



West End Business Association

www.AlexandriaWEBA.com

Leading Alexandria's West End as a Preferred Purchasing Destination

2018 Annual Membership Report



Annual Membership Meeting

When: Friday, December 7, 2018, 7:45am - 9:30am

Where: [Tempo Restaurant](#), 4321 Duke Street, Alexandria VA

Registration: [WEBA Website](#)

Introduction

As the “unified voice for and central support of Alexandria’s West End businesses”, the West End Business Association (WEBA) is proud to present its 2018 Annual Report to the membership. WEBA is the leader in presenting “Alexandria’s West End as a Preferred Purchasing Destination.” This report will be discussed more in depth during WEBA’s December 7th Annual Membership Meeting.

This significantly important Annual breakfast Meeting has a networking-centric, two-fold purpose:

1. The election of your WEBA Board of Directors for 2019
2. The State of WEBA, describing its 2018 accomplishments and a projection of future initiatives

In order to continue and expand WEBA’s accomplishments, a membership quorum is required at the Annual Meeting so that a new Board of Directors may be elected. We hope that every member recognizes the need to attend the Annual Meeting. The cost of breakfast is very reasonable in order to encourage members to attend. *Only one representative per member organization may vote.*

Proxy

If you are unable to attend the meeting, please review the attached candidate slate, and complete and return the enclosed Official Proxy form no later than December 6, 2018 to either Nominations Committee Chair and Vice President Enola Thaboun (ethaboun@andrewsfcu.org) or President Indre Bauza (indre@supportingstrategies.com)

Financial Report

Under the direction of WEBA Treasurer, Jason Rodriguez, activities included:

- Continue to automate accounts receivable through PayPal and PayPal Here.
- *New Amazon Fire Tablets were purchased for credit card processing at WEBA events (utilizing PayPal applications).
- Continued to use online Bill Pay for expenses for ease and automation of accounts payable.
- *All accounting services provided by Your Virtual Business Partner.
- The difference in expenses between 10/31/2017 and 10/31/2018 is \$748.00.
 1. Program expenses increased by \$345.00 when compared to 2017.
 2. Charitable Contribution costs increased by \$554.00 when compared to 2017.
- The change in income between 10/31/2017 and 10/31/2018 is \$1,264.00.

1. Despite the added expenses, WEBA increased Net Income from membership sponsorship, and events by \$516.00.
2. Revenue from 2018 membership dues decreased by \$620.00 YOY as compared to 2017.
3. Revenue from 2018 sponsorship was \$4,750 and increased by the same amount when compared to 2017.

• Ended the year positive in Net Income

1. Net income between 10/31/2017 and 10/31/2018 increased from \$702.00 to \$1,275.00.

* Total Assets, currently at \$38,466, increased by \$7,956.00 YOY as compared to 2017.

Membership Report

We had a strong year in gathering new members and renewing lapsed memberships for 2018. WEBA's Membership Committee has worked together to grow our membership from 156 members in 2017 to 178 total active members in 2018. Thank you to the joint effort and contributions of the following committee members, Gresham Harkless, Nancy Benjamin, Ariel Goldchain and Enola Thaboun.

Sponsorship Report

WEBA has had a strong year in acquiring Sponsors. Attendance at happy hour and lunch and learn events have grown significantly so members recognize the value of sponsoring our organization. Sponsorship committee proposed two additional higher sponsorship levels for 2019 in addition to the two levels, to expand offerings even more.

The WEBA banner is displayed at all events and the sponsors are verbally recognized. WEBA sponsors always have space to display promotional materials at our events. The value our sponsors receive as an organizational sponsor is an increase in awareness of their business and they demonstrate their commitment to our community. We had 21 annual sponsors in 2018. Our sponsors make our programs possible, so thank you to our 2018 sponsors.

