

WEST ALAMEDA BUSINESS ASSOCIATION
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**SUMMARY REPORT OF ACTIVITIES FOR THE
WEST ALAMEDA BUSINESS IMPROVEMENT AREA
FISCAL YEAR JULY 1, 2014 – JUNE 30, 2015**

INTRODUCTION

West Alameda Business Association's (WABA) mission is to use these activities to increase the vitality of Webster Street and West Alameda as well as to preserve Webster Street Business District's historic character. We seek to promote West Alameda with activities and marketing which will generate more foot traffic, increase sales and sales tax revenue, promote members' businesses and increase the public goodwill and atmosphere in West Alameda.

The Webster Street Business Improvement Area (BIA) is the major source of funding for these activities. WABA will continue its current activities and implement others that follow the Main Street Four-Point Approach established by the National Trust for Historic Preservation.

It is estimated that there will be no carry forward from the 2013-2014 budget. The BIA revenue for 2014-2015 is \$58,500, which includes \$10,000 for the BIA expansion area. The method and basis of levying the BIA fees are detailed in the Alameda BIA fee schedule.

BOUNDARY EXPANSION

WABA has been working with the Catellus Corporation since 2006 to create a unified marketing program for the West Alameda that includes both the current Webster BIA, Catellus' project of Alameda Landing and surrounding area. The best mechanism for implementing these strategies was to expand the BIA district to incorporate the commercial area north of the College of Alameda and West of Webster Street as defined in the City of Alameda's BIA map of February 2014.

This will help to provide an inclusive decision making structure, expand opportunities for business networking, and efficiently and effectively develop promotional programs that mutually benefit businesses in the marked areas. The expansion project will help WABA to increase current services provided to WABA's existing membership as well as provide services to the businesses in the expansion BIA area. Businesses will be levied BIA fees according to the fee schedule. In addition, businesses that are single, stand-alone retail store or other commercial tenant that exceeds thirty thousand (30,000) square feet in size will be levied a surcharge. These large-scale businesses will receive

additional benefits for marketing and event sponsorship purposes, such as being listed as sponsors on WABA marketing materials, in print or online. Included with this report is a document further explaining the BIA Boundary purpose, description, and future goals.

ECONOMIC DEVELOPMENT COMMITTEE

- Facilitate development of high-potential properties
- Work with the City and local realtors to generate leads and attract appropriate businesses
- Provide mentorship with marketing, grant and permits to existing BIA members in order to increase product or service base
- Monitor the impact of new and reuse projects in West Alameda
- Work with the City and others to implement the Strategic Economic Development Plan, including parking plan, catalyst project, retail vacancy reports and business attraction strategies
- Continue business retention activities

DESIGN COMMITTEE

- Further develop beautification program to include the BIA expansion area and identify opportunities to further the program
- Explore ways to incorporate additional signage at Webster Street Tube to increase traffic to the Webster Street District
- Build broad-based community support for ongoing projects
- Continue the quarterly banner change program as part of the beautification of Webster Street
- Work with the City in accomplishing Phase II of the Webster Renaissance Project
- Work with City departments to continue implementation of the Webster Street Visioning Plan
- Identify projects for façade improvements, should funding become once again available
- Continue work with Catellus regarding a signage package for Alameda Landing that complements the Webster Street District, so the two neighboring commercial districts complement one another
- Continue to work with businesses to insure compliance with sign ordinance and design criteria
- Review applications and documents related to signage additions/changes, installation of new awnings, and plans for new construction at Webster

EVENTS COMMITTEE

- Sponsor year-round Farmers' Market on Tuesdays and Saturdays, which bring hundreds of visitors from Alameda and surrounding communities
- Participate with the Rotary Club of Alameda, organizer of the annual Concerts at Crab Cove in June, July and August
- Participate in the annual Mayor's Fourth of July parade that ends on Webster Street and brings families into local businesses
- Participate with the Chamber of Commerce, organizer of the annual Neptune Beach Community Celebration festival on Webster Street in September, which brings approximately 20,000 participants to Webster Street and West Alameda
- Continue to organize annual Halloween on Webster and holiday shopping promotions to coincide with Santa on Webster events, which attracts hundreds of families to local businesses

MARKETING AND PUBLIC RELATIONS

- Generate favorable publicity about West Alameda
- Advertise special events through print media, local radio, email distribution, event calendar postcard, and flyers
- Maintain contact with key representatives for local and regional media to distribute information about Webster Street District and West Alameda
- Update and distribute marketing literature promoting West Alameda businesses
- Continue to implement strategic marketing plan, including branding strategy, website, weekly columns, calendar of events, cooperative advertising program, social media marketing and business attraction strategy
- Work with local residents, businesses and Alameda Police Department to promote neighborhood watch and crime prevention information

ORGANIZATION

- Organize and work with host businesses for monthly mixers for members to network, promote and grow business sales and visitors
- Continue to implement an enhanced maintenance program, through special clean-up events and through collaboration with City maintenance staff in resolving issues such as illegal dumping, littering and other public health hazards
- Manage the administrative activities of the organization
- Expand community and business participation with WABA
- Conduct annual self-evaluation of Board members and staff
- Recruit members from outside the BIA and among area residents
- Distribute information door-to-door along the Webster Street District
- Involve important neighbors, e.g. College of Alameda, Marina Village, Alameda Point, Cardinal Point in WABA's activities

- Implement enhanced volunteer program, including recruitment, volunteer appreciation activities and training

CONCLUSION

WABA would like to thank the Alameda City Council, City Attorney, Development Services, Public Works, Planning and Finance Departments for their assistance in implementing the BIA.

Please visit the WABA website, www.westalamedabusiness.com, to see the many ways WABA promotes the West End. The BIA is a valuable tool in our continuing efforts to revitalize West Alameda's historic business district.