



WEST ALAMEDA BUSINESS ASSOCIATION ANNUAL PLANNING FISCAL YEAR JULY 1, 2020 – JUNE 30, 2021

Executive Summary

Looking into the coming fiscal year (20-'21) the West Alameda Business Association will continue to focus on advocating for our businesses through these key initiatives:

- **Two Cities one Webster** – By collaborating with the surrounding business districts, including Jack London Square, Chinatown Chamber of Commerce, and Uptown/Downtown Oakland, we intend to collectively tackle issues such as homelessness, trash at the entrance to the Tube, marketing, and economic development.
- **Oakland A's Ballpark** – The potential new ballpark, ¼ mile from the borders of our district, continues to be an area of significant focus. With a strong mutual partnership, the park has the potential to be an economic boon for the west end.
- **Fundraising** – New tools and fundraising ideas from the Main Street Association, as well as a dedicated fundraising partner, have armed our organization to accomplish aggressive fundraising targets for the coming year.
- **Placemaking** – During '19-'20, we secured over \$73,000 in commitments for placemaking initiatives in the district. The coming year will be the time to start to put "paint to the wall" and see some of those projects come to life.
- **Events & Marketing** – Events remain a crucial tool to bring audiences to Webster Street and have the potential to bring additional income into the organization. Over the coming year, we will be looking at new, cost-effective programs.
- **Filling vacancies** – We continue to focus on assisting both property owners and potential business owners who are looking to make Webster Street their home.



Landscape & Lighting / Clean & Safe

The business association's staff is committed to maintaining a close relationship with Public Works to keep a clean and attractive streetscape on Webster St. This includes monthly walks with city staff to detail out areas needing improvement.

WABA provides input and sets priorities for the Landscape & Lighting fund, which involves an annual meeting with Liz Accord to review the available funds and set objectives for the coming year.

WABA is also exploring new year-round lighting on the light poles to create a more charming pedestrian streetscape.



Economic Development Committee

With several openings on the street, WABA is working closely with property owners, brokers, and new business owners, to fill vacancies quickly, streamline the path to opening, and promote new businesses in their early stages. Key vacancies along Webster Street include:

- 1502 Webster St. (Beauty Unlimited)
- 1541 Webster St. (Albert's Cafe)
- 1436 Webster St. (Island Paradise Club)
- 1465 Webster St. (Katsu)
- 1929 Webster St. (Webster @ Atlantic Lot)

Through a recent connection with Main Street Launch, WABA intends to reach out to the Uptown/Downtown Oakland and Jack London BIDs, as well as the Chinatown Chamber of Commerce to explore ways that Main Street Launch can work with all associations collectively to facilitate small business loans, entrepreneurship, and the expansion of economic development on Webster Street as one corridor – two cities, one Webster Street.



Design Committee & Placemaking

Our design committee is committed to continuing to work towards maintaining the historic character of Webster Street by reviewing plans and proposals for new development projects, renovations, or façade grant proposals as needed.

Placemaking, a human-centric approach to the planning, design, and management of public spaces, is a major initiative in WABA's strategic plan, adopted in 2017. Our Design Committee will play a significant role in determining the initial project(s) the district will tackle with the funds committed to these specific initiatives. That could include a new mural, painted pedestrian plazas, or artfully designed benches and bike racks.



Events and Marketing Committee

Marketing and events comprise nearly 25% of the proposed budget. They are the most essential tool WABA holds to connect with residents, businesses, and visitors.

- Conducting a membership survey to understand member needs and feedback for WABA better.
- Exploring selling “business booths” at the weekly Farmer’s Market as an additional means to raise funds for the district.
- Continuing to increase our reach through social media channels, Facebook & Instagram.
- Updating our website with new content and functionality.
- Executing quarterly events and also supporting the events produced by our members.
- Coordinating bi-monthly membership mixers.
- Initiate a “Friends of the West End” fundraising campaign.

These goals are in addition to our monthly newsletter, regular updates to social media, and feeding content for our What’s Happening on the West End column in the Alameda Sun.

One important learning that came from our discussions with the board and the Main Street consultants is that the organization can do more to broadcast to our members and neighbors how we advocate for the merchants within our district. Promoting our “wins” and the hidden work we do to facilitate a clean & safe streetscape will be central themes in our marketing in the coming year.