Marketing/Communications Report

- **Images** - For each happy hour WEBA posted pictures during the happy hour and events. The pictures were provided by WEBA Sponsor [The Zebra](#).
- **Refresh of Existing Website** - The committee updated the website with current contact information and facilitated the transfer from past leadership to existing leadership. The website also featured a refresh and a more inviting look by adding a slider to the site that featured images but also allowed visitors to click to desired areas of the website. In addition, a testimonials page was created to showcase some of the testimonials for events

like the happy hours and lunch and learns. Lastly, the links were added so that members can engage via social media platforms: Facebook, Instagram and Meetup.

- **Social Media Updates** - The committee made regular updates via social media including Facebook and Instagram at events including happy hours and lunch and learns. The social media also included updates and news from WEBA members.
- **The Leadership Game** - Members of the board participated in a leadership workshop and activity lead by [Chalisa Bracken a John Maxwell Certified Coach](#).
- WEBA continued its weekly **Newsletter**, adding events solicited by members. The committee revamped the newsletter and created continuity in spacing and format.
- **Email Blasts** went out on events/specials for WEBA members only. These blasts included specials for members only and solicitations for sponsorships and events from members.
- **New Website:** The committee wrote an RFP, solicited bids and created a sub-committee of the board and WEBA members to receive bids to revamp the WEBA website. The committee has decided upon a company and is awaiting decisions from the entire board before moving forward.

Each committee member attended WEBA events, at least one member was present at every WEBA event.

Program Report

WEBA Programs 2018

January 11 – Happy Hour at London Curry House, Cameron Station

January 16 - *Board of Directors' Meeting*

February 8 – Happy Hour at Los Tios Grill of Van Dorn Restaurant

February 20 - *Board of Directors' Meeting*

March 8 – Happy Hour at Savio's Italian Restaurant

March 20 - *Board of Directors' Meeting*

April 12 – Happy Hour at Portner Brewhouse

April 17 - *Board of Directors' Meeting*

May 10 - Happy Hour at London Curry House, Cameron Station

May 12 – Spring for Alexandria, helping at Ivy Hill Cemetery

May 15 - *Board of Directors' Meeting*

June 14 – Happy Hour at Taste of Asia

June 19 - *Board of Directors' Meeting*

June 26 – Lunch & Learn, “Everything you need to know about SEO” at Los Tios

July 12 – Happy Hour at Clyde's at Mark Center

July 19 – Lunch & Learn, “Using Data to Drive Growth” at Savio's Italian Restaurant

July 17 - *Board of Directors' Meeting*

August 9 – Happy Hour at Burke & Herbert Bank, Duke Street

August 14 – Lunch & Learn, “Tax Cut and Jobs Act of 2018” at Los Tios

August 21 - *Board of Directors' Meeting*

September 13 – Happy Hour at Brandywine Living at Alexandria

September 18 - *Board of Directors' Meeting*

October 11 – Member Appreciation Special Event Boat Cruise

October 16 - *Board of Directors' Meeting*
October 25 – Lunch & Learn, “An Overview of RiverRenew: Alexandria Tunnel Program”
November 8 – Happy Hour at Los Tios Grill of Van Dorn
November 13 - Lunch & Learn, “How to Create Website Content That Gets Results”, Los Tios
November 20 - *Board of Directors' Meeting*
November 19 – Business at Breakfast, Small Business Employment Resource Summit
December 7 – Annual Membership Meeting at Tempo Restaurant
December 18 - *Board of Directors' Meeting*
December 13 – Happy Hour at Clyde’s Restaurant

Programs 2018

WEBA's popular monthly evening Happy Hour events continue to draw large attendance from members, non-members and guests alike. All events are held at rotating Member restaurants and businesses. These events successfully have met the objective of offering a comfortable atmosphere for both networking and socializing.

Lunch & Learn Events - A Summer Series schedule was held this year, June-August. These smaller more intimate events were so popular we fulfilled the requests of members to add additional presentations through November.

Government Relations Report

City Council approved the addition of a WEBA representative on the Landmark Mall & Eisenhower West-Landmark/Van Dorn Implementation Advisory Group, not only for the duration of Landmark Mall Re-planning process, but also as a permanent member after completion of the Landmark Mall Re-planning process.

