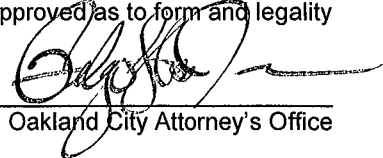


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Approved as to form and legality

  
Oakland City Attorney's Office

**OAKLAND CITY CITY COUNCIL**  
**RESOLUTION No. 86851 -C.M.S.**

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**RESOLUTION (A) APPROVING THE FISCAL YEAR 2016-2017 ANNUAL REPORTS OF THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008, THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011, THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT OF 2012, THE JACK LONDON IMPROVEMENT DISTRICT, THE TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT 2015, AND THE LAUREL BUSINESS IMPROVEMENT DISTRICT 2016 ADVISORY BOARDS; (B) CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH APPLICABLE DISTRICT FOR FISCAL YEAR 2017-2018; AND (C) AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2017-2018 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF \$205,711.59 FOR CITY-OWNED PROPERTIES IN THE DOWNTOWN OAKLAND DISTRICT, THE LAKE MERRITT/UPTOWN DISTRICT, THE FRUITVALE DISTRICT, THE JACK LONDON DISTRICT, AND THE TEMESCAL/TELEGRAPH DISTRICT 2015**

**WHEREAS**, the City of Oakland Business Improvement Management District (BIMD) Ordinance allows for the formation of business improvement management districts (Chapter 4.48, Ordinance 12190. 1999); and

**WHEREAS**, affected property owners petitioned to form the Downtown Oakland Community Benefit District of 2008 ("Downtown CBD"), the Lake Merritt/Uptown Community Benefit District of 2008 ("Lake Merritt CBD"), the Fruitvale Property Business Improvement District of 2011 ("Fruitvale BID"), the Lakeshore/Lake Park Business Improvement Management District of 2012 ("Lakeshore BID"), the Jack London Improvement District ("Jack London BID"), the Temescal/Telegraph Business Improvement District 2015 ("Temescal BID"), and the Laurel Business Improvement District 2015 ("Laurel BID") (together, the "Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

**WHEREAS**, the Plans provide for enhanced services such as new security, crime prevention, beautification, parking resolution, sidewalk sweeping, economic development, lighting, and marketing activities with the intent of creating a positive atmosphere in the District areas (as more specifically identified in their respective Plans); and

**WHEREAS**, the Plans were prepared in accord with the provisions of the law overseeing the formation of the Districts as referenced above, and have been filed with the City; and

**WHEREAS**, pursuant to the requirements of the law the Districts were established as follows:

- the Downtown CBD on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.;
- the Lake Merritt CBD on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.;
- the Fruitvale BID on July 19, 2011 pursuant to Resolution No. 83500 C.M.S.;
- the Lakeshore BID on July 17, 2012 pursuant to Resolution No. 84004 C.M.S.;
- the Jack London BID on July 16, 2013, pursuant to Resolution No. 84534 C.M.S.;
- the Temescal BID on July 29, 2014, pursuant to Resolution No. 85148 C.M.S.;
- the Laurel BID, July 7, 2015, pursuant to Resolution No. 85682 C.M.S.; and

**WHEREAS**, the FY 2016-2017 Annual Reports (attached in **Exhibit A**) have been prepared by the District Advisory Boards and filed with the City Clerk; and

**WHEREAS**, the FY 2016-2017 Annual Report for the Fruitvale BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2017-2018 for the Fruitvale BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2016-2017 Annual Report for the Jack London Improvement District includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2017-2018 for the Jack London Improvement District, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2016-2017 Annual Report for the Temescal BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2017-2018 for the Temescal BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2016-2017 Annual Report for the Laurel BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2017-2018 for the Laurel BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the City Council desires to approve and confirm the FY 2016-2017 Annual Reports, and the continuing annual assessments for the Districts for fiscal year 2017-2018; and

**WHEREAS**, the City owes a cumulative fiscal year 2017-2018 fair share assessment of \$205,711.59 for the following City-owned properties:

<b>District</b>	<b>APN</b>	<b>Site Description</b>	<b>Annual Assessment</b>
Downtown CBD	3-65-9-2	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 27,195.59
Downtown CBD	3-67-3	1 Frank H Ogawa Plz. (City Hall)	\$ 31,663.23
Downtown CBD	3-67-2	1414 Clay Street (Clay Street Garage)	\$ 12,007.55
Downtown CBD	8-619-8-1	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 30,094.62
Downtown CBD	8-620-9-3	524 16 <sup>th</sup> Street	\$ 2,369.87
Downtown CBD	2-97-45	1327 Broadway	\$ 4,494.83
Downtown CBD	8-641-8-5	540 17 <sup>th</sup> Street (Oakland Ice Rink)	\$ 23,720.35
Lake Merritt CBD	8-623-6-1	1731 Franklin St. (Franklin St. Garage)	\$ 7,373.22
Lake Merritt CBD	8-655-6	Grand Avenue	\$ 2,160.67
Lake Merritt CBD	10-768-4	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,689.34
Lake Merritt CBD	8-649-5	2025 Broadway (Paramount Theatre)	\$ 4,706.42
Lake Merritt CBD	8-635-1	274 19 <sup>th</sup> Street (Snow Park)	\$ 24,695.40
Lake Merritt CBD	8-668-4	2315 Valdez St.	\$ 2,262.79
Lake Merritt CBD	8-668-9-7	2330 Webster St.	\$ 3,272.34
Lake Merritt CBD	8-649-9	490 20 <sup>th</sup> Street	\$ 1,468.25
Fruitvale BID	25-722-26	Josie de la Cruz Park	\$ 7,725.99
Fruitvale BID	33-2130-35-2	3510 International Blvd.	\$ 747.83
Fruitvale BID	33-2135-26-2	Foothill Blvd	\$ 4,558.45
Fruitvale BID	32-2084-51	3600 Foothill Blvd	\$ 983.99
Fruitvale BID	32-2115-37-1	3566 Foothill Blvd	\$ 605.76
Fruitvale BID	25-719-7-1	3050 International Blvd	\$ 3,011.40
Jack London BID	18-425-4-1	Embarcadero	\$ 138.42
Temescal BID	14-1219-3	5205 Telegraph Ave (Temescal Library)	\$ 1,765.28
		<b>CITY TOTAL</b>	<b>\$ 205,711.59</b>

; and

**WHEREAS**, it is possible that additional properties will be transferred to City of Oakland ownership during fiscal year 2017-2018, thus increasing the City's fair share assessments; and

**WHEREAS**, funds to pay the assessments owed by the City will be budgeted as follows:

For assessor parcel numbers 3-65-9-2, 3-67-3, 3-67-2, 8-619-8-1, 8-623-6-1, 8-655-6, 10-768-4, 8-649-5, 8-635-1, 25-722-26, 33-2130-35-2, 33-2135-26-2, 32-2084-51, 32-2115-37-1, 25-719-7-1, 18-425-4-1, and 14-1219-3 funds will be budgeted in General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (1000147)/IP50

For assessor parcel numbers 8-620-9-3, 2-97-45, 8-668-4, 8-668-9-7, 8-649-9 and 8-649-10 funds will be budgeted in Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (1000169)/SC13

For assessor parcel numbers 32-2084-50 and 32-2115-38-1 funds will be budgeted in Central City East Taxable Bond Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Administrative Project (1000019)/SC18

For assessor parcel number 8-641-8-5 funds will be budgeted in Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (1003244)/SC13

and

**WHEREAS**, until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the Districts in Miscellaneous Trusts Fund (7999)/Treasury Operations (08721)/Pass Thru Assessments Account (24224)/Administrative Project (1000007); **now therefore be it**