Public and Member Event Activities	
Ongoing	Sponsorship of the Farmers’ Market on Tuesdays and Saturdays, which brings thousands of visitors from Alameda and the surrounding communities.
July 4, 2020	Participation in the planning for the annual 4th of July parade , which ends at Haight and Webster St.



Aug. 16, 2020	Participation in planning the third annual Mini-Maker Faire at the College of Alameda.
Aug. 26, 2020	WABA Membership Mixer
Sept. 20, 2020	Provide volunteer support to the 6th Annual “Blues, Brews & BBQ” street festival.
Oct. 2020	Hosting the WABA annual membership meeting .
Oct. 31, 2020	Coordinating the annual Halloween on Webster Trick-or-Treat event featuring games and giveaways throughout the district.
Dec. 2020	Joint business association Holiday party
Dec. 2020	Organizing the Holiday with Santa event – this family-friendly event has featured photos with Santa, face painting, holiday craft vendors, and holiday caroling.
Feb. 24, 2021	WABA Membership Mixer
February 2021	Orchestrating the Lunar New Year Celebration – A celebration of cultural performances honoring Alameda’s Asian community.
April 28, 2021	WABA Membership Mixer
April 2021	Hosting a booth at the City of Alameda’s Earth Day Celebration in Washington Park to promote Webster Street businesses.
June 23, 2021	WABA Membership Mixer
June 2021	Coordinating with the Chamber of Commerce in the planning for the annual Webster Street Fair Event (Tentative) to ensure the event serves as a benefit to member businesses.

Park(ing) Day – September 2019





WEST ALAMEDA BUSINESS ASSOCIATION SUMMARY OF ACTIVITIES JULY 1, 2019 – JUNE 30, 2020

Executive Summary

2019-2020 has marked a year of growth, change, challenges, and learnings. It has been a year that we have seen more new businesses open their doors on Webster Street despite a challenging retail climate. We've seen long-standing businesses close, which opens up opportunities for new concepts to emerge. Our merchants, Superhero Desserts, and Feathered Outlaw are hosting popular monthly events like their 2nd Sunday homeless outreach or the Magickal Market. Both events help to draw new audiences to the street.

Our newer board members, Ana McClanahan (College of Alameda), Cheryl McConnell (Tapout Fitness), and Ann More (Back to Life), and Stevie Wole (US Bank) have helped us strengthen partnerships with the College of Alameda, an important gateway to Alameda with its 4,500 students, and also reach out to members and neighbors surrounding the district.

With this fully staffed board we are taking advantage of the new energy and enthusiasm to enhance our membership and sponsorship committees. We have aligned these board duties to match to match members' personal business objectives making participation a professional win-win for each member.

2018-2019 has also been a year of challenges. Our previous fiscal year's fundraising goals were aggressive, and some of the large partnerships we had hoped would materialize did not. We have succeeded in minimizing the impacts by pulling back on our event and marketing spending.

Another challenge for the district is the increase in homelessness. Each call for services, complaints, or cleaning requests are carefully managed. In an attempt to systemically address the problem, I play an active role in both the McKay Wellness Center, and Alameda CARES committees representing our merchants' needs and requests. We also maintain a close relationship with the Alameda Police Department who have made themselves available for our membership meetings and public Coffee With a Cop events.

Despite those challenges, we are armed with new tools thanks to a grant from the City of Alameda, which provided coaching from the National Main Street Center. Through a two, day-long sessions, our board learned about several fundraising tools and techniques used by other similarly sized districts. Currently, we are exploring new fundraising ideas, including a "Friends of the West End," community-driven campaign that will reach out to surrounding residents for support.

We are also very appreciative of the strong relationship we have with city staff, in particular with Amanda Gehrke and Lois Butler, as well as the Mayor and members of I council who have taken the time to personally connect with our members at events, mixers, or one-on-one walks. The west end is indeed the best end, and the best is yet to come.

