

# Park Street Business Association

February 27, 2014

Debbie Potter  
Community Development Director  
City of Alameda  
2263 Santa Clara Ave.  
Alameda, CA 94501

Dear Ms. Potter:

As President of the Park Street Business Association, I am pleased to submit the attached BIA Report, accompanying 2014/2015 BIA budget for our Association, the PSBA financial compilation, and a listing of the current PSBA board of directors.

We do not anticipate any changes in the BIA boundaries for 2014/2015. We have provided a description of the activities PSBA is proposing for the upcoming year and the associated line item budget.

This attached budget is a draft and will be finalized and approved by the board of directors no later than our board meeting on May 28, 2014. Once finalized and approved by the board of directors, a copy of the BIA budget will be forwarded to you by our executive director. Based on revenue received to date, we anticipate 14/15 BIA revenue of \$93,000 and a carryover surplus of \$500 resulting from cost containment by PSBA staff and the board of directors. This brings our 14/15 BIA budget to \$93,500.

We would be glad to answer any questions you have regarding the attached material.

Sincerely,

Donna Layburn  
President  
Park Street Business Association

# **PARK STREET BUSINESS ASSOCIATION**

2447 Santa Clara Ave., #302, Alameda, CA 94501

## **PROPOSED ASSESSMENT FOR BUSINESS IMPROVEMENT AREA FISCAL YEAR 2014/2015**

### **INTRODUCTION:**

The Park Street Business Association (PSBA) is recommending a BIA budget of \$93,500 for the Park Street Business District for fiscal year 2014/2015. This recommendation is based on the estimate of the income derived from the BIA assessment in fiscal year 13/14 as well as a carryover from the 13/14 budget. The formulas, budgets, and proposed activities are the result of monthly Board of Director and committee meetings between December, 2013, and May, 2014.

### **BUDGET:**

The BIA is one of two sources of funding for the entire scope of the activities proposed in this report. The other source is funds raised by the Park Street Business Association through our special events. PSBA will continue its current activities, as well as implement new ones, that are in line with the National Main Street Four-Point plan for revitalizing Main Street Cities.

### **BOUNDARIES:**

We are not proposing any changes this year.

### **ACTIVITIES:**

Attached is a summary of the proposed activities for the fiscal year 2014/2015. These activities are designed to improve the pedestrian friendly look of the Park Street District, improve the vitality of the District in order to increase sales and sales tax revenues, promote members' businesses, attract new businesses to the District and improve the overall business atmosphere in the Park Street District. Several projects are continuations from the 2013/2014 fiscal year.

### **REPORTING**

A partial annual summary of BIA activities is attached. A final summary including the entire fiscal year will be forwarded by May 31, 2014.

## **2014/15 Membership Committee Work Plan Outline**

**OBJECTIVE:** Ensure members are informed of the latest news pertaining to the District, apprised of marketing opportunities available to the membership, and given a regular opportunity to meet and mix with other members.

1. Conduct and improve attendance at Mixers
  - a. provide relevant and useful information
  - b. recognize individual business achievements/highlights
  - c. invite city officials (presentation/Q&A)
  - d. provide a brief program at select mixers
  - e. review host's mixer expectations and remind them to invite guests
2. Improve Communication to Membership
  - a. gather additional member email addresses
3. Construct and provide a "benefits package" to new members
4. Plan and conduct PSBA Holiday Party
5. Continue current awards program (recognizing PSBA members and city staff)
6. Greet new members to the District with packets as they move into their business
7. Continue to email newsletter every month to everyone on email distribution list

# 2014/15 MAINTENANCE AND IMPROVEMENT COMMITTEE

## Work Plan Outline

**OBJECTIVE:** To identify, organize, report and monitor the maintenance and improvements of the downtown Park Street district which will include: garbage, ACI relationship, planters, lighting, trees, light posts etc.

There are currently two areas that will require interaction with city staff and board and PSBA staff efforts in 2014/15:

1. Landscape and lighting initiative that will attempt to increase the L&L assessments on property owners allowing more funds available to maintain the district.
2. The June rollout of phase II implementation in the district of recycling and organic waste collection.

In support and improvement of the “greenest business district in America” program:

1. Ensure that all street events have proper recycling containers and “trash talker” programs.
2. Support and develop implementation plans for phase II compliance in the district.
3. Develop training and outreach in co-operation and collaboration with CASA and city staff.
4. Establish of recycling containers on the street.