**RESOLVED** that the City of Oakland does hereby find that the Advisory Boards for the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, the Lakeshore BID, the Jack London BID, the Temescal BID, and the Laurel BID were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2016-2017 fiscal year as required by law; and be it

**FURTHER RESOLVED** that the FY 2016-2017 Annual Reports and the continuing annual assessments for the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, the Lakeshore BID, the Jack London BID, the Temescal BID, and the Laurel BID for the 2016-

2017 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2017-2018 fiscal year in accordance with the assessment formulas as provided for in the seven Annual Reports and the Plans on file with the City Clerk; and be it

**FURTHER RESOLVED** that the FY 2016-2017 Annual Report and the continuing annual assessments for the Fruitvale BID for the 2017-2018 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Fruitvale BID Advisory Board, beginning in fiscal year 2017-2018 and the City Council does hereby levy and direct the collection of the assessments for the 2017-2018 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED** that the FY 2016-2017 Annual Report and the continuing annual assessments for the Jack London Improvement District for the 2017-2018 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Jack London Improvement District Advisory Board, beginning in fiscal year 2017-2018 and the City Council does hereby levy and direct the collection of the assessments for the 2017-2018 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED** that the FY 2016-2017 Annual Report and the continuing annual assessments for the Temescal BID for the 2017-2018 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Temescal BID Advisory Board, beginning in fiscal year 2017-2018 and the City Council does hereby levy and direct the collection of the assessments for the 2017-2018 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED** that the FY 2016-2017 Annual Report and the continuing annual assessments for the Laurel BID for the 2017-2018 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Laurel BID Advisory Board, beginning in fiscal year 2017-2018 and the City Council does hereby levy and direct the collection of the assessments for the 2017-2018 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED** that the proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed, increased, or modified and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law; and be it

**FURTHER RESOLVED** that the assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plans, through a special municipal billing; and be it

**FURTHER RESOLVED** that the boundaries of the Districts shall remain the same as specified in the Plans on file with the City Clerk and there are no changes to the boundaries or benefit zones; and be it

**FURTHER RESOLVED** that the types of the improvements and activities proposed to be funded by the levy of assessments on property in the BIDs are those described in the Plans and the Annual Reports on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts; and be it

**FURTHER RESOLVED** that the 2017-2018 fiscal year assessments for the Districts are as follows:

- Approximately \$1,030,173 for the Downtown CBD; and
- Approximately \$1,208,712 for the Lake Merritt CBD; and
- Approximately \$357,965 for the Fruitvale BID; and
- Approximately \$154,644 for the Lakeshore BID, and
- Approximately \$819,809 for the Jack London BID, and
- Approximately \$506,747 for the Temescal BID, and
- Approximately \$192,077 for the Laurel BID, and be it

**FURTHER RESOLVED** that the amount chargeable to each parcel in each District shall be as determined by the Plans and Annual Reports on file in the Office of the City Clerk; and be it

**FURTHER RESOLVED** that the City shall pay a cumulative fiscal year 2017-2018 fair share assessment of an aggregate approximate amount of \$205,711.59 for City-owned property as more specifically described in the recitals above from the General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (1000147)/IP50 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (1000169)/SC13 and the Central City East Taxable Bond Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Administrative Project (1000019)/SC18 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (1003244)/SC13; and be it

**FURTHER RESOLVED:** That the City Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to City of Oakland ownership during fiscal year 2017-2018.

**FURTHER RESOLVED** that the City Administrator is hereby authorized to enter into contracts and related amendments with any nonprofit corporation comprised of the assessees themselves designated by the owners through the Advisory Boards for the Districts for the security, marketing, maintenance, or other activities and improvements for the Districts, or at the request of the owners through the Advisory Boards to conduct or contract for such services and improvements as provided for in the BIMD Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA, JUL 18, 2017

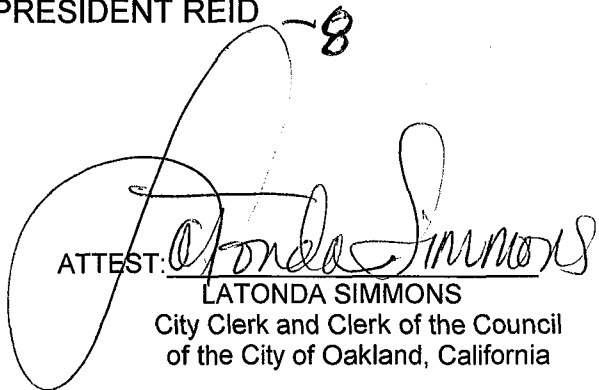
**PASSED BY THE FOLLOWING VOTE:**

AYES     BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY,  
           GUILLEN, KALB, KAPLAN, and PRESIDENT REID <sup>8</sup>

NOES    

ABSENT

ABSTENTION

ATTEST:   
LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California

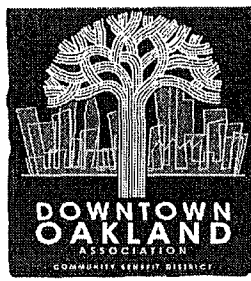
## Exhibit A

To A Resolution (A) Approving The Fiscal Year 2016-2017 Annual Reports Of The Downtown Oakland Community Benefit District Of 2008, The Lake Merritt/Uptown Community Benefit District Of 2008, The Fruitvale Property Business Improvement District Of 2011, The Lakeshore/Lake Park Business Improvement Management District Of 2012, The Jack London Improvement District, The Temescal/ Telegraph Business Improvement District 2015, And The Laurel Business Improvement District 2016 Advisory Boards; Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2017-2018; And (B) Authorizing Payment Of The City's Cumulative Fiscal Year 2017-2018 Fair Share Assessment In An Approximate Amount Of \$205,711.59 For City-Owned Properties In The Downtown Oakland District, The Lake Merritt/Uptown District, The Fruitvale District, The Jack London District, And The Temescal District

Annual Reports for the:

- Downtown Oakland Community Benefit District of 2008
- Lake Merritt/Uptown Community Benefit District of 2008
- Fruitvale Property Business Improvement District of 2011
- Lakeshore/Lake Park Business Improvement Management District of 2012
- Jack London Improvement District
- Temescal/Telegraph Business Improvement District 2015
- Laurel Business Improvement District 2016





## 2016 ANNUAL REPORT TO THE CITY OF OAKLAND

Downtown Oakland Association  
388 19<sup>th</sup> Street, Oakland, CA 94612  
info@downtownoakland.org  
510-238-1122

### 1. Proposed Changes in boundaries of the CBD:

There are no proposed changes to the boundaries of the CBD.

### 2. Improvements and activities provided during fiscal year 2016:

The District Management Corporation continues to have no employees and contracts out all services.

#### A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

\$742,883.99 was allocated for SOBO related activities in 2016. Michelle Lane of CBRE and Don Rogers of CIM, co-chair the SOBO committee. The key elements of the work of this committee are summarized as follows:

#### I. Ambassadors/Safety and Maintenance:

The district contracts with Block by Block (BBB) who provides safety and maintenance ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, and deterring panhandling and loitering, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$60,000.00 per month from our organization and is operated under the on-site supervision of General Manager Benedicto Trinidad and Operations Manager Ted Tarver, working out of the CBD office.

**DOWNTOWN OAKLAND ASSOCIATION**

B. District Identity and Streetscape Improvement Services (DISI) Committee:

\$53,500.00 was allocated for DISI related activities in 2016. Sara May of Metrovation chairs the committee. The following represents the work of the DISI Committee:

I. Public Relations:

In 2016 the only funds spent on Public Relations were to fulfill DOA's contractual obligation to Gallen Neilly. DOA no longer contracts out for public relations or marketing services.

