Alameda City Council May 2, 2017

Webster Street Business Improvement Area

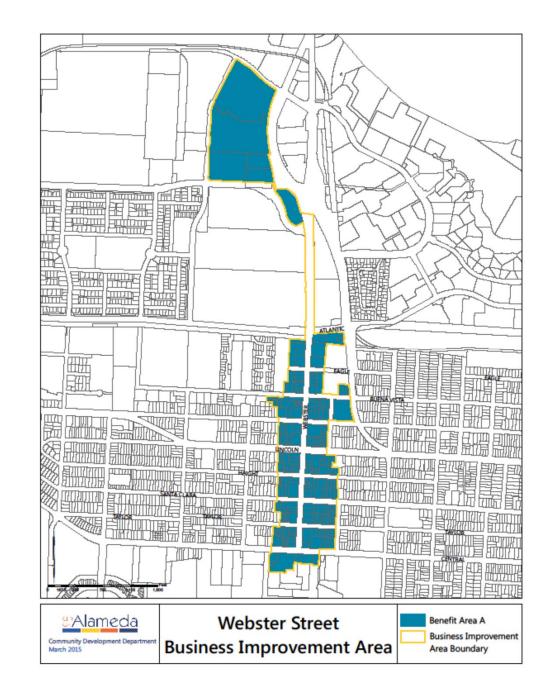




Webster Street BIA

- 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 Annaual Assessment Process

Two Step Process

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



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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

