

WEST ALAMEDA BUSINESS ASSOCIATION
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**SUMMARY REPORT OF ACTIVITIES FOR THE
WEST ALAMEDA BUSINESS IMPROVEMENT AREA
FISCAL YEAR JULY 1, 2016 – JUNE 30, 2017**

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 2015-2016 budget. The BIA revenue for 2016-17 is \$80,000. The method and basis of levying the BIA fees are detailed in the Webster 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 consistent 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. During the 2015-16, WABA continued including the expansion area by installing seasonal banners along the northernmost end of Webster.

ECONOMIC DEVELOPMENT COMMITTEE

- Facilitate development of high-potential properties
- Work with the City and local realtors to generate leads and attract appropriate businesses
- 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
- Build broad-based community support for ongoing projects
- Continue the semi-annual 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 if funding become once again available
- 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 bi-monthly mixers at member businesses
- Spring outdoor mixer at Alameda Landing Shopping Center for all new and existing businesses in BIA expansion area
- Participate in the annual Mayor's Fourth of July parade that ends on Webster Street and brings families into local businesses
- Summer outdoor mixer for all businesses at Neptune Plaza shopping center

- Jointly organize a “Blues, Brews & BBQ” event to be held September 18th on Webster Street between Central and Taylor Avenues in partnership with local group, West End Arts & Entertainment
- Participate with the Chamber of Commerce, organizer of the annual Neptune Jam festival on Webster Street in June, which brings approximately 20,000 participants to Webster Street and West Alameda
- Continue to organize annual Halloween on Webster with Trick-or-Treating at member businesses
- Holiday shopping promotions to coincide with Santa on Webster event, which attracts families to local businesses
- Organize a Wine & Dine event in March 2017, which promotes businesses from a variety of West Alameda restaurants and businesses from Spirits Alley in Alameda Point
- Participate with local organizations for future events in West Alameda as opportunities arise

MARKETING AND PUBLIC RELATIONS

- Generate favorable publicity about West Alameda
- Advertise special events through print media, local radio, email distribution, 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 bi-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
- 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

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, 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

Balance Sheet for Calendar Year 2015

Assets

Dec. 31, 2015

Current Assets

Bank of Marin - General	3,963
Edward Jones - Money Market	23,092
Financial Benefits Credit Union	20,090
TPNB - CD	17,226
TPNB - Operating Chkg	44,428
Subtotal	\$ 108,799

Fixed Assets

Computer Equipment	2,750
Subtotal	\$ 2,750

Other Assets

Rent Deposit	1,000
Subtotal	\$ 1,000

Total Assets	\$ 112,548
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Liabilities & Equity

Liabilities

Accounts Payable	4,603
Subtotal	4,603

Equity

Opening Bal Equity	90,801
Unrestricted Net Assets	1,145
Net Income	15,999
Subtotal	107,945

Total Liabilities & Equity	\$ 112,548
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West Alameda Business Association

Financial Summary for Calendar Year 2015

Income

Event Income

Income	3,360
Sponsorships	1,350
Subtotal	\$ 4,710

Membership

BIA Fees for City FY 2015-16	69,063
BIA Fees for prior fiscal years	19,360
Other/Non BIA Dues	2,100
Subtotal	\$ 90,522

Services

Parking Administration	1,350
Subtotal - Other Income	\$ 1,350

Total Income	\$ 96,582
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Expenses

Personnel

Salaries/Benefits/Taxes	23,322
Payroll Processing	984
Workers Compensation Insurance	207
Subtotal	24,514

General & Administrative

Rent (Office & PO Box)	6,333
Utilities	1,578
Insurance: Liability	2,781
Office (Overhead, Subscriptions, Supplies, Stationary, etc.)	4,577
Accounting & Tax Preparation	4,750
Legal	1,250
Subtotal	\$ 21,269

Events

Advertising & Promotions	1,169
Insurance	-
Mixers	598
Other Expenses	3,384
Printing	843
Proceeds to participating groups/businesses	3,650
Subtotal	\$ 9,643

Marketing

Membership Outreach	241
Printing	38
Promotions	1,851
Staff	900
Website Maintenance & Email marketing	1,230
Subtotal	\$ 4,260

Webster Street

Banner Materials & Flags	2,908
Banner Changes	2,820
Banner Replacement	15,138
Subtotal	\$ 20,866

Total Expenses	\$ 80,552
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Net Income	\$ 16,031
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**WEST ALAMEDA BUSINESS ASSOCIATION
SUMMARY OF ACTIVITIES
FISCAL YEAR JULY 1, 2015 – JUNE 30, 2016**