II. Social Media:

The district has accounts with Facebook, Twitter, Constant Contact, Gmail, Flickr, and LocalOn who hosts our website. The newly launched Oakland Central marketing platform also utilizes social media to promote downtown Oakland as a destination to work, dine and explore. Since the launch of the Oakland Central Facebook page in April of 2015, the page has earned well over 3000 likes.

III. Branding and Marketing:

In 2016, under the direction of the DISI Committee chairs, the district embarked on an effort to refocus its priorities relating to branding and marketing of the district. The strategic plan includes developing and managing a clear brand for Downtown and Uptown Oakland; overseeing an overall communication effort to the public, including developing criteria and expectations for work of contracted PR firm; determining key activities or programs to attract businesses, including broker and other influencer outreach; and developing criteria and objectives for sponsorships and partnerships. In April of 2015, the districts launched a new branding campaign called Oakland Central. The cornerstone of the new brand is a dynamic website that introduces Oakland Central- promoting the culture and amenities of the commercial Broadway corridor and adjacent neighborhoods.

IV. Sponsorship of events:

In 2016, the Downtown Oakland Association sponsored Art and Soul and Bike to Work Day. Also in 2016, we will sponsor the Plaid Friday campaign in coordination with Oakland Grown.

C. Organization (ORG) Committee:

\$280,765.34 was allocated to the ORG Committee in 2016. The ORG Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2016:

Oakland Venue Management (OVM) has been the principle administrator for the district. OVM employs five full time individuals who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, maintenance of public records, relations with the City of Oakland, community relations, biannual newsletters, monthly email blasts, and oversight of contractors and programs.

II. Business Attraction and Retention:

ORG funds programs that promote the attraction of retail businesses and fill empty spaces in the district.

III. The Free B Shuttle:

In 2016 the ORG committee gave \$18,000 of sponsorship funds to the Free B Shuttle.

3. **The improvements and activities to be provided for the fiscal year 2017:**

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

We plan to continue providing Ambassador and beautification services as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, medians, and Latham Square, in coordination with the City.

B. District Identity and Streetscape Improvement Services (DISI) Committee:

Our district identity and streetscape improvement services will continue in 2017 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Downtown Oakland Association will continue the sponsorship of events in 2017 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

C. The following special benefits will be prioritized over the next year or two:

- I. Retail Attraction and Blight Abatement
- II. Urban Ecology and Beautification Projects
- III. Promoting Oakland as a Technology and Green Business Hub
- IV. Resources for Oakland's Active Retirees (ROAR)
- V. Youth Internship and Job Training Opportunities
- VI. Repairing public amenities
- VII. Landscaping medians throughout the districts
- VIII. Public Space Development and Activation

4. It is estimated that it will cost \$1,068,362.30 to provide the improvements and activities described above in the 2017 calendar year. This amount includes our projected 94% assessment collection amount of \$968,362.30 plus our prior year reserve and unanticipated assessment revenue of \$145,000.00. Please see the attached budget (Board approved budget to be provided after October 5, 2016 meeting).
5. The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, pages 24 through 34. The District requested a 5% assessment increase for both fiscal years 2014/2015 and 2015/2016, both of which were approved by City Council. The District Management Plan can be found in full on file with the Office of the City Clerk.
6. It is estimated that the Downtown Oakland Association will have carry-forward totaling \$145,000.00.

7. The Downtown Oakland Association received no contributions from sources other than assessments levied in 2016, but continues to seek out potential funding opportunities. At this time we are unaware of any non-assessment income to be received in fiscal year 2017.

**DOA 2017 Proposed Annual Budget by Category  
Board Approved - October 5, 2016**

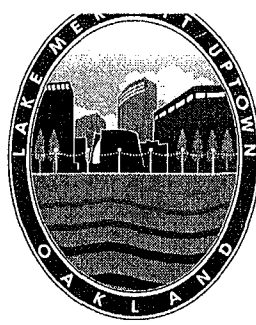
Revenue\*

Assessment Revenue 100% Collection	\$1,030,172.65
Projected Prior Year Balance - Carry Forward	\$145,000.00
Assessment Revenue 94% collection	\$968,362.30
<b>Total Income</b>	<b>\$1,113,362.30</b>

Expenses

Category of Special Benefit Service	Estimated Percentage	Estimated Amount
SOBO	66%	\$730,418.22
DISI	5%	\$53,500.00
Organization	26%	\$284,444.08
Reserve	3%	\$45,000.00
<b>Total</b>	<b>100%</b>	<b>\$1,113,362.30</b>

\*Actual dollar amounts to be based on final accounting for YE 2016



LAKE MERRITT/UPTOWN  
COMMUNITY BENEFIT DISTRICT

## 2016 ANNUAL REPORT TO THE CITY OF OAKLAND

Lake Merritt/Uptown District Association

388 19<sup>th</sup> Street, Oakland, CA 94612

info@Lakemerritt-uptown.org

510-452-4529

### 1. Proposed changes in boundaries of the CBDs:

There are no proposed changes to the boundaries of the CBD.

### 2. Improvements and activities provided during fiscal year 2016:

The District Management Corporation continues to have no employees and contracts out all services.

#### A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

\$982,164.59 was allocated for SOBO related activities in 2016. Michelle Lane of the Cathedral of Christ the Light and Don Rogers of CIM co-chair the SOBO committee. The key elements of the work of this committee are summarized as follows:

##### I. Ambassadors/Safety:

The district contracts with Block by Block (BBB) who provides safety and maintenance ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, and deterring panhandling and loitering, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$80,000.00 per month from our organization and is operated under the on-site supervision of Operations Manager Ted Tarver, working out of the CBD office.

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LAKE MERRITT UPTOWN ASSOCIATION

388 19th Street • Oakland, California 94612

Phone 510.452.4529 • Fax 510.452.4530 • info@lakemerritt-uptown.org • www.lakemerritt-uptown.org

B. District Identity and Streetscape Improvement Services (DISI) Committee:

\$53,500.00 was allocated for DISI related activities in 2016. The following represents the work of the DISI Committee:

I. Public Relations:

In 2016 the only funds spent on Public Relations were to fulfill LMUDA's contractual obligation to Gallen Neilly. LMUDA no longer contracts out for public relations or marketing services.

II. Social Media:

The district has accounts with Facebook, Twitter, Constant Contact, Gmail, Flickr, and LocalOn who hosts our website. The newly launched Oakland Central marketing platform also utilizes social media to promote downtown Oakland as a destination to work, dine and explore. Since the launch of the Oakland Central Facebook page in April of 2015, the page has earned well over 3000 likes.

III. Branding and Marketing:

In 2016, under the direction of the DISI Committee chairs, the district embarked on an effort to refocus its priorities relating to branding and marketing of the district. The strategic plan includes developing and managing a clear brand for Downtown and Uptown Oakland; overseeing an overall communication effort to the public, including developing criteria and expectations for work of contracted PR firm; determining key activities or programs to attract businesses, including broker and other influencer outreach; and developing criteria and objectives for sponsorships & partnerships. In April of 2015, the districts launched a new branding campaign called Oakland Central. The cornerstone of the new brand is a dynamic website that introduces Oakland Central- promoting the culture and amenities of the commercial Broadway corridor and adjacent neighborhoods.

IV. Sponsorship of events:

In 2016, the district sponsored Art and Soul and Bike to Work Day. Also in 2016, we will sponsor the Plaid Friday campaign in coordination with Oakland Grown.



### C. Organization (ORG) Committee:

\$285,849.42 was allocated to the ORG Committee in 2016. The ORG Committee is responsible for the oversight of all administrative tasks.

#### I. Administration for 2016:

Oakland Venue Management (OVM) has been the principle administrator for the district. OVM employs five full time individuals who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, maintenance of public records, relations with the City of Oakland, community relations, biannual newsletters, monthly email blasts, and oversight of contractors and programs.

