

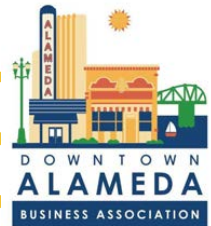


# City Council Presentation

April 17, 2018

**Donna Layburn - Board President**  
**Janet Magleby - Executive Director**

**We've renewed, refreshed,  
reactivated, re-energized,  
revamped, and reimagedined...  
*everything!***



# RE-NEWED *our leadership*

**Janet Magleby, Executive Director**

**Shalynn Taylor, Membership &  
Events Coordinator**

**Added two new board members**

**Added seven new committee  
members**

**Created an Advisory Committee**



# RE-FRESHED *annual favorites*

**Art & Wine Faire's new Salsa Stage**

**Holidays are more festive with Hot Cocoa Crawl, Shop Late Thursdays, and window contest**

**25th Anniversary Classic Car Show**

**Spring Festival adds Alameda stage**



# **RE-ACTIVATED** *our membership*

**20% of our time in face-to-face visits, targeted emails, or special membership meetings**

**Diversified mixer locations and speakers**

**Translated mixer invites into three Asian languages**

**Re-launched the Associate Member program**

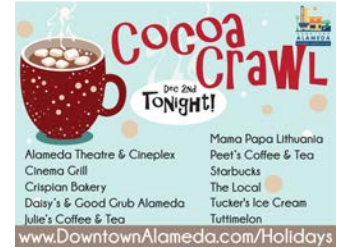
# RE-IMAGINED *creative possibilities*

**First Annual Whiskey Stroll**

**Shop Late Thursdays**

**Love Our Island Art Walk**

**Clean, Green, and Safe Fund**



# Reenergized *Partners*

**City of Alameda:**

***Facade Grant Program  
Restaurant Week  
Maker's Faire***

**Clean Water Fund:**

***ReThink Disposable***

**California Arts Council Grant:**

***Love Our Island Art Walk***



# RE-VAMPED *our marketing*

**New mobile-friendly website**


**Installed more light pole banners**

**Created multi-platform holiday advertising campaign to launch Shop Late Thursdays**


**Launched “Worth the Trip” social media campaign**



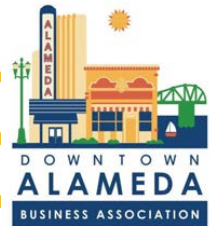




**Members, residents, and visitors are  
recognizing the benefits of a  
healthy and active Downtown  
Association and are becoming  
more involved.**



**We're taking care of business and  
dreaming...  
*big!***



# 2018/2019 *Membership Goals*

**Conduct member surveys to gain input and engagement**

**Establish new Block Captain Program**

**Create “late night” Mixer Series**



# 2018/2019 *Marketing Goals*

**Develop multi-platform ad campaign to attract visitors from off-island**

**Host 2nd in a series of Downtown Stroll events**

**Produce a successful Mini Maker Faire with partner organizations**

**Continue to incubate ideas within existing events to develop new traditions**

# 2018/2019 *Economic Goals*

**Expand Business Improvement Area to include Park Street Landing**

**Continue creating new events and sponsorships ops**

**Investigate parking program for private lots**





**What will our Downtown  
look like in 5 years?**

*and*

**Where are we going as an  
association?**

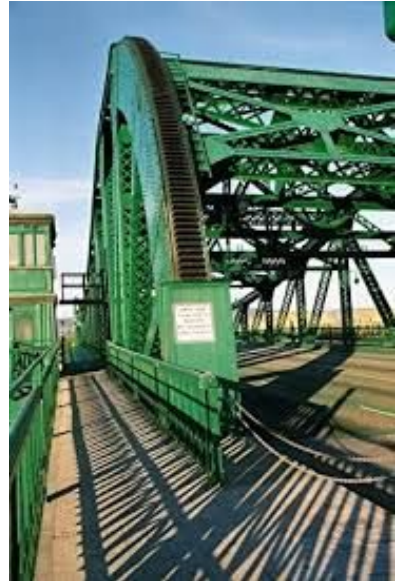


# Long-Term *Goals*

**Collaborate to create an IntraCity Shuttle**

**Attract customers from the new residential developments:**

- **Alameda Point**
- **Brooklyn Basin**
- **Jack London Square**



# Downtown *reimagined*

## Fund a Gateway Arch near Park Street Bridge





# Downtown *reimagined*:

**Activating public spaces for seating, entertainment, and family activities**



photo credit: [www.visitmontgomery.com](http://www.visitmontgomery.com)



photo credit: [www.rckny.com](http://www.rckny.com)

# Downtown *reimagined*

## Streetscape improvements:

- Lighting of alleyways
- Flowers and trees
- Parklets
- Wayfinding signage



photo credit: [www.opencityprojects.com](http://www.opencityprojects.com)

# Downtown *reimagined*

**Public water access for kayak,  
paddle boards, water taxi**

**Restoration of the Carnegie  
Library as a destination event  
space**

*And even...* a ferris wheel or  
merry-go-round on the beach  
at the end of Park Street



photo credit: The Electric Boat Company

**With your support, the Downtown  
Alameda Business Association is hard  
at work year-round with our 470+  
member businesses in mind.**

***Thank You!***

