


2017–2018 Update

Alameda City Council
April 17, 2018





A Transformative Year for the West Alameda Business Association

BOARD & STAFF

New Executive Director
Expanded board
New members

STRATEGIC PLAN

New vision for the
district

NEW BRAND

Refreshed look
representing West
Alameda

NEW BUSINESSES

New businesses flocking
to the West End



STRATEGIC PLAN HIGHLIGHTS

➤ REBRAND THE DISTRICT

Refresh the look of the organization with a new brand that represents all of West Alameda

➤ UP THE ALAMEDA

Incorporate local traditions that Alamedans love

➤ STRATEGIC PLACEMAKING

Build on Webster Street's charm with parklets and color

➤ REVAMP ART WALK

Revisit the 2nd Friday Art Walk with an event that's uniquely West End

➤ SIGNAGE

Refresh banners and signage to represent the new brand and expand the program to new sub-districts





FY 2018 Highlights

June

Aug.

Sept.

Oct

Oct.

Dec.

Jan.

Feb.

March

WABA Board
Expands

Alameda
Landing
Hot August
Nights

Blues, Brews &
BBQ

Branding/
Strategic Plan
Adopted

Halloween on
Webster

Holidays on
Webster

New Board
Officers

Chinese
(Lunar) New
Year

Taste of West
Alameda

ECONOMIC DEVELOPMENT



REVIVING THE ED COMMITTEE

Focus on supporting the development of local businesses and bringing new businesses to the district



NEW RESTAURANTS & RETAIL

CK Restaurant

Phnom Penh House

J Couture

Koja Kitchen



GROWING ORGANIZATION FUNDING

Actively participating in the planning for the Alameda Mini-Maker Faire





LANDSCAPE & LIGHTING



SAFETY

Public Works Walks



SIGNAGE

Flags & banners



BEAUTIFICATION

Eliminating blight
Annual sidewalk cleaning

DESIGN COMMITTEE



- ❖ Improved city process for coordination and review
- ❖ Provided feedback on key infill projects
- ❖ Assisted city staff with procuring candidates for the Façade Grant program



Events & Marketing Committee

2018 Accomplishments

Oversee the rebrand of the organization
Website redesign
Growing existing events –
Halloween on Webster
Holidays on Webster
Taste of West Alameda
Introducing new traditions –
Chinese (Lunar) New Year
Hot August Nights





Halloween on
Webster



Blues, Brews
& BBQ

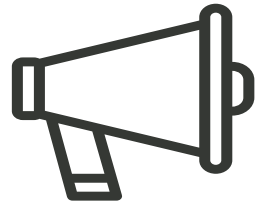


Taste of
West
Alameda



Holidays on
Webster

KEY 2019 OBJECTIVES



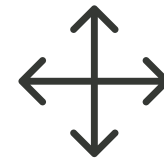
MARKETING

Increase our marketing efforts and social media reach



BUDGET

Identify new funding sources, sponsorships, and grants to accomplish larger strategic objectives



STRATEGIC PLACEMAKING

Accomplish one of the placemaking objectives such as a parklet or mural



VIBRANT WEST END

Creating a more vibrant, cohesive District