Linda Asbury

Executive Director, West Alameda Business Association



Advocating for our Business Community

The most crucial role for the business association is to serve as an advocate for members, a collective voice for their needs and concerns. Advocacy can only come through developing individual relationships and frequent, direct personal contact with each business owner. WABA staff creates those relationships with our presence on the street and an ear that's ready to listen to their needs.

There is tremendous change, both positive and negative, happening on the fringes of the district. The Oakland A's ballpark, increased homelessness, a new development at 1435 Webster St are examples of projects WABA's executive director closely monitors.

Like so many others, our district is facing a more significant impact from homelessness. This issue creates a delicate balance to walk – extending compassion while also representing the interests of our businesses and creating a welcoming environment for visitors. As such, the Executive Director currently sits on both the Alameda CARES committee and the stakeholder committee for the McKay Wellness Center. Serving on these committees is in addition to regular duties fielding calls, serving as a bridge between businesses and the police department, facilitating spot cleanup requests, and working closely with city leaders to identify solutions to the issue.

But there are positive changes afoot with new bike infrastructure flanking both the north and south boundaries of the district with the Cross-Alameda Trail, Central Avenue Complete Street, and potential bike bridge to Jack London Square. The organization has worked closely with city staff to ensure that these new improvement projects not only increase safety for our pedestrians and cyclists but have a positive impact on our business community. This is evident in the improvements in design to the Central Avenue Complete Street design.

Advocating for our business community extends beyond our borders and into the greater island and regional area. Linda has been very active, serving as a voice for the west end in the Oakland A's business stakeholder group, the Coalition of Alameda Business Associations, and Alameda Rotary. She also ensures that the concerns and requests of Webster Street businesses are communicated to potential event producers who are bringing activities to the street, including Blues, Brews & BBQ, and the Island Jam to ensure these programs have a positive impact for all.

Marketing and Events

Mixers and events represent an essential aspect of the business association's activities. They celebrate beloved traditions, they attract visitors to the street, and they provide an opportunity for affordable promotion for our merchants. 2019 – 2020 was a period where our marketing team worked to welcome new events to the district while also incorporating more businesses into our programs.

Park(ing) Day is an internationally known event in which a metered parking space is transformed into temporary park space, encouraging pedestrians to reimagine our public spaces as places for people, not just cars. This past September, WABA worked closely with Alameda based MBH Architects and the College of Alameda's FAB Lab to create *two* temporary parklets for Park(ing) Day. Visitors had the opportunity to play games or enjoy historically themed seating areas while learning about WABA's larger placemaking vision and gain community feedback.



Spring Celebration is an expansion of our popular Chinese New Year event. This event incorporates cultural performances from Chinese, Korean, Hawaiian communities, to name a few. With a new location at Webster St. and Taylor Ave., the program will help to drive more foot traffic on the street. Additionally, we worked closely with members of the Chinese and Korean communities to work with us on outreach to our businesses for sponsorship and promotion of the event. (Due to the coronavirus situation in March 2020 WABA opted to err on the side of safety and cancelled this event March 2020.)



Alameda Restaurant Week, now in its third year, proved to be bigger and better than ever before with the addition of a fabulous new kickoff event, Mixology. Mixology enabled our district not only to include new restaurants such as Cookie Bar and Neptune's but also to highlight a few of the great bars on the street. Local owners Sharon Lindley (The Hunter) and Sandy Russell (Fireside Lounge) worked closely with the city's Economic Development department to ensure the launch event was a profitable, sold-out success.

WABA also works to support via our marketing channels the regular recurring events produced by our merchants in the district. J Couture or J Gallerie's shop & dine late nights, or Feathered Outlaw's Magickal Market, make a frequent appearance in our social media or newsletters. Similarly, we've succeeded in weaving in more local businesses into our programs. Examples include working with Café Jolie to host our Santa on Webster event on their patio, or partnering with the Farmer's Market to give away fresh produce at our Halloween program and the Cross-Alameda Trail Grand Opening.



In addition to events, we have placed an increased focus on social media promotions via Facebook and Instagram this year leading to a 56% increase in Facebook likes and a 300% increase in Instagram followers. Both channels extend the organization's ability to promote events, activities, and businesses organically, without paid advertising, thus making our marketing efforts more efficient.

