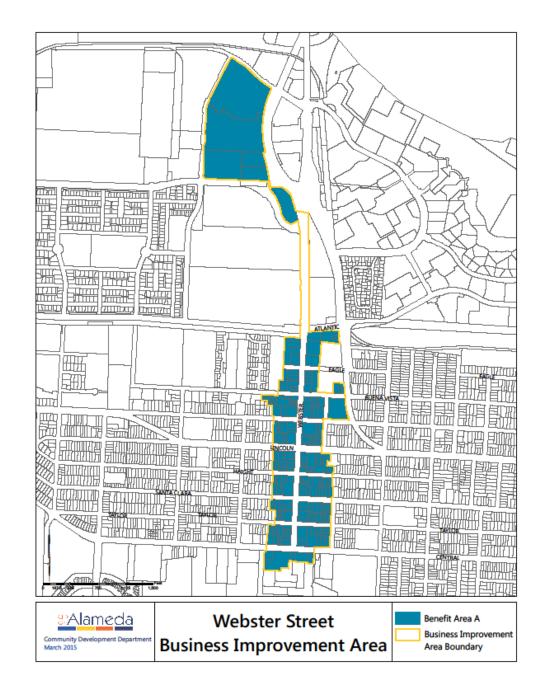
# Alameda City Council May 3, 2016

Webster Street
Business Improvement Area



#### Webster Street BIA

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





# Webster Street BIA Benefits

- Signature Events
  - Farmers Market
  - Jam Festival
  - Webster Street Wine &
     Dine
  - Blues, Brews & BBQ
- Banner Program
- Newsletters and mixers



## BIA Annaual Assessment Process

#### Two Step Process

- 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 Webster Street BIA Report for FY 2016-17 and Levying an Annual Assessment on the Webster Street BIA