

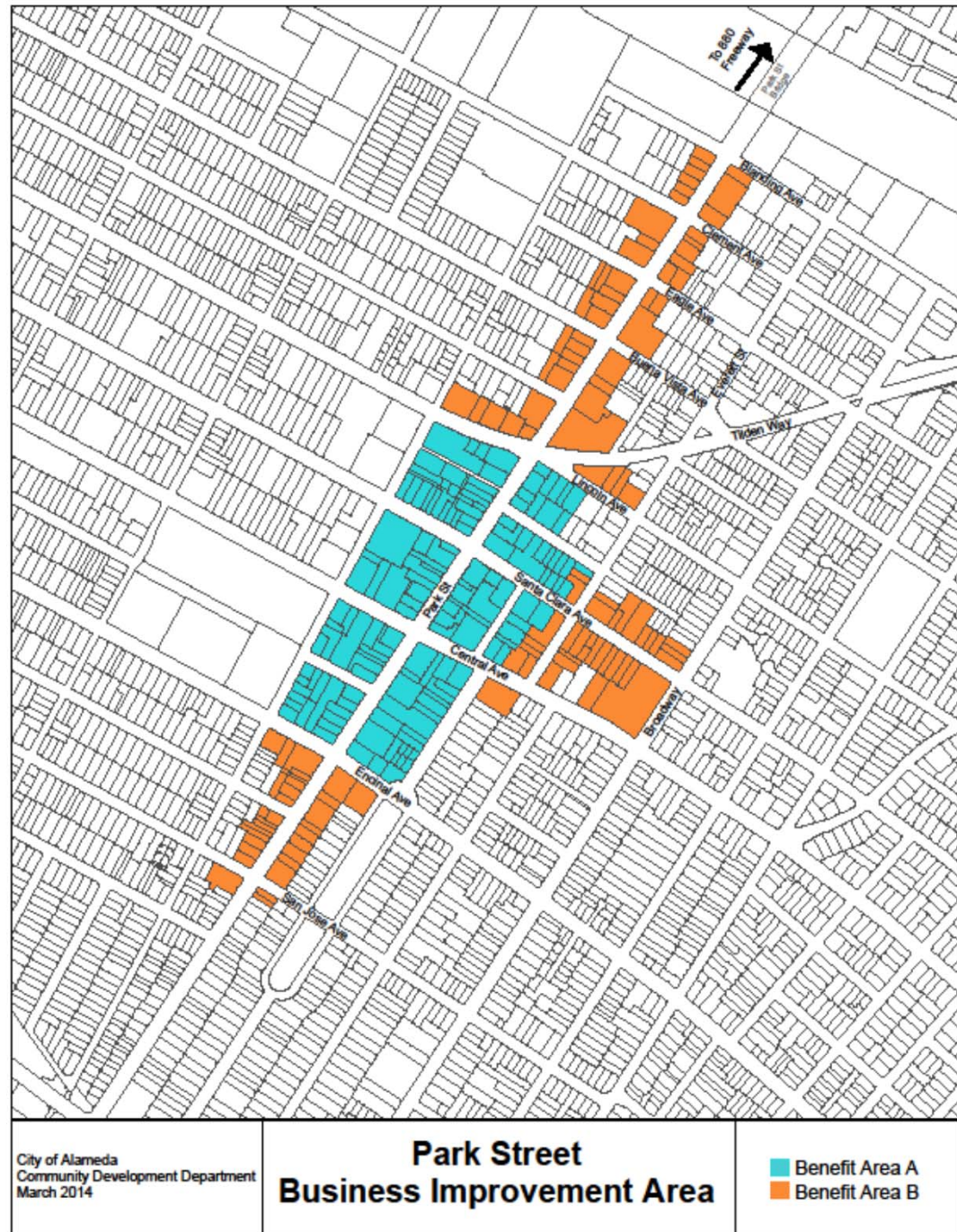
# Alameda City Council

## May 2, 2017

### 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 Training Sessions

**March 29 at the Otaez Restaurant**





# BIA Training Sessions

## April 12 at the East End Restaurant



# BIA Annual Assessment Process

## Two Step Process

- 1) Approve Annual Assessment Report and Pass a Resolution of Intent to Levy an Assessment—Completed April 18
- 2) Hold a Public Hearing and Adopt a Resolution Confirming the Annual Report and Levy and Annual Assessment—May 2

# Recommendation

- Hold a Public Hearing
- Adopt a Resolution Confirming the Park Street Annual Report for FY 2017-18 and Levying an Annual Assessment on the Park Street BIA