#### II. Business Attraction and Retention:

ORG funds programs that promote the attraction of retail businesses and fill empty spaces in the district.

#### III. The Free B Shuttle:

In 2016 the ORG committee gave \$18,000 of sponsorship funds to the Free B Shuttle.

### 3. **The improvements and activities to be provided for the fiscal year 2017:**

#### A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

We plan to continue our Ambassador and beautification programs in the year 2017 as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, and medians, in coordination with the city.

#### B. District Identity and Streetscape Improvement Services (DISI) Committee:

Our district identity and streetscape improvement services will continue in 2017 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Downtown Oakland Association will continue the sponsorship of events in 2017 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

C. The following special benefits will need to be prioritized with existing staff and within the existing budget over the next year or two:

- I. Retail Attraction and Blight Abatement
- II. Urban Ecology and Beautification Projects
- III. Promoting Oakland as a Technology and Green Business Hub
- IV. Resources for Oakland's Active Retirees (ROAR)
- V. Youth Internship and Job Training Opportunities
- VI. Repairing public amenities
- VII. Landscaping medians throughout the districts
- VIII. Public Space Development and Activation

4. It is estimated that it will cost \$1,302,417.81 to provide the improvements and activities described above in the 2017 calendar year. This amount includes our projected 94% assessment collection amount of \$1,137,146.95 plus our prior year budgeted reserve and unanticipated assessment revenue of \$240,000.00. Please see the attached budget.
5. The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, pages 20 through 27. The District requested a 2.9% assessment increase for both fiscal years 2014 and 2015, both of which were approved by City Council. The District Management Plan can be found in full on file with the Office of the City Clerk.
6. It is estimated that the Lake Merritt/Uptown District Association will have carry-forward totaling \$240,000.00.

7. The Lake Merritt/Uptown District Association received no contributions from sources other than assessments levied in 2016, but continues to seek out potential funding opportunities. At this time we are unaware of any non-assessment income to be received in fiscal year 2017.

**LMUDA 2017 Proposed Annual Budget by Category**  
**Board Approved -October 5, 2016**

Revenue\*

Assessment Revenue 100% Collection	\$1,208,712.13
Projected Prior Year Balance - Carry Forward	\$240,000.00
Assessment Revenue 94% collection	\$1,137,146.95
Total Income	\$1,377,146.95

Expenses

Category of Special Benefit Service	Estimated Percentage	Estimated Amount
SOBO	70%	\$958,748.98
DISI	4%	\$53,500.00
Organization	21%	\$290,168.83
Reserve	5%	\$74,729.14
Total	100%	\$1,377,146.95

\*Actual dollar amounts to be based on final accounting for YE 2016



## **Fruitvale Property Business Improvement District 2016 Annual Report to the City of Oakland with Budget Projections for the 2017 Calendar Year**

### **FBID Overview**

The Fruitvale Business Improvement District (FBID) is a comprehensive neighborhood commercial revitalization program focused on the International Boulevard and Fruitvale Avenue and Foothill Boulevard commercial corridors. Zone One includes Fruitvale Avenue from Foothill Boulevard to East 12<sup>th</sup> Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34<sup>th</sup> Avenue, International Boulevard from Fruitvale Avenue to 42<sup>nd</sup> Avenue, and East 12<sup>th</sup> Street from 33<sup>rd</sup> Avenue to 35<sup>th</sup> Avenue. The remainder of the district comprises of Zone Two. Daily maintenance and beautification improvements are aimed at increasing economic activity and celebrating community assets. The FBID currently supports nearly 400 businesses.

The itemized budget at the end of this report outlines how the Property Assessment Funds are allocated and lists the eligible costs covered by Assessment Funds. All other services mentioned are supplementary and accomplished by the FBID teams fundraising efforts.

We appreciate both property and business owners for solely covering the cost for any and all façade improvements. We thank our numerous partner organizations for the multitude of ways in which they support the FBID for a thriving Fruitvale.

The Fruitvale Business Improvement District (FBID) contract was renewed for ten years and began on January 1, 2012. We continue having quarterly Property Owner meetings to inform them of relevant issues in the community and receive feedback.

**1. Any proposed changes in the boundaries of the BID or in any benefit zones within the district.** There are no proposed changes to the boundaries of the FBID or benefit zones within the district.

**2. Improvements and activities provided during calendar year 2016 (January 1-December 31)**

The FBID participated in all the following events by organizing or playing a substantive participation roll in the activities. Improvements and activities during the calendar year are as such:

#### **Commercial Corridor Maintenance**

*Peralta Service Corporation (PSC)*; the maintenance crew for the Fruitvale Business Improvement District (FBID) provides more than 160 hours per week (excluding Sundays and holidays) to both areas 1 and 2 of the FBID. Removal of illegally posted flyers and posters, and reporting and removal of illegal dumping are performed throughout the entire FBID. Area 1 includes additional maintenance of sidewalk, sidewalk power wash, curb, and gutter sweeping, recycling, and graffiti abatement. The cleaning crew and their daily performance in the neighborhood are widely recognized by the merchants and residents in the FBID.

**Below are numbers of services performed throughout the FBID:**

- *Area I Sidewalk Power Wash Took Place June –July-August 2016*

- Graffiti cleaned in Zone 1: 1,920
- Graffiti in Zone 2, log only ( help cleaned with volunteers, provide information to business owners about resources and the importance to maintain the building free of graffiti)
- Illegal Dumping collected: 520 approximately 9.2 tons.
- Illegal flyers and posters removed: 1560
- Garbage collected in 2016 by street sweepers in the FBID 67.75 tons
- The Unity Council /PSC donated 50 Saturdays 5 hours per Saturday for a total of 250 hours to Noel Gallo's operation of community service 216 (including staff hours & truck)
- Issues Reported to ([pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com)) by the FBID staff 90

### **Fruitvale Commercial Corridors Promotion Activities Provided**

The diversity of the promotional activities in the commercial corridor is a key element to the success of the business owners. Thousands of people throughout the Bay Area come to Fruitvale to enjoy the activities that take place year round. These activities support the consistent growth of small businesses, especially in a time when many business owners are feeling uncertain of the many changes: rent increases, minimum wage changes, and the BRT project that will begin in 2017 on International Blvd. Many of the activities are made possible by support from The Unity Council. Below is a list of the promotional activities that the FBID staff and volunteers organized:

***Fridays Salsa Dance Classes, April 15<sup>th</sup> until July 8<sup>th</sup> every Friday from 5:30 to 7pm launched*** for the first time in spring of 2016 at Avenida De La Fuente every Friday from 5:30 to 7pm. It started with a small group, who wanted to learn how to dance salsa and attracted 20-30 people after a few classes more that 100 people came to watch the performers. The activity generated confidence, positivity, and was family oriented. The classes took place for nearly 3 months.

***Summer Might Market took place twice a month started on June, July and August at Avenida De La Fuente at 2-7pm.*** The activities brought many people and to stay longer in the commercial corridor to see the performers. People kept asking why we don't do these activities weekly! All of our events are family friendly and attract hundreds of people to participate. Many of the performers were local artist, live entertainment such as Oakland talent Grupo Certeza and Ballet Folkloric. Additionally, we had a variety of community organizations that provided different resources and information.

***The Farmers Market Year Round at Avenida De La Fuente and the Fruitvale Village takes place on Tuesday, Thursday and Sunday*** attracting a diversity people to come and shop fresh and organic vegetables creating a family orientated and a welcoming atmosphere.