Finally, we are making greater efforts to take advantage of other "owned" media channels such as our newsletters (sent to 1200 members monthly) and weekly What's Happening on the West End column in the Alameda Sun. Those channels are being utilized to promote new businesses, events, and partnerships such as the Farmer's Market.



Public and Member Event Activities		
Date	Event	Attendance
Ongoing	Sponsorship of the Farmers' Market on Tuesdays and Saturdays, which bring thousands of visitors from Alameda and surrounding communities.	750 – 1,200
Aug. 11, 2019	Continued to serve on the core leadership committee in support of the second annual Mini Maker Faire at Alameda Point. Hosted a demonstration of our Park(ing) Day project within the WABA booth at the event.	3,500
Aug. 28	Membership Mixer at 1400 Bar & Grill	25
Sept. 15, 2019	WABA Provided volunteer support and promotion to the 5th Annual "Blues, Brews & BBQ" street festival. A demonstration of our Park(ing) Day initiative was also on display.	5,000
Sept. 20, 2019	Park(ing) Day was a collaboration with the team at MBH Architects and College of Alameda's Fab Lab who helped design two different temporary parklets on display as part of the international placemaking event. Passers by could stop, play games, or enjoy coffee while sitting on historically themed benches inspired by Neptune Beach.	250
Oct. 23, 2019	Annual membership meeting held at Café Jolie, including participation from Alameda Police Department and Mayor Marilyn Ezzy Ashcraft.	35
Oct. 31, 2019	Hosted the annual Trick-or-Treat on Webster Street event. Over 40 businesses participated in this year's event, which packed the streets. Grocery Outlet sponsored this year's event, donating candy to participating stores.	500-750
Nov. 10, 2019	Superhero Desserts Grand Opening celebration.	50
Dec. 11, 2019	Joint Holiday Mixer (Chamber/WABA/DABA/GABA)	100
Dec. 13, 2019	The return of a popular tradition, Santa on Webster , which featured face painting, hot chocolate provided by Café Jolie, a selection of holiday craft vendors, and roaming carolers.	200
Jan. 16, 2020	Assistance in organizing and participation in the inaugural Alameda Restaurant Week Mixology event. The event featured samples of cocktails and bites from participating restaurants.	200
Jan. 16 – 26, 2020	Participation in Alameda Restaurant Week with more participating restaurants than ever before.	—
Feb. 8, 2020	Malaya Botanicals Grand Opening celebration.	35
Feb. 25, 2020	Coffee with a Cop hosted by Starbucks	35



Feb. 26, 2020	WABA membership mixer at Back to Life Wellness Center to welcome new board member Ann Moore.	50
March 28, 2020	Donut Petit Grand Opening	TBD
April 11, 2020	(Cancelled) Webster Street Spring Celebration – a celebration of the rich diversity of cultures we have on the west end.	—
April 18, 2020	Participation in the annual Earth Day Celebration advocating for the businesses in our district.	TBD
April 22, 2020	Membership Mixer (location TBD)	TBD
June 24, 2020	Membership Mixer (Hawthorne Suites)	TBD

Economic Development

This past year has been a year of tremendous growth on the street with seven new businesses opening their doors to date:

- Superhero Desserts at Calafia
- Donut Petit
- My Beauty Spa
- Main Street Supply
- Halalicious
- Malaya Botanicals
- 1511 Webster St. (Laotian/Thai Cuisine)

The organization is thrilled to have so many new businesses of varying types open at a challenging time in the retail industry. There is more change to come with the closing of Katsu, Albert's, and Beauty Unlimited – while it is disappointing to see legacy businesses close, we see each of these as an opportunity for more current concepts to enliven the district.

A small, but meaningful change, is also coming to the corner of Webster & Haight with the installation of a new ATM, which can not only serve the new cannabis business but Farmer's Market and neighborhood patrons as well. WABA collaborated with the owners of Main Street Supply to ensure that the type of machine installed would be attractive and integrate well in to the outside streetscape.

WABA staff continues to advocate for the district and our businesses at the monthly Commercial Broker's Breakfast, where new openings, district desires can be voiced to the broker community.

