

# 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



  
Community Development Department  
March 2015

**Webster Street  
Business Improvement Area**

 Benefit Area A  
 Business Improvement Area Boundary

# Webster Street BIA Benefits

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



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