***Cinco De Mayo Festival Saturday May 7<sup>th</sup> at the Fruitvale Village, E 12<sup>th</sup> ST and Avenida De La Fuente.*** Thanks to Council Member Noel Gallo who is taking the lead on the event. He is supported by the Unity Council/ FBID. The festival is very popular and attracts hundreds of visitors who support the local merchants. It was a rainy day but people attended the celebration. Through the donations and the help of volunteers, the celebration included entertainment, music, ballet folkloric, Mariachis, a DJ, face painting, information tables, and more.

***Foothill Blvd, National Night Out Tuesday August 2<sup>th</sup> from 3pm-8pm***

The National Night Out is an event that invites neighbors to meet one another and to be united. We had live entertainment such as ballet Folkloric, singers' outdoor zumba, and kids' activities. We had an information table and community resources that encourage community bonding, The fun

activities created a safe environment for the Fruitvale district. When neighbors know each other, neighborhoods are safer!

***Commercial Corridor Decoration Oct 19<sup>th</sup> 20<sup>th</sup> 21<sup>th</sup> with orange gigantic orange marigold flower vines.*** The commercial corridor was decorated with the colors of the season yellow and orange. These decorations attract visitors and promotes the commercial corridor while inviting people to shop in Fruitvale.

***Fruitvale Plaza Park Community Altar celebration on Wednesday October 26<sup>th</sup>*** to kick of the Dia Festival. A big community altar was created at the Fruitvale Plaza Park remembering local activists and other community members, who have passed away. Over 100 people attended the celebration and Calpulli Coatlicue danza who performed for over an hour at the Fruitvale Plaza Park. Attendees had delicious and traditional (pan de muerto) as well as other food. This community Altar sets the mood for the festival.

***Dia Festival November 30<sup>th</sup> is the day to remember your love ones who have passed away.*** The festival brought thousands of people from all over the Bay Area to see the wonderful art. The community already expects there to be a festival every year. This year rained in the morning for an hour but then it stopped and cleared up. Approximately 30,000 attendees visited Fruitvale that day, where community, culture and fun all come together for the whole family. Over 25 altars were displayed thanks to the hard work of merchants and community members.

***Fruitvale Plaza Park and Fruitvale District Decoration November 28<sup>th</sup> 29<sup>th</sup> 30<sup>th</sup> 2016***

In preparation for the Fruitvale Fiestas Christmas tree lighting, and the season, 9 volunteers helped to decorate the Fruitvale Plaza Park bringing the spirit of the holidays in Fruitvale!

***Tree lighting Friday December 2<sup>nd</sup> at the Fruitvale Plaza Park,*** The activity takes place every year and is welcomed by the community and other attendees. Neighbors and other attendees also drink delicious Christmas tea and food.

***Fruitvale Fiestas Posada Celebration Saturday December 17<sup>th</sup>*** the celebration is a traditional community activity that is well attended and shows the different cultures, attracting visitors to attend the Fruitvale celebrations. This year we partnered with Oak Luv who donated 500 gifts to all the kids who attended the celebration. Merchants volunteered and helped to make possible this celebration. Over 600 attended the celebration.

The FBID organized over 11 community beautifications projects all throughout the Fruitvale district, including murals and large scale community clean-up projects. The projects helped to foster team building and togetherness between schools, youth and the community. Volunteers came together for community clean up events throughout the year to improve the quality of life and to beautify the Fruitvale neighborhood. Community clean ups consist of uprooting weeds, collecting street debris, restoring public fixtures, repairing mural art projects, and planting new vegetation at various locations, including intersection medians and community parks. A total of 550 volunteers participated during the 2016 calendar year.

***Business closures/New Businesses***

Businesses that closed in 2016 and jobs lost: 9 businesses, 22 jobs

Businesses that opened in 2016 and jobs created: 9 businesses, 15 jobs

### 3. Improvements and activities to be provided for the upcoming calendar year: 2017

- ▣ Supervise street maintenance services and ensure performance delivery throughout FBID
- ▣ Focus on promotion of the FBID with a variety of different activities like Night Markets, Salsa Dance and others.
- ▣ Promote and support the annual Dia de los Muertos festival and other events.
- ▣ Mobilize the community with different beautification projects. Like painting a mural.
- ▣ Continue the efforts of safety with: Merchants Block Captain, the Neighbor Crime Prevention Council (NCPC) maintains constant communication with the Fruitvale captain and other avenues for safety.
- ▣ Provide relevant workshops to address the evolving needs of the merchants
- ▣ Provide support and online visibility to Fruitvale Merchants
- ▣ Maintain property business vacancies and the property owners tracking database
- ▣ Serve as a liaison between property owners and business owners
- ▣ Provide a welcome packet to the new businesses and City guidelines for signs etc.
- ▣ Conduct outreach and visit the merchants to log changes in the district periodically, provide assistance to business owners and ongoing support
- ▣ Work and supervise volunteers to be able to accomplish community projects
- ▣ Monthly newsletter to the Fruitvale merchants



4. Estimate of the cost of providing improvements and activities for the upcoming calendar year:

<u>Budget Line Item</u>	2017
	<u>\$340,919</u>
<b>INCOME: FY 2016-2017 BID</b>	
Assessments: \$340,919	
<b>EXPENSES:</b>	
<u>Personnel</u>	
Program Manager (Maria Sánchez)	\$ 45,000
Subtotal	<u>45,000</u>
Taxes/Benefits	<u>10,400</u>
Total Personnel Costs	<u>55,400</u>
<u>Contract Services</u>	
Cleaning (PSC)	<u>214,508</u>
Total Contract Services	214,508
<u>Marketing/Operating Expenses</u>	
Marketing/Promotion/Operating Administration (10% of ops costs)	19,801 <u>28,510</u>
Total Marketing/operating Expenses	<u>48,311</u>
TOTAL UC	318,219
<u>Contingency &amp; Fees</u>	
City & Alameda County (Aprx 7%)	(1) <u>22,700</u>
	<u>22,700</u>
GRAND TOTAL	<u><u>\$340,919</u></u>

(1) Under the Fruitvale BID agreement with the City of Oakland \$22,700 of total district assessments is to be set aside for "contingency" and to pay fees charged by the County of Alameda and the City of Oakland for collection and administering the BID assessments and to create a reserve to mitigate the impact of uncollectible assessments.

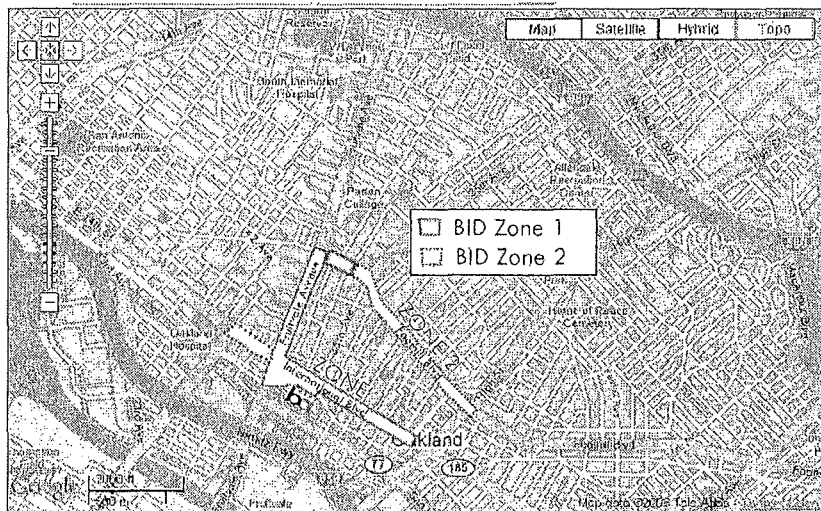
## 5. Method of Basis of Levying the Assessment

Each property owner pays an assessment based on gross lot square footage. The district is divided into two zones.