On-going conversations with city staff regarding:

1. Street paving and crowning activities and priorities.
2. Sidewalk treatments, cleaning, gum removal and replacement by block.
3. Phase III streetscape possibilities, options for continuing.

Police coverage in the district:

1. Interaction with Police Department on all crime, theft, and coverage.

Bicycle parking project:

1. Form committee to work on strategies for improving bike parking by block.
2. Make recommendations identifying needs and ideas for making district more bicycle-friendly.

Ongoing District Maintenance:

1. Create a protocol for identifying, documenting and reporting maintenance issues.

## **2014/15 Econ-Revi Committee Work Plan Outline**

**OBJECTIVE:** Recognizing how critical future development of the north of Lincoln area is to the district understanding how current vacant properties throughout the district are being developed, identified and marketed, the challenges in starting a new business in Alameda, and relationships with the city staff and government, the goal of this committee is to develop strategies to improve communications, and assist in economic development

Economic Development:

1. Identify all new businesses trying to open in the district and send them “benefits of membership” packages detailing how the organization can assist them in their efforts to build-out and open. Include explanations of city license fees and BIA dues.
2. Organize and conduct outreach meetings with city, local developers, commercial realtors and district participants to identify what types of businesses, by parcel, need to be solicited for Park Street.
3. Work with South Shore management to get referrals for tenants and new businesses that don’t fit their vacancies and communicate these to owners of properties.
4. Investigate and report to board on developing membership in the California Main Street Association. Present opportunities for seminars board members could attend.

Gateway Arch – this project could take several years to complete:

1. Declare this as a priority for the district to city staff.
2. Identify with city staff what requirements would be necessary to implement at the intersection of Blanding and Park Street.
3. Develop an implementation plan to include: Location, samples of potential styles, preliminary estimates of costs to design, engineer, construct and install, and total costs with ideas for fund raising activities and possibilities.

# 2014/15 Promotions Committee

## Work Plan Outline

**OBJECTIVE:** Promote the Park Street District to the broadest audience possible using as many media outlets, events, publications, and social media outlets as possible.

### **Website**

- Search engine optimization
- Visitor friendly
- Interactive map includes points of interest and parking locations
- Embrace new technologies
- Develop new improved website

### **Special Events**

- Conduct Spring Festival (mother's day weekend)
- Conduct Art & Wine Faire (last weekend of July)
- Conduct Classic Car Show (2<sup>nd</sup> Saturday in October)

### **Shopping Guide**

- Upgrade cover & graphics
- Solicit ads to cover costs
- Wider distribution

### **Print Advertising**

- Continue newspaper ads for special events and holiday season

### **Cable Advertising**

- Continue ads for special events
- Work with Comcast to establish a sponsorship agreement

### **Theatre Advertising**

- Participate in the Alameda Theatre's pre-movie ad campaign
- Three ads for each of our special events running 4 weeks prior to the event
- One generic ad promoting Park Street running all other times

### **Cross Promotional Opportunities**

- Connect members
- Offer opportunities

### **Branding of the Organization**

- Change organization's name

### **Vet Promotional Opportunities**

- Alancante (birthday club), SF Chronicle, Localize It

### **Holiday Marketing**

- Maximize local advertising outlets
- Work with Alameda Theatre to expand Dickens program

### **Other Events**

- Utilizing our new community round table conduct the following events
- Earth Day (April, 2014)
- Fundraiser for Schools (June, 2014)
- Customer Appreciation (Sept)
- Hometown Holiday (Dec)

## **METHOD AND BASIS OF LEVYING ASSESSMENT**

Budget:        See Exhibit A

## **CONCLUSION**

PSBA would like to thank the Alameda City Council, City Attorney, Community Development, Public Works and Finance Departments for their assistance in implementing the BIA. The increased participation from the business community and the continued quality of projects has shown the BIA is a valuable tool in our continuing efforts to revitalize the Park Street Historic Business District.