The West End Business Association (WEBA) Government Relations committee was tasked with monitoring several key community issues, which may impact and benefit the West End. The identified key community issues are as directed by the WEBA Board and its membership.

Our efforts dealt with monitoring the following:

- The Alexandria Chamber of Commerce, Government Relations Committee – Legislative Agenda (Attract & Sustain Business, City Government Processes, State and Regional Issues),
- Landmark Mall Development
- The Beauregard Small Area Plan
- Landmark / Van Dorn Corridor Plan
- North Potomac Yard Development
- Alexandria Redevelopment and Housing Authority (ARHA) Initiative
- Metrorail Station Shutdown Planning
- Transportation Master Plan
- Gateway at King & Beauregard Project.

- RiverRenew
- West End Transitway

Signature Event

Signature Event – The Potomac Riverboat Company and Bittersweet Catering were the perfect partners for this exciting show of appreciation to our loyal members. This event was held October 11, 2018 aboard Miss Mallory vessel. We cruised the Potomac River on an hour-long journey after an hour and a half of networking at the dock.

Additional Activity

- WEBA continued to actively participate with Alexandria Business Association, whose members meet each month to share and work on business initiatives.
- WEBA participated in Spring for Alexandria, a volunteer program, at Ivy Cemetery.
- WEBA participated in the Volunteer Alexandria Business Philanthropy Summit.
- WEBA’s representatives continued to attend Visit Alexandria Board of Governors and Alexandria Economic Development Partnership meetings.
- WEBA’s representatives continued to attend Alexandria Chamber Board meetings and events, including Best Business Awards to support the West End business nominees.
- WEBA participated in Volunteers are the Heart of Alexandria event that honors Alexandria volunteers.

WEBA Contributions

Giving back to our communities is important and our members understand that. In addition to our members sponsoring, providing manpower and representing the West End at events within the Alexandria community, the West End Business Association was happy to respond to the following inquiries for contributions/sponsorships with donations that met our donor criteria.

Our contributions included:

Spring for Alexandria - Team and individual member donations.

Each year Spring for Alexandria engages volunteers to support hundreds of Alexandria-based charities. Spring for Alexandria is central to the community’s culture and a model of working together for the common good by businesses, nonprofits, neighbors, youth, and government. WEBA members donated their time and put in some work at the Ivy Hill Cemetery Historical Preservation Society on May 12, 2018. Members of our organization not only made monetary donations themselves, but readily donated their time to improve our community.

Alexandria Love your Pet Day - \$100.

Celebrating the announcement of "Alexandria Love Your Pet Day" by the Mayor and City Council, local businesses hosted a kick-off event, food trucks, children's entertainment, demonstrations, and information tables along the block party route to engage the city's pet lovers. WEBA's participation provided opportunity to our members to promote WEBA and their businesses to community.

National Night Out - \$300.

National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. WEBA sponsored and participated in the community event in August at the Armistead Boothe Park.

Africa FEST - \$500.

WEBA participated and sponsored Africa FEST, an annual festival of arts and culture, organized by Office of the Arts, City of Alexandria, that was held in West End for the first time at William Ramsey Recreation Center.

Conclusion

WEBA's Board of Directors has consistently demonstrated that the West End of Alexandria is an excellent place to do business through the many programs and opportunities made available by the organization. With the help and support of its extraordinary Members, WEBA will continue to be involved with and committed to a thriving West End business community. The successful year of 2018 will function as a catalyst for increasing future business prospects. Please get involved in our various committees and volunteer your expertise as we can continue to maintain and grow our presence and reach transitioning into 2019. I am looking forward to another great year for WEBA and looking forward to seeing us cross the 200-member mark in 2019.

Indre Bauza

Indre Bauza, President
West End Business Association

Annual Meeting Agenda
2017 Annual Meeting Minutes
2019 Board Candidate Slate
2018 Official Proxy
2018 Year to Date Financial Statement
WEBA Membership Brochure
Annual Sponsorship & Event Sponsorship Flyers
WEBA Standing Committee List
Current Bylaws