**Zone One** includes Fruitvale Avenue from Foothill Boulevard to East 12<sup>th</sup> Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34<sup>th</sup> Avenue, International Boulevard from Fruitvale Avenue to 42<sup>nd</sup> Avenue, and East 12<sup>th</sup> Street from 33<sup>rd</sup> Avenue to 35<sup>th</sup> Avenue. The remainder of the district comprises of **Zone Two**.

Due to inflation, the cost of our baseline services has escalated while our budget remains the same: \$340,919. The FBID exercised for the second time a 5% increase in 2016-2017 that is taking place in 2017. We seek to continue exercising the process to increase the property assessment charges by 5% annually. The FBID Steering Committee sees a need to invest more funds into promotion and cleaning to ensure Fruitvale is still a popular destination.

In FY 2016-2017, Zone One properties will be assessed at \$0.1968 per square foot and Zone Two properties will be assessed at \$0.0926 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.0926 per square foot in both zones. Residential properties with four units or fewer are not assessed in either zone.



## 6. The amount of any surplus or deficit revenues to be carried over from a previous year

The budget for calendar year 2017 is \$ 340,919 the expected assessment to be collected is \$340,919. Therefore, it is expected that there will be no surplus.

## 7. Contributions from Sources Other than Assessments

The services provided in the BID have been subsidized by the Unity Council. The Unity Council seeks additional funding to provide services to the business and property owners. We project that we will be able to supplement BID services through funding sources including the following:

- Local Initiatives Support Corporation: \$25,000.00 annually
- Akonadi Foundation \$ 5,000
- Over 550 volunteers annually
- Oakland Youth Engage

The Lakeshore/Lake Park Avenues Business Improvement District  
4133 Balfour Avenue, Oakland, CA 94610  
510-593-3721

## 2016/17 Annual Report

1. Proposed changes to boundaries of the BID.  
None.
2. Improvements and activities provided during 2016.
  - Sidewalks and gutters swept daily on Lake Park and Lakeshore to Wesley Avenues plus the additional hours (3) of sweeping added last year. Additional hours and services were added to the sidewalk cleaning contract.
  - The city has installed two additional garbage receptacles and resumed Sunday pick-up.
  - We maintain one private security officer for seven hours a day four days a week and eight hours a day three days a week. In addition to discouraging illegal activity, he assists in the communication of concerns between the merchants, the management and the police department. He patrols throughout the district and monitors activities, and he assists with traffic control during our holiday events.
  - Our gardener has added a raised bed where a diseased tree had been removed and filled it with flowering plants in front 3227 Lakeshore.
  - We continue to hold 3 annual holiday events during the fall, spring and winter including children's fairs, face painting and carriage rides during the Christmas holidays. These events draw shoppers from all over Oakland.
  - The administrator produces a merchant newsletter every two months with information on issues, concerns, and resources of interest to the merchants.
  - We continue to maintain a website and Facebook presence that is available for free to our merchants.
  - Our Advisory Board holds an annual meeting and dinner including relevant speakers, the council member, the mayor, police representatives, etc., with regular updates that include merchants who wish to participate.
3. Improvements and Activities to be provided in 2017: Please see attached budget.

4. Estimate of the cost of providing services in 2017.  
Please see the attached budget.
5. Method and basis of levying the assessment will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lakepark Avenues BID Management Corporation. Our annual assessment rate will remain \$24.48 per linear foot of frontage to plus 0.2805 per square foot for collection in the next fiscal year.  
Tax exempt parcels, regardless of size, will be assessed a flat rate of \$255.00 annually.
6. Surplus or deficit revenues to be carried over from previous fiscal year.  
It is anticipated that the surplus revenues to be carried over will not exceed \$31,000. No deficit is to be carried over.
7. Contributions from other sources.  
None.

LABID Budget 2017	
Description	Amount
Carryforward	31,000

<b>Income</b>	
FY 16/17 BID assessments	\$154,644
FY 15/16 Carryforward	\$ 31,000
<b>Total Income</b>	<b>\$185,644</b>
<b>Expenses</b>	
Administration	\$39,500
Beautification	\$13,500
Banners	\$ 2,200
Gardeners	\$ 11,300
Insurance	\$ 500
Maintenance	\$ 31,200
Office Expenses, water	\$ 3,000
Professional Expenses, taxes	\$ 950
City and County admin fees (approx. 2.7%)	\$ 4,175
Promotional	\$ 6,000
Capital Improvements	\$ 8,000
Security	\$ 58,000
Contingency/Reserve	\$ 20,819
<b>Total Expenses</b>	<b>\$185,644</b>

**ANNUAL REPORT FOR THE  
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK  
LONDON IMPROVEMENT DISTRICT) FY 2016/17**

**OAKLAND, CALIFORNIA**

**1. Proposed Changes in boundaries of the BID:**

There are no proposed changes to the boundaries of the Business Improvement Management District.

**2. Improvements and activities provided in 2016:**

The District's mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District. Through programs focused on beautification, safety and promotion, it fosters economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.

The Jack London Improvement District Board of Directors directs organizational policy, administration, and development of District priorities. The Board has increased in membership to 11 Directors in 2015, all property owners, residents, business owners, or property owners' representatives in the District. All Board members are volunteers.

Staff leads the management and administration of the district. The District Management Corporation has no employees. Two individuals, one full time (Executive Director) and one part time (Administrative Assistant) have been hired through Oakland Venue Management (OVM) the principle management contractor for the district. Staff is the primary point of contact for board members, district stakeholders, the City of Oakland, and the general community. Staff executes the preparation, coordination and implementation of all Jack London Improvement District program activities; oversees the daily business and operations of the PBID in accordance with the policies set by the District Management Plan and the Board of Directors; and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all contracts, staff, interns, volunteers to fulfill the Jack London Improvement District's vision of a safe, clean, thriving district.

The District also has 3 committees focused on the District's areas of work: Maintenance and Beautification; Marketing and Economic Development; and Land Use and Transportation. Committee work is done in partnership with and through the leadership of the Executive Director and Staff. The committees encourage participation by members living, working, or who own property in the District and are willing to volunteer their time and skills in District improvement efforts.

Activities in each of the District's areas of work are described below in greater detail.

**Maintenance, Beautification, Safety & Streetscape:**

The Maintenance and Beautification Committee, chaired by Sara May, property owner, has the following statement of purpose:

*This committee guides coordination of Jack London Improvement District's contracted services and actively engages district stakeholders with the goal of creating safe, clean, beautiful streets, sidewalks, and public spaces.*

The safety ambassador program is run by Block by Block (BBB). The services provided by BBB include but are not limited to:

- walking and bike patrols
- safety and umbrella escorts
- pedestrian and motorist assistance
- acting as a witness to crimes and reporting incidents to the City
- deterring panhandling and loitering

Many maintenance, beautification, and streetscape improvements are also implemented by ambassadors and delivered through a contract with BBB. The services include:

- Sidewalk Sweeping
- Sidewalk Steam Cleaning
- Landscaping and Weed Removal
- Reporting & Removal of illegal Dumping
- Graffiti abatement
- Public Space Improvements
- Gateway and underpass maintenance

BBB is operated under the on-site supervision of operations manager Carlos Paz Rivera, working out of the Jack London Improvement District office.

Other projects initiated by Jack London Improvement District to continue into 2016/2017:

- Determining the baseline services as outlined by the City of Oakland and tracks them in order to be able to ensure delivery.
- Monitoring property negligence and develop strategy for property owner engagement
- Continuation of a mural program—two Murals have been completed at sites that were previously frequent targets of vandalism and graffiti (in cooperation with the Marketing Committee and area community arts groups)
- Initiated 880 Underpass Improvements through workshops with City of Oakland, area stakeholders, and the City of Oakland Public Art Advisory Committee.