**Exhibit A**  
**Park Street Business Association**  
**2014/2015 DRAFT Budget**

<b>INCOME:</b>	<b>14/15</b>
<b><u>Restricted</u></b>	<b><u>Budget</u></b>
BIA Payments	\$93,000
Carryover	<u>\$500</u>
<b>Restricted Sub Total</b>	<b>\$93,500</b>

<b>EXPENSES:</b>	<b>14/15</b>
<b><u>Restricted</u></b>	<b><u>Budget</u></b>
Liability/D&O Insurance	\$5,000
Office Rent	\$13,125
Pressure Washing	\$8,700
Staff Health Insurance	\$13,800
Workers Comp	\$1,500
Payroll Taxes	\$10,200
Marketing Manager Salary	\$37,800
Utilities	\$1,675
Supplies	<u>\$1,700</u>
<b>Restricted Sub Total</b>	<b>\$93,500</b>

<b>INCOME:</b>	<b>14/15</b>
<b><u>Unrestricted</u></b>	<b><u>Budget</u></b>
Interest & Misc.	\$4,000
Lot P Fees	\$12,000
Art & Wine Faire (Net)	\$85,000
Carryover	\$1,000
Car Show	\$5,000
Other Events (Net)	<u>\$33,000</u>
<b>Unrestricted Sub Total</b>	<b>\$140,000</b>

<b>EXPENSES:</b>	<b>14/15</b>
<b><u>Unrestricted</u></b>	<b><u>Budget</u></b>
Executive Director's Salary	\$87,300
Audit/Accounting	\$7,000
Postage	\$500
Promotion Committee	\$27,900
Other Committees	\$3,800
Lot P	\$12,000
Meetings/Trainings	<u>\$1,500</u>
<b>Unrestricted \$ Totals</b>	<b>\$140,000</b>

**Draft Committee Budgets 14/15**

	<b>14/15</b>
<b><u>Promotions</u></b>	<b><u>Budget</u></b>
Shopping Guide	\$1,500
Cable Ads	\$15,000
Cable Ad Production	\$2,400
Website	\$3,000
Merchant Events	\$3,000
Agency Ad Fee (including ad prod.)	<u>\$3,000</u>
<b>Promotions Total</b>	\$27,900

	<b>14/15</b>
<b><u>Membership</u></b>	<b><u>Budget</u></b>
Administration	\$100
Mixers	\$350
Recognition Awards	\$200
New Member Packet	\$150
Holiday/Awards Dinner	<u>\$3,000</u>
<b>Membership Totals</b>	\$3,800
<b>Committees Totals</b>	\$31,700

**Park Street Business Association  
2014 Officers, Board of Directors & Staff**

**Officers**

***President:***

**Donna Layburn**  
Marketplace  
1650 Park Street  
865-1500 Fax 865-1550

***Secretary:***

**Kate Pryor**  
Tucker's Ice Cream  
1349 Park Street  
522-4960

***Vice President:***

**Steve Busse** (*EconRevi*)  
Park Centre Animal Hospital  
2501 Central Avenue  
510-521-1700

***Treasurer:***

**Rob McKean**  
Alameda Publishing Group  
1417 Everett Street  
510-747-1060 x17

**At Large Directors:**

**Kyle Conner**  
Alameda Theatre & Cineplex  
2317 Central Avenue  
510-769-2160

**Committee Chairs:**

**Steve Busse** (*EconRevi*)  
Park Centre Animal Hospital  
2501 Central Avenue  
510-521-1700

**Deb Knowles**

Edward Jones Investment  
1336 Park Street, #D  
510-749-0403

**Kate Pryor** (*Maintenance & Improvement*)

Tucker's Ice Cream  
1349 Park Street  
522-4960

**Vicki Monize**

Ole's Waffle Shop  
1507 Park Street  
510-522-8108

**Terry Mitchell** (*Membership*)

Allstate Insurance  
2504 Santa Clara Avenue  
510-523-5717

**Duane Watson**

Lee Auto Supply  
1525 Park Street  
510-522-8811

**Arthur Mercado** (*Promotions*)

Alameda Collision Repair  
1911 Park Street  
510-523-4836

**Julie Baron**

Julie's Coffee and Tea Garden  
1223 Park Street  
510-865-2385

***Staff***

***Executive Director:***

**Robb Ratto**  
parkstreetrobb@comcast.net  
2447 Santa Clara Ave., #302  
510-523-1392

***Marketing Manager:***

**Stephanie Prothero**  
parkstreet1@comcast.net  
2447 Santa Clara Ave., #302  
510-523-1392