

# Park Street Business Association

February 26, 2015

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 2015/2016 proposed budget for our Association, the PSBA financial compilation for fiscal 2012/2013 and 2013/2014 submitted to Eric Fonstein at the end of January, and a listing of the current PSBA board of directors.

We do not anticipate any changes in the BIA boundaries for 2015/2016. 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 27, 2015. 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 15/16 BIA revenue of \$95,000 and a carryover surplus of \$500 resulting from cost containment by PSBA staff and the board of directors. This brings our 15/16 BIA budget to \$95,500.

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 2015/2016**

### **INTRODUCTION:**

The Park Street Business Association (PSBA) is recommending a BIA budget of \$95,500 for the Park Street Business District for fiscal year 2015/2016. This recommendation is based on the estimate of the income derived from the BIA assessment in fiscal 15/16 as well as a carryover from the 14/15 budget. The formulas, budgets, and proposed activities are the result of monthly Board of Director and committee meetings between December, 2014, and May, 2015.

### **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 2015/2016. These activities are designed to improve the pedestrian friendly look of the Downtown 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 increase the overall business atmosphere in the Park Street District. Several projects are continuations from the 2014/2015 fiscal year.

### **REPORTING**

A partial annual summary of BIA activities is attached. A final summary including the entire fiscal year will be forwarded at the end of the fiscal year.

## **2015/16 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 Mixer's
  - 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. Update, print, and distribute new member brochure on an as needed basis
4. Plan and conduct PSBA Holiday Party
5. Continue current awards program (recognizing PSBA members, city staff, and city departments)
6. Communicate news and information to the PSBA membership
7. Continue to email newsletter every month to everyone on email distribution list

# **2015/16 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, , lighting, planters, trees, light posts etc.

1. Work with Public Works to implemented enhanced maintenance program once the L&L assessment is successfully increased.
2. Work with Public Works and ACI to upgrade and improve the street garbage bins..
3. Ensure that all street events have proper recycling containers and “trash talker” programs
4. Continue to support County mandatory recycling requirements
5. Ensure the installation of recycling containers on the street
6. Street paving and crowning activities and priorities
7. Sidewalk treatments, cleaning, gum removal and replacement by block
8. Phase III streetscape possibilities North of Lincoln and funding options
9. Interaction with police dept on all crime, theft, and coverage
10. Make recommendations identifying needs and ideas for making district more bicycle friendly
11. Within the framework of the new web site create a protocol for identifying, documenting and reporting maintenance issues

## **2015/16 Econ-Revi Committee Work Plan Outline**

**OBJECTIVE:** Recognizing how critical future development of the north of Lincoln area is to the district, current vacant properties throughout the district how they are being developed, identified and marketed, 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, assist in economic development

### **Economic Development:**

1. Identify all new businesses trying to open in the district and send them “benefits of membership” brochure 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. Continue to 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.
3. Maintain membership in California Mainstreet Alliance. Present opportunities for seminars board members could attend.
4. Continue to work with other associations, developers, and the City of Alameda to improve the planning, permit, and inspection process.

# **2015/16 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**

- Implement new improved website
- Ensure search engine optimization
- Visitor friendly
- Interactive map includes points of interest and parking locations
- Embrace new technologies

### **Special Events**

- Conduct Spring Festival (mother's day weekend)
- Conduct Art & Wine Faire (last weekend of July)
- Conduct Classic Car Show (2<sup>nd</sup> Saturday in October)
- Plan and conduct Customer Appreciation Day (2<sup>nd</sup> Saturday in September)

### **Shopping Guide**

- Upgrade cover & graphics
- Solicit ads from PSBA members to cover costs
- Wider distribution (area hotels/motels)

### **Print Advertising**

- Continue newspaper ads for special events and holiday season

### **Cable Advertising**

- Continue ads for special events

### **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

### **Branding of the Organization**

- Ensure all rebranding plans are implemented by December 31, 2015

### **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, 2015)
- Fundraiser for Schools (June, 2015)
- Hometown Holiday (December 2015)

