totals for 2014</b>
<b>Event Income</b>	
Income	-
Sponsorships	800
<b>Subtotal</b>	<b>\$ 800</b>

<b>Membership</b>	
BIA	52,292
Other/Non BIA Dues	2,100
<b>Subtotal</b>	<b>\$ 54,392</b>

<b>Services</b>	
Parking Pass Administration	1,350
<b>Subtotal</b>	<b>\$ 1,350</b>

<b>Total Income</b>	<b>\$ 56,542</b>
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**Expenses**

<b>Personnel</b>	
Salaries/Benefits/Taxes	24,961
Payroll Processing	931
Workers Compensation Insurance	144
<b>Subtotal</b>	<b>26,036</b>

<b>General &amp; Administrative</b>	
Rent	5,304
Utilities	1,073
Insurance	1,602
Office & Supplies Expense	3,436
Accounting & Tax Preparation	3,120
<b>Subtotal</b>	<b>\$ 14,535</b>

<b>Events</b>	
Advertising & Promotions	1,215
Insurance	-
Mixers	182
Other Expenses	1,065
Printing	216
Promoter	-
<b>Subtotal</b>	<b>\$ 2,678</b>

<b>Marketing</b>	
Advertising	-
Membership Outreach	839
Printing	422
Promotions	1,528
Staff, Marketing Manager	9,949
Website Maintenance & Email marketing	2,470
<b>Subtotal</b>	<b>\$ 15,207</b>

<b>Webster Street</b>	
Banner Changes	2,550
Banner Replacement	784
Holiday Decorations - Installation & Supplies	1,401
<b>Subtotal</b>	<b>\$ 4,735</b>

<b>Total Expenses</b>	<b>\$ 63,192</b>
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<b>Other Income &amp; Expenses</b>	
Interest Income	273
Other Expense	675
<b>Subtotal</b>	<b>\$ (402)</b>

<b>Net Income</b>	<b>\$ (7,051)</b>
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**West Alameda Business Association  
Balance Sheet for Calendar Year 2014**

**Assets**

Dec. 31, 2014

**Current Assets**

Bank of Marin - General	3,963
Edward Jones - Money Market	23,089
Financial Benefits Credit Union	20,069
Petty cash on hand	121
TPNB - CD	17,226
TPNB - Events Checking	2,149
TPNB - Operating Chkg	21,314
<b>Subtotal</b>	<b>\$ 87,931</b>

**Fixed Assets**

Computer Equipment	2,750
<b>Subtotal</b>	<b>\$ 2,750</b>

**Other Assets**

Rent Deposit	1,000
<b>Subtotal</b>	<b>\$ 1,000</b>

<b>Total Assets</b>	<b>\$ 91,681</b>
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**Liabilities & Equity**

**Equity**

Opening Bal Equity	90,801
Unrestricted Net Assets	7,930
Net Income	(7,051)
<b>Subtotal</b>	<b>91,681</b>

<b>Total Liabilities &amp; Equity</b>	<b>\$ 91,681</b>
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**WEST ALAMEDA BUSINESS ASSOCIATION**  
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**SUMMARY REPORT OF ACTIVITIES FOR THE  
WEST ALAMEDA BUSINESS IMPROVEMENT AREA  
FISCAL YEAR JULY 1, 2015 – JUNE 30, 2016**

**INTRODUCTION**

West Alameda Business Association's (WABA) mission is to use these activities to increase the vitality of Webster Street and West Alameda as well as to preserve Webster Street Business District's historic character. We seek to promote West Alameda with activities and marketing which will generate more foot traffic, increase sales and sales tax revenue, promote members' businesses and increase the public goodwill and atmosphere in West Alameda.

The Webster Street's Business Improvement Area (BIA) is the major source of funding for these activities. WABA will continue its current activities and implement others that follow the Main Street Four-Point Approach established by the National Trust for Historic Preservation.

It is estimated that there will be no carry forward from the 2013-2014 budget. The BIA revenue for 2015-16 is \$65,000. The method and basis of levying the BIA fees are detailed in the Alameda BIA fee schedule.