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 current 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 seasonal banners & lighting in front of Mariner Square Athletic Club, Aquatech and Alameda Landing, the commercial district along the northern end of Webster Street.
2. Landscape & Lighting
 - a. Designed and ordered two new seasonal banners as part of streetscape improvement
 - b. For the 4th of July celebration, installed special flag poles to display the U.S. flag throughout the length of Webster Street.
 - c. 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. Reviewed applications and documents related to signage additions/changes, installation of new awnings, and plans for new construction on Webster Street
2. Work with the City in accomplishing Phase II of the Webster Renaissance Project and continue implementation of the Webster Street Visioning Plan
3. Identify projects for façade improvements, should funding become once again available
4. Reviewed plans for improvement with AC Transit regarding installation of new bus stops along Webster Street at Atlantic and Buena Vista. Completed bus stops are in keeping with Webster Renaissance Design that was already implemented from Central to Pacific Avenues
5. Continued to work with businesses to insure compliance with sign ordinance and design criteria
6. 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 West Alameda events through email newsletter distribution, social media, flyers, and the Alameda Sun, a local newspaper.
3. WABA outdoor mixer and grand opening at Neptune Plaza for various new businesses held on August 26th
4. Participated in "Blues, Brews & BBQ" event held September 19th on Webster Street between Central and Taylor Avenues in conjunction with local group, West End Arts & Entertainment
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. Holiday shopping promotions throughout November and December
7. Organized Santa on Webster event in December
8. Organize a Wine & Dine event in Spring 2016, which promotes West Alameda restaurants and Spirits Alley businesses
9. Participate with the Chamber of Commerce, organizer of the annual Neptune Jam Celebration festival on Webster Street in June during Father's Day weekend, which brings approximately 20,000 participants to Webster Street and West Alameda
 - a. Organize give away prizes and coupons to promote member businesses

Membership Committee

1. Conduct Meetings
 - a. Mixers (every other month except November and December)
 - b. Special Election Meeting (October, election process supervised by representatives of the League of Women Voters of Alameda)
 - c. Special Holiday Mixer held in conjunction with the Chamber of Commerce, Downtown Alameda Business Association, and the Greater Alameda Business Association.
2. Newsletter
 - a. Regular newsletter to member businesses on email distribution list
 - b. Sent member survey to all BIA businesses for comments regarding areas of concern, business district, and general feedback

West Alameda Business Association

Budget Summary for 2016

Income

Event Income

Wine & Dine	4,000
Sponsorships - various events	1,000
Subtotal	\$ 5,000

Membership

BIA	80,000
Other/Non BIA Dues	2,500
Subtotal	\$ 82,500

Services

Parking Administration - per quarter	1,800
Subtotal - Other Income	\$ 1,800

Total Income	\$ 89,300
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Expenses

Personnel

Salaries/Benefits/Taxes	20,400
Payroll Processing	936
Workers Compensation Insurance	250
Subtotal	21,586

General & Administrative

Rent (Office MONTHLY & PO Box YEARLY)	4,550
Utilities	1,920
Insurance: Liability & Board	1,745
Office (Overhead, Subscriptions, Supplies, Stationary, etc.)	4,800
Contingency	1,000
Accounting & Tax Preparation	4,000
Subtotal	\$ 18,015

Events

Advertising & Promotions	2,000
Mixers	900
Other Expenses - 4th of July, Halloween, Christmas	3,200
Wine & Dine Promotion Expenses	675
Wine & Dine Restaurants	3,325
Printing	750
Promoter	-
Subtotal	\$ 10,850

Marketing

Advertising	500
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Membership Outreach	375
Printing	600
Promotions	3,034
Staff - for part-time Marketing person	20,000
Website Maintenance & Email marketing	1,440
Subtotal	\$ 25,949

Webster Street

Banner Materials	4,400
Banner Changes - twice per year plus holiday lights & US flags	6,000
Banner Replacement/Hardware	2,000
Holiday Decorations - Installation & Supplies	500
Subtotal	\$ 12,900

Total Expenses	\$ 89,300
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Net Income	\$ -
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Sandip Jariwala President Hawthorn Suites 1628 Webster Street Alameda, CA 94501 Term expires December 31, 2016	West Alameda Business Association Board of Directors Calendar Year 2016 (Annual Board Elections in October) (Annual Officer Elections in January)	Steve Case Vice President Parco Neptune Palace 1546 Webster Street Alameda, CA 94501 Term expires December 31, 2016
Sam Koka Secretary SK Auto 650 Pacific Avenue Alameda, CA 94501 Term expires December 31, 2016		Ben Bussell Treasurer Financial Benefits Credit Union 1528 Webster Street Alameda, CA 94501 Term expires December 31, 2017
Sandy Russell The Fireside Lounge 1453 Webster Street Alameda, CA 94501 Term expires December 31, 2018		Katie Andersen Hair Tech 1549 Webster Street Alameda, CA 94501 Term expires December 31, 2018
Delong Yiu Circle K 76 Station 1716 Webster Street Alameda, CA 94501 Term expires December 31, 2017		Kent Rosenblum Emeritus Board Member Rock Wall Wine Company 2301 Monarch Alameda, CA 94501
Michelle Berner Office Manager 1509 ½ Webster Street Alameda, CA 94501		

As of: March 2016