



January 31, 2022

Eric Fonstein
Community Development Manager
City of Alameda

Re: BIA Report, West Alameda Business Association

Please accept the BIA report including:

- List of Current Board of Directors
- Balance Sheet ytd December 2021
- Profit & Loss ytd December 2021
- Beacon Business Bank Statement December 2021 – Operating Account
- Beacon Business Bank Statement December 2021 – Restricted Account
- Edward Jones Statement December 2021 – Reserve Account
- Draft Budget 2022

Our second year of navigating through a pandemic was easier than the first year of an unknown future for our members and organization. Now, with our experience we can manage anything that comes our way. We have increased the number of voting Board members from 9 to 11 and brought on a West End resident as a non-voting member to continue with our Friends of the West End.

Our Financial position remains strong with very little turnover of businesses. Our businesses are still in recovery, therefore we support forgoing the annual CPI increase and returning to the previous billing cycle.

We look forward to continuing our efforts for the betterment of our District and great collaboration between WABA and the City of Alameda.

Regards,
Linda

Linda Asbury
Executive Director
West Alameda Business Association
linda@westalamedabusiness.com
510.523.5955

West Alameda Business Association

Balance Sheet

As of December 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Beacon Bank Restricted(4221)	4,918.23
Beacon Business Bank - Operating Chkg(7241)	52,816.46
Edward Jones - Money Market	75,009.80
Total Bank Accounts	\$132,744.49
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Prepaid Expenditures	10,892.18
Undeposited Funds	0.00
Total Other Current Assets	\$10,892.18
Total Current Assets	\$143,636.67
Fixed Assets	
Accumulated Depreciation	-550.00
Furniture and Equipment	
Computer equipment	3,705.50
Total Furniture and Equipment	3,705.50
Total Fixed Assets	\$3,155.50
Other Assets	
Rent Deposit	1,000.00
Total Other Assets	\$1,000.00
TOTAL ASSETS	\$147,792.17
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Long-Term Liabilities	
Grant - Sewald	10,000.00
Total Long-Term Liabilities	\$10,000.00
Total Liabilities	\$10,000.00
Equity	
Opening Bal Equity	90,801.18
Unrestricted Net Assets	40,276.39
Net Income	6,714.60
Total Equity	\$137,792.17
TOTAL LIABILITIES AND EQUITY	\$147,792.17

West Alameda Business Association

Profit and Loss

January - December 2021

	TOTAL
Income	
ATM Revenue	2,848.80
INCOME	
EVENT REVENUE	
Halloween	1,156.00
Total EVENT REVENUE	1,156.00
MEMBERSHIP & FEES	
BIA Fees (income)	71,379.81
Total MEMBERSHIP & FEES	71,379.81
Total INCOME	72,535.81
Sponsorship (income)	42,785.90
Total Income	\$118,170.51
GROSS PROFIT	\$118,170.51
Expenses	
EXPENSES GENERAL	622.91
EVENT EXPENSES	865.96
Events- Misc	750.00
Magickal Market	3,500.00
Total EVENT EXPENSES	5,115.96
Total EXPENSES GENERAL	5,738.87
GENERAL ADMINISTRATION COSTS	23.97
OFFICE EXPENSES	116.10
-Cleaning service	780.00
-Office Supplies	449.43
-P.O. Box	226.00
-Postage & delivery	164.98
-Utilities	
Telephone-internet service	1,006.99
Total-Utilities	1,006.99
Casual Labor	500.00
Dues & Subscriptions	1,074.36
Fees	
Baltsoft	90.00
Drop Box	119.88
Google suite	216.96
QuickBooks Payments Fees	810.00
Total Fees	1,236.84
Insurance	
Liability	2,529.00

West Alameda Business Association

Profit and Loss

January - December 2021

	TOTAL
Total Insurance	2,529.00
Miscellaneous(printing, etc.)	309.89
Office rent	7,879.08
Office Repair and Maintenance	36.05
Total OFFICE EXPENSES	16,308.72
Professional Fees	
Accounting & Tax Preparation	1,650.00
Consultants	2,000.00
Total Professional Fees	3,650.00
Salaries	1,705.00
Bookkeeper (Tj S.)	1,585.00
Executive Director (Linda A.)	31,200.00
Total Salaries	34,490.00
Total GENERAL ADMINISTRATION COSTS	54,472.89
MARKETING AND PROMOTION GENERAL	135.00
Events	2,400.00
Printing & copying	6,113.40
Promotions	
Marketing Professional Services	2,620.00
Materials	422.10
Total Promotions	3,042.10
Social Media Services	7,200.00
WABA -Rebranding Project	2,345.00
WEBSITE	
Website maintenance	84.50
Total WEBSITE	84.50
Total MARKETING AND PROMOTION GENERAL	21,320.00
WEBSTER ST	6,338.12
Alfresco Dining Out Program	20,056.49
Banner materials	2,504.50
Holiday - Installation & Supplies	956.16
Holiday decoration supplies	11.06
Total Holiday - Installation & Supplies	967.22
Total WEBSTER ST	29,866.33
Total Expenses	\$111,397.89
NET OPERATING INCOME	\$6,772.62
Other Income	
Interest Income	42.64
Total Other Income	\$42.64

West Alameda Business Association

Profit and Loss

January - December 2021

	TOTAL
Other Expenses	
Taxes	100.66
Total Other Expenses	\$100.66
NET OTHER INCOME	\$-58.02
NET INCOME	\$6,714.60

