

Alameda City Council

May 3, 2016

Park Street Business Improvement Area

Park Street BIA

- Created in 1989
- Managed by DABA
- 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—Completed April 19
- 2) Hold a Public Hearing and Adopt a Resolution Confirming the BIA and Levy and Annual Assessment—May 3

Recommendation

- Hold a Public Hearing
- Adopt a Resolution Confirming the Park Street BIA Report for FY 2016-17 and Levying an Annual Assessment on the Park Street BIA