Landscape & Lighting/Clean & Safe



The cleanliness and safety of the sidewalks on Webster Street are vital in creating an attractive and inviting streetscape for patrons and visitors. Monthly walks with Public Works Coordinator, Amanda Eberhart, create a forum to review issues on the street. Missing or stolen garbage cans, illegally placed newspaper racks, or tree grates in need of repair, are examples of the problems that the organization addresses at these walks.

WABA also oversees the annual full cleaning of the sidewalks and periodic block-by-block spot cleaning.



Design Committee & District Placemaking

The objective of WABA's all-volunteer design committee is to create a welcoming aesthetic and maintain the historical integrity of the district.

Key projects they have focused on this year include:

- **Main Street Supply** – working closely with the Shryne Group, the design committee helped to create a paint and design aesthetic that complements the design features of the building and meets the design standards for signage.
- **1929 Webster** – reviewed several iterations of plans and hosted a design charrette with the teams from Mad Oak to ensure this project, at the gateway to both Alameda Point and Webster Street, will have the most thoughtful design possible.
- **1604 Webster** – worked with the current tenant to fix the blighted storefront and activate the space. (To be complete by the end of March 2020.)

The City of Alameda's Façade Grant program plays an integral part in creating an attractive streetscape. Past projects such as the improvements to Discount City, signage for Café Jolie, and XXX. When appropriate, the design committee will provide feedback on proposals based on the district design guidelines – this year, reviewing the planned improvements for Otaez's outdoor patio.

This team will also play a key role in placemaking projects within the district. To date, WABA has secured \$73,000 in commitments to go towards placemaking initiatives, including the reimagining of the bus stop at the SE corner of Webster & Central, should the project move forward. The committee has prioritized several placemaking initiatives, including installation of festoon lighting, directional signage, and the installation of creative bike racks at the intersection of Central & Webster.

WABA expects to move forward with other placemaking projects (painted plazas or murals) and will be working closely with the design committee to work towards the common goal of having an attractive and vibrant historic shopping district.



	Budget			
		2019 Budget	2019 Actual	2020 Budget
	Income	Total		
	BIA	88,000	88,000	88,000
	Non-Bia	5,000	3,675	5,000
	Sponsorships	20,000	8,000	20,000.00
	Parking management	1,800	1,350	1,800
	Events Income			15,000
	CNY	5,500	5,500	0
	Taste	7,800	7,520	0
	Halloween	1,000		0
	Santa on Webster	1,000		0
	Total Income	130,100	114,045	129,800
	Events			15,000
	CNY	5,500	4750	0
	BB&B	7,000	0	0
	Halloween	1,200	1330	0
	A's, Mixers, Board	5,000	3,500	0
	Taste	4,500	3,500	0
	Santa on Webster	1,000	1,200	0
	General & Admin			
	Accounting/Tax prep	4800	4,690	4,800
	Ins. Liability & D&O/WC	1,650	2,500	2,500
	Office			
	Cleaning	780	975	780
	Computer/ Web-site/Intuit	600	2,500	2,500
	Office Supplies	1,200	1,100	1,100
	Rent	7416	7573	7,635
	P.O. Box/Stamps	365	500	500
	Telephone/ Internet Services	1,100	2,500	2,500
	Marketing/Promotions	10,000	16,000	16,000
	Printing	1,200	1235	1,250
	Staff - ED	31,200	28,800	31,200
	Staff - Marketing/office	24,000	24,000	24,000
	Banner/Flag	16,600	6,700	12,500
	Consultants - web-site, etc.	3,000.00	2,500	6,000
	Contingency	2,189		1,535
	Total Expense	130,100	115,853	129,800

Eric Fonstein

From: Linda Asbury <linda@westalamedabusiness.com>
Sent: Tuesday, March 31, 2020 3:20 PM
To: Eric Fonstein
Subject: BIA assessments

*** CAUTION: This email message is coming from a non-City email address. Do not click links or open attachments unless you trust the sender and know the content is safe. Please contact the Help Desk with any questions. ***

Eric, representing the Board of Directors of the West Alameda Business Association, we are asking the City to consider waiving the annual COLA increase for this years business licenses. We remain neutral on the consideration of a grace period for payment of the licenses. Thank you. Linda

Linda Asbury
Executive Director
West Alameda Business Association
408.888.6747