

Alameda City Council

May 2, 2017

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 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 Webster Street Annual Report for FY 2017-18 and Levying an Annual Assessment on the Webster Street BIA