## **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

<b>Park Street Business Association</b>	
<b>2015/2016 <u>DRAFT</u> Budget</b>	
<b>INCOME:</b>	<b>15/16</b>
<b><u>Restricted</u></b>	<b><u>Budget</u></b>
BIA Payments	\$95,000
Carryover	<u>\$3,000</u>
<b>Restricted Sub Total</b>	<b>\$98,000</b>
<b>EXPENSES:</b>	<b>15/16</b>
<b><u>Restricted</u></b>	<b><u>Budget</u></b>
Liability/D&O Insurance	\$6,000
Office Rent	\$13,000
Pressure Washing	\$8,700
Staff Health Insurance	\$13,200
Workers Comp	\$1,500
Payroll Taxes	\$9,500
Membership Services Manager	\$26,210
Marketing Consultant Compensation	\$16,190
Utilities	\$1,700
Supplies	<u>\$2,000</u>
<b>Restricted Sub Total</b>	<b>\$98,000</b>
<b>INCOME:</b>	<b>15/16</b>
<b><u>Unrestricted</u></b>	<b><u>Budget</u></b>
Interest & Misc.	\$4,000
Art & Wine Faire (Net)	\$82,500
Carryover	\$6,500
Car Show	\$5,500
Other Events (Net)	<u>\$35,000</u>
<b>Unrestricted Sub Total</b>	<b>\$133,500</b>
<b>EXPENSES:</b>	<b>15/16</b>
<b><u>Unrestricted</u></b>	<b><u>Budget</u></b>
Executive Director's Salary	\$87,300
Audit/Accounting	\$7,000
Postage	\$1,000
Promotion Committee	\$32,900
Other Committees	\$3,800
Meetings/Trainings	<u>\$1,500</u>



<b>Unrestricted \$ Totals</b>	<b>\$133,500</b>
<b><u>Draft Committee Budgets 15/16</u></b>	
	<b>15/16</b>
<b><u>Promotions</u></b>	<b><u>Budget</u></b>
Shopping Guide	\$2,500
Cable Ads	\$15,000
Cable Ad Production	\$3,400
Website	\$4,000
Merchant Events	\$2,000
Agency Ad Fee (including ad prod.)	<u>\$4,000</u>
<b>Promotions Total</b>	\$32,900
	<b>15/16</b>
<b><u>Membership</u></b>	<b><u>Budget</u></b>
Administration	\$100
Mixers	\$350
Recognition Awards	\$200
New Member Packet	\$150
Holiday/Awards Dinner	<u>\$3,000</u>
<b>Membership Totals</b>	\$3,800
<b>Committees Totals</b>	\$36,700

**Park Street Business Association  
2015 Officers, Board of Directors & Staff**

**Officers**

***President:***

**Donna Layburn**  
Marketplace  
1650 Park Street  
865-1500 Fax 865-1550

**Secretary**

**Debbie George**  
Park Street Plaza,  
5216227

***Vice President:***

**Steve Busse**  
Park Centre Animal Hospital  
2501 Central Avenue  
510-521-1700

**Treasurer**

**Duane Watson**  
Lee Auto  
522-881

**At Large Directors:**

**Julie Baron**  
Julie's Coffee & Tea Garden,  
865-2385

**Kyle Conner**  
Alameda Theatre,  
769-2160

**Deb Knowles**  
Edward Jones,  
749-0403

**Vickie Monize**  
Ole's Waffle Shop,  
522-8108

**Ron Mooney**  
Daisy's  
522-6443

**Committee Chairs:**

**City & Economic Relations**

**Rich Krinks**  
Harbor Bay Realty,  
814-4802

**Maintenance & Improvement**

**Kate Pryor**  
Tucker's Ice Cream,  
522-4960

**Membership**

**Terry Mitchell**  
Allstate Insurance,  
523-5717

**Promotions**

**Arthur Mercado**  
Alameda Collision Repair,  
523-4836

***Staff***

***Executive Director:***

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

***Membership Services Manager***

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