**BANNER PROGRAM EXPANSION**

Last year, Webster Street's BIA district boundaries were expanded to incorporate the commercial area north of the College of Alameda and west of Webster Street (Alameda Landing and surrounding area) to create a unified marketing program for West Alameda that includes both Webster Street and Alameda Landing. In past years, a street banner program from Webster Street from Atlantic to Central Avenues, which was managed by WABA and paid for from BIA revenue, unified the area as a shopping and destination district as part of WABA's marketing efforts for the district.

During fiscal years 2015-16 and 2016-17, WABA plans on including the expansion area in Webster Street's street banner program to create a consist look and feel thereby promoting "Shop West Alameda" within both shopping districts along Webster Street and Willie Stargell Avenue. During the 2014-15 holiday season, WABA began this phased approach to increasing the banner program by the addition of holiday banners

in front of Mariner Square Athletic Club and Aquatech, both businesses along the northern end of Webster Street.

## **ECONOMIC DEVELOPMENT COMMITTEE**

- Facilitate development of high-potential properties
- Work with the City and local realtors to generate leads and attract appropriate businesses
- Provide mentorship with marketing, grant and permits to existing BIA members in order to increase product or service base
- Monitor the impact of new and reuse projects in West Alameda
- Work with the City and others to implement the Strategic Economic Development Plan, including parking plan, catalyst project, retail vacancy reports and business attraction strategies
- Continue business retention activities

## **DESIGN COMMITTEE**

- Further develop beautification program to include the BIA expansion area and identify opportunities to further the program
- Explore ways to incorporate additional signage at Webster Street Tube to increase traffic to the Webster Street District
- Build broad-based community support for ongoing projects
- Continue the quarterly banner change program as part of the beautification of Webster Street
- Work with the City in accomplishing Phase II of the Webster Renaissance Project
- Work with City departments to continue implementation of the Webster Street Visioning Plan
- Identify projects for façade improvements, should funding become once again available
- Continue work with Catellus regarding a signage package for Alameda Landing that complements the Webster Street District, so the two neighboring commercial districts complement one another
- Continue to work with businesses to insure compliance with sign ordinance and design criteria
- Review applications and documents related to signage additions/changes, installation of new awnings, and plans for new construction at Webster

## **EVENTS COMMITTEE**

- Sponsor year-round Farmers' Market on Tuesdays and Saturdays, which bring hundreds of visitors from Alameda and surrounding communities

- Organize a Wine & Dine event in Spring 2016, which promotes West Alameda restaurants and Spirits Alley businesses
- Participate in the annual Concerts at Crab Cove in June, July and August with the Rotary Club of Alameda, organizer of the event
- Participate in the annual Mayor's Fourth of July parade that ends on Webster Street and brings families into local businesses
- Participate with the Chamber of Commerce, organizer of the annual Neptune Beach Community Celebration festival on Webster Street in September, which brings approximately 20,000 participants to Webster Street and West Alameda
- Continue to organize annual Halloween on Webster and holiday shopping promotions to coincide with Santa on Webster events, which attracts hundreds of families to local businesses

## **MARKETING AND PUBLIC RELATIONS**

- Generate favorable publicity about West Alameda
- Advertise special events through print media, local radio, email distribution, event calendar postcard, and flyers
- Maintain contact with key representatives for local and regional media to distribute information about Webster Street District and West Alameda
- Update and distribute marketing literature promoting West Alameda businesses
- Continue to implement strategic marketing plan, including branding strategy, website, weekly columns, calendar of events, cooperative advertising program, social media marketing and business attraction strategy
- Work with local residents, businesses and Alameda Police Department to promote neighborhood watch and crime prevention information

## **ORGANIZATION**

- Organize and work with host businesses for monthly mixers for members to network, promote and grow business sales and visitors
- Continue to implement an enhanced maintenance program, through special clean-up events and through collaboration with City maintenance staff in resolving issues such as illegal dumping, littering and other public health hazards
- Manage the administrative activities of the organization
- Expand community and business participation with WABA
- Conduct annual self-evaluation of Board members and staff
- Recruit members from outside the BIA and among area residents
- Distribute information door-to-door along the Webster Street District
- Involve important neighbors, e.g. College of Alameda, Marina Village, Alameda Point, Cardinal Point in WABA's activities
- Implement enhanced volunteer program, including recruitment, volunteer appreciation activities and training

## **CONCLUSION**

WABA would like to thank the Alameda City Council, City Attorney, Development Services, Public Works, Planning and Finance Departments for their assistance in implementing the BIA.