#### **Marketing and Economic Development:**

A committee has been established to guide activities in this area. The Marketing and Economic Development Committee, chaired by Paul Thyssen, district resident and property owner, has the following statement of purpose:

*Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.*

Other projects initiated by Jack London Improvement District in 2015 to continue into 2016:

- Permitting process and design development of light-post banners throughout the district
- Promotion and representation of the district at City and other organizations' events
- Providing assistance and support to businesses locating in Jack London
- Publicizing business openings, events, and other happenings of the District through press releases and other media

- Maintaining active social media and online presence through active accounts with Facebook, Twitter, Townsquared, Nationbuilder (website host) and Instagram. Townsquared and Instagram are also integrated with the District website platform.
- Sponsorship of events such as well-attended community forums both on-site and at local venues which contribute to promotion and community building.
- Development of strategy to help achieve the district's vision of economic vibrancy
- Hosting popup businesses, and community events that activate public space at the corner at 4<sup>th</sup> and Broadway, and introduce the start-up business to the Jack London community. Pop-up businesses include Drip! Mobile Espresso and Pelican Po'Boys local food purveyors. Community groups hosted include the Beat 1X Neighborhood Crime Prevention Council, STEAM, a pop-up educational maker space, a shared electric bike charging station, and various business networking events.

#### **Administration and Government/Community Relations:**

The Board of Directors as a whole guides organizational policy and administration, seeks strategic community partnerships, and delegates the task force for recruiting and nominating new Board members.

#### **Land Use and Transportation:**

A committee has been established to guide activities in this area. The Land Use and Transportation Committee chaired by Vivian Kahn, district resident and business owner, has the following statement of purpose:

*The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London.*

Other projects initiated by Jack London Improvement District in 2015 to continue into 2016/2017:

- Hosting the forum series on development and revitalization of the District in collaboration with the Marketing and Economic Development Committee.
- Oversight of the train safe and quiet zone project, in 2015 nearly \$8,000 was raised for engagement of consultant for the feasibility study for project implementation and the District continues to advocate for advancement of this project.
- Monitor opportunity sites, current and prospective development projects, and other activity, actions, and planning efforts in or affecting district.
- Recommend action to Board regarding any land use issues where appropriate.

Jack London Improvement District also hosts an annual public meeting, noticed to all District stakeholders as required in Section 5.12.1 in the Disbursement Agreement between Jack London Improvement District and the City of Oakland.

### **3. The improvements and activities planned for 2017:**

#### **Maintenance, Beautification, Safety & Streetscape services and improvements**

In 2016, Jack London Improvement District will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements guided by the Committee and through BBB as the primary



service provider and at the service level outlined in the management district plan. In addition, Jack London Improvement District will move the following projects forward:

- Jack London Improvement District will identify and address opportunities for more permanent crime prevention and elimination of blight through environmental design, strategies (CPDED) such as lighting, removal of PROW obstructions, improvement of visibility, and enhancement of overall district identity beyond the provision of a safe presence and consistent response to dumping and graffiti
- Continue coordination of Mural program with the Marketing committee,
- Implementation of district identity enhancements such as banners, median improvements, and utility box art.
- Coordinate the identification and mapping of security cameras in the district, both on private buildings and in the public right-of-way.
- Continue hosting, coordinating, and conducting outreach for Beat 1X Neighborhood Crime Prevention Council Meetings in close coordination with Oakland Police and district public safety stakeholders
- Continue data gathering to geo-reference maintenance and safety issues for prompt resolution.

#### Marketing & Economic Development

In 2016/2017, Jack London Improvement District will continue to deliver the same Marketing and Economic Development services and improvements. In addition, Jack London Improvement District will move the following projects forward:

- Promotion of Jack London District identity and brand
- Maintenance and expansion of online presence
- Partnership with local businesses and property owners to promote leasing, development, and growth opportunities including direct assistance in securing necessary permits and navigating city entitlement process.
- Hosting of Forum for economic and land-use development - related topics
- Hosting of annual community event
- Development of economic development and retail attraction strategy for improving neighborhood amenities and reducing vacancies
- Facilitation of public art; for example initiate collaboration with local business, sponsor utility box art wraps, and create mural district
- Continual review and creation of opportunities for business attraction and retention in the district and overall economic conditions in the district

#### Administration & Governmental/Community Relations

In 2016/2017, Jack London Improvement District will continue to provide administration services and advocacy for the District, guided by the Board of Directors and implemented by Staff. Jack London Improvement District will continue to:

- Develop strategic partnerships inside and outside district boundaries including Caltrans, Port of Oakland, Visit Oakland, Oakland Chamber of Commerce and other important agencies.
- Seek inclusive community outreach around development and planning efforts such as proposed housing within the District, the City of Oakland 2015 Circulation study, Downtown Specific Plan with the goal of creating a more welcoming and pleasant environment for businesses, residents, visitors, investors, and employees.

**4. Estimated cost for providing the improvement and activities in 2017:**

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	57	\$445,038
Marketing & Economic Development	16	\$124,923
Administration & Government/Community Relations	20	\$156,154
Contingency & Collection Fees	7	\$54,653
<b>TOTAL</b>	<b>100%</b>	<b>\$780,769.98</b>

**5. Method and basis for levying the assessment:**

Three benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, page 10. The District Management Plan can be found on file with the Office of the City Clerk, or at [http://www.jacklondonoakland.org/governing\\_documents](http://www.jacklondonoakland.org/governing_documents). The Board of Directors has approved a nominal increase related to the Consumer Price Index increase since the initiation of operations in order to maintain a consistent level of service. The Board has approved an assessment increase for 2017/2018 of 5% over the 2016/2017 assessment as permitted by the District Management Plan. All Property owners received written notification, and stakeholder input was solicited in this process.

**6. Surplus or Deficit to be carried over from previous fiscal year.**

It is estimated that the Jack London Improvement District will have no carry-forward beyond any portion of the prudent contingency reserve amount of \$54,653.

**7. The amount of any contribution to be made from sources other than BID/CBD assessments to be levied.**

No contribution from sources other than BID assessments is anticipated.

# TEMESCAL TELEGRAPH

## BUSINESS IMPROVEMENT DISTRICT Temescal Telegraph Avenue Community Association (TTCA) Business Improvement District Annual Report to City Council Calendar Year 2016

### I. PROPOSED CHANGES IN THE BOUNDARIES OF THE BID OR IN ANY BENEFITS ZONES WITHIN THE DISTRICT:

TTBID, renewed in 2014 for ten years, with boundaries to include parcels fronting along Telegraph Avenue from Woolsey Street on the north to the four corner intersection at W. MacArthur on the south; it also includes Children's Hospital on MLK Jr. Way, Shattuck Avenue from the 24 freeway to its merge with Telegraph Avenue; and Claremont Avenue from the Telegraph Ave to Vicente Way. The renewed BID also includes 40<sup>th</sup> Street from Broadway to the MacArthur BART station, and properties in Temescal Alley. No future changes are contemplated.

### II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL YEAR 2016 TO DATE

The following are the major improvements and activities provided:

#### ORGANIZATION

- Implemented a consistent branding strategy across marketing collateral and BID communications that showcased the organization's redesigned logo and branding.
- Participated on the Oakland BID Alliance, collaborating with other BIDs around best practices, enhanced communication with the city, and maintenance of baseline services.
- Conducted outreach to the residential neighborhood through attending Temescal Neighborhood Council meetings, promoting BID events and activities, as well as soliciting community input.
- Increased participation on BID committees by residents, businesses and property owners.
- Conducted regular email campaigns to property owners and merchants to inform them of BID activities.
- Held Annual Meeting May 4<sup>th</sup> at Temescal restaurant in the expansion area, Homeroom; attended by properties owners and merchants.
- Adopted revised bylaws to include improved Officers' required skills and experience.
- Maintained comprehensive relational database that includes property owners, the businesses that occupy the buildings, and all other stakeholder groups.