Please visit the WABA website, [www.westalamedabusiness.com](http://www.westalamedabusiness.com), to see the many ways WABA promotes the West End. The BIA is a valuable tool in our continuing efforts to revitalize West Alameda's historic business district.



# West Alameda Business Association Budget for Calendar Year 2015

## Income

### Event Income

Income	2,400
Sponsorships	1,500
<b>Subtotal</b>	<b>\$ 3,900</b>

### Membership

BIA	65,000
Other/Non BIA Dues	3,750
<b>Subtotal</b>	<b>\$ 68,750</b>

### Services

Parking Administration	1,800
<b>Subtotal - Other Income</b>	<b>\$ 1,800</b>

<b>Total Income</b>	<b>\$ 74,450</b>
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## Expenses

### Personnel

Salaries/Benefits/Taxes	21,000
Payroll Processing	890
Workers Compensation Insurance	400
<b>Subtotal</b>	<b>22,290</b>

### General & Administrative

Rent (Office & PO Box)	5,600
Utilities (ACI, phones)	1,200
Insurance: Liability	1,700
Office (Equipment, Overhead, Subscriptions, Supplies, etc.)	3,200
Contingency	1,000
Accounting & Tax Preparation	3,825
<b>Subtotal</b>	<b>\$ 16,525</b>

### Events

Advertising & Promotions	2,000
Insurance	1,000
Mixers	330
Other Expenses	2,500
Printing	2,000
Proceeds to participating groups	2,000
<b>Subtotal</b>	<b>\$ 9,830</b>

### Marketing

Advertising	250
Membership Outreach	545
Printing	1,500
Promotions	250
Staff	14,000
Website Maintenance & Email marketing	1,380
<b>Subtotal</b>	<b>\$ 17,925</b>

### Webster Street

Banner Changes	4,380
Banner Replacement & Hardware	2,000
Holiday Decorations - Installation & Supplies	1,500
<b>Subtotal</b>	<b>\$ 7,880</b>

<b>Total Expenses</b>	<b>\$ 74,450</b>
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<b>Net Income</b>	<b>\$ -</b>
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<p>Sandip Jariwala President Hawthorn Suites 1628 Webster Street Alameda, CA 94501</p> <p>Term expires December 31, 2016</p>	<p><b>West Alameda Business Association</b></p> <p><b>Board of Directors</b></p> <p><b>2015</b></p> <p>(Annual Board Elections in October) (Annual Officer Elections in January)</p>	<p>Steve Case Vice President Parco Neptune Palace 1546 Webster Street Alameda, CA 94501</p> <p>Term expires December 31, 2016</p>
<p>Sam Koka, Secretary Economic Development Committee SK Auto 650 Pacific Avenue Alameda, CA 94501</p> <p>Term expires December 31, 2016</p>		<p>Ben Bussell Treasurer Financial Benefits Credit Union 1528 Webster Street Alameda, CA 94501</p> <p>Term expires December 31, 2017</p>
<p>Daniel Hoy Design &amp; Streetscape Committee Daniel Hoy AIA 1551 Webster Street, Ste. B1 Alameda, CA 94501</p> <p>Term expires December 31, 2015</p>		<p>Katie Andersen Events Committee Hair tech 1549 Webster Street Alameda, CA 94501</p> <p>Term expires December 31, 2015</p>
<p>Delong Yiu Circle K 76 Station 1716 Webster Street Alameda, CA 94501</p>		<p>Kent Rosenblum Emeritus Board Member Rock Wall Wine Company 2301 Monarch Alameda, CA 94501</p>
<p>Michelle Berner Office Manager 1509 ½ Webster Street Alameda, CA 94501</p>		

As of: February 28, 2015