## **ECONOMIC DEVELOPMENT**

- Supported new independent businesses and residential developments through the city permitting process and in community meetings
- Facilitated Kiva Zip interest-free loans for small businesses in Temescal; KIVA provided \$36,000 for capital investments to open and expand business operations
- Conducted outreach and offered support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings
- Maintained and updated inventory of Temescal commercial vacancies; connected potential tenants with commercial brokers and property owners of vacant spaces in Temescal

## **CLEAN/SAFE**

- Increased hours and services for Peralta Service Corporation, to enhance the quality and consistency of regular sidewalk sweeping and litter removal; Continued regular watering services of sidewalk planters.
- Supplemented the Peralta Services regular cleaning with a roving team to provide graffiti abatement, illegal dumping removal and landscaping services.
- Initiated regular power washing of hot spots in district to maintain health and safety of visitors.
- Developed and tracked monthly metrics reporting PSC performance over time.
- Enhanced communication and cooperation with the OPD Community Resources Officer for Temescal

## **DESIGN**

- Repainted all trashcan doors with new BID branding and logo; maintained through regular graffiti abatement efforts
- Borrowed \$880,000 from Community Bank of the Bay and used the funds to install 83 new pedestrian lights throughout the district by the BID's contractor, Ray's Electric; coordinated neighborhood outreach during construction, managed regular inspection of and payment for the completed construction. The 2016 phase of installation included Telegraph Ave from 49<sup>th</sup> St to Aileen St (west side), from North St to the Berkeley border, on the west side of Shattuck from 46<sup>th</sup> to 52<sup>nd</sup>, on 40<sup>th</sup> St from Broadway to the MacArthur BART station.
- Installed 5 newly designed Gateway signs at the expanded District's new entry points and updated 4 previously installed signs with new BID logo
- Secured \$30,000 from BART for the repainting of "Temescal Flows" artwork on 2 columns and painting of one new column under Hwy 24 on 52<sup>nd</sup> St.
- Redesigned pole banners with new BID branding and installed 124 on the new pedestrian lights.
- Supported the Idora Park Project at 56<sup>th</sup> Street by making a \$15,000 funding commitment; Committed to the BID being the project lead on mural contracts and responsible for mural maintenance
- Supported a mural for installation at the Brignole building (on east side of Shattuck south of 47<sup>th</sup> St) by advocating for city funding (received \$9,400) in addition to the BID's pledge for \$3,000.

- Collaborated with City staff to create and initiate the approval process to create a permanent pedestrian plaza at Kasper's Plaza (Shattuck between 45<sup>th</sup> and 46<sup>th</sup>, and 46<sup>th</sup> St between Shattuck and Telegraph).
- In coordination with the City Public Works Agency , created and sent out RFQ to landscape three medians on 40<sup>th</sup> Street between Telegraph Ave and Webster St; interviewed candidates and selected a landscaper to remove weeds and install drought resistant, low maintenance and beautiful plants. Created a landscape design plan, and installed plants on the first median.
- Installed holiday decorations and lights across Telegraph Ave for the holiday shopping season
- Planted succulent and agaves in two planters to pilot a possible larger installation in all of the BID's 53 sidewalk planters
- Coordinated with Bikeshare and Temescal merchants and property owners to determine best locations for Bikeshare docking stations. Found locations that reduced Bikeshare's effect on parking

## **PROMOTION**

- Held 13th annual Temescal Street Fair which drew 15,000 attendees and generated \$2,500 in positive fund balance for the BID.
- Held inaugural Temescal Holiday Street Fair in December highlighting local businesses and craft vendors
- Held 40<sup>th</sup> Street Block Party on July 16<sup>th</sup>, drawing 2,000 attendees to the expansion area of the district, showcasing local businesses and music
- Stakeholder outreach to Temescal Art organizations and individual artists to determine how the BID can best support the emerging arts and culture in the district.
- Telegraph Avenue street banner at 49<sup>th</sup> continues to promote events including Temescal Street Fair, Shop Local Holiday, and Temescal Street Flicks.
- Updated website with new businesses and events in the district.
- Promoted Temescal businesses and events through daily Facebook posts, twitter and Instagram.

## **III. IMPROVEMENTS AND ACTIVITIES TO BE PROVIDED FOR 2017**

### **ORGANIZATION**

- Work with Caltrans to receive Caltrans assessment contribution owed for past ten years of TTBID services, and next ten years of TTBID.
- Continue participation in the Oakland BID Alliance, collaborating with other BIDs to enhance communication with the city, and maintain baseline services.
- Conduct continual outreach to the residential neighborhood through attending Temescal Neighborhood Council meetings,
- Maintain regular email campaigns to property owners and merchants to inform them of BID activities.

## **ECONOMIC DEVELOPMENT**

- Advance discussions with Community Bank of the Bay and the city to work towards opening a bank branch in Temescal
- Continue supporting new independent businesses and residential developments through the city permitting process and in community meetings
- Initiate dialogue with commercial brokers and property owners to fill vacancies in Temescal
- Conduct continuing outreach and offer support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings
- Continue to maintain and update inventory of Temescal commercial vacancies.

## **DESIGN**

- Assignment of ownership over the BID's 83 new pedestrian lights throughout the district to the city of Oakland.
- Gather data to support the City approval process to create a permanent pedestrian plaza at Kasper's Plaza (Shattuck between 45<sup>th</sup> and 46<sup>th</sup>, and 46<sup>th</sup> St between Shattuck and Telegraph)
- Initiate the design and community outreach process to create a vibrant, unique and attractive pedestrian plaza at Kasper's Plaza (Shattuck between 45<sup>th</sup> and 46<sup>th</sup>, and 46<sup>th</sup> St between Shattuck and Telegraph).
- Apply for the appropriate city permits and complete the 40<sup>th</sup> Street median landscape project to landscape the three neglected medians on 40<sup>th</sup> Street between Telegraph Ave and Webster St with drought resistant, low maintenance and beautiful plants.
- Support the complete funding of and installation of a mural at the Brignole building (on east side of Shattuck south of 47<sup>th</sup> St).
- Work with City Public Works and CalTrans to change incandescent fixtures to LED to improve brightness and energy efficiency at Hwy 24 underpasses at 52<sup>nd</sup> St and 56<sup>th</sup> St. Work to be completed pending funding.
- Continue to support the Idora Park Project at 56<sup>th</sup> Street through the permitting and funding processes
- Expand the holiday lighting program to include additional placement across Telegraph near Alcatraz Ave.
- Continue discussions with Children's Hospital to add shopper shuttle stops on Telegraph Ave, connecting the district with BART. Investigating funding partners: BART, BAAQMD, etc.

## **CLEAN/SAFE**

- Consider hiring private security for the December holiday season to enhance merchant and customer security.
- Consider purchasing security cameras to deter auto burglaries in 'hot spot' areas
- Enhance communication and cooperation with the OPD Community Resources Officer and new walking officer for Temescal

- Enhance services and communication with Peralta Services clean team to thoroughly and consistently provide cleaning, graffiti abatement, landscaping and watering services to the district
- Negotiate a new cleaning contract with Block by Block clean team contractor.

**PROMOTION**

- Hold the 7<sup>th</sup> Annual Taste of Temescal restaurant-stroll event on October 4<sup>th</sup>, drawing over 500 visitors to the district.
- Hold the 8th annual outdoor movie series in Temescal, rebranded and redesigned as Temescal Street Flicks, every Thursday, Sept. 15 – Oct 13, in partnership with Off the Grid weekly food truck markets at Kasper’s Plaza
- Expand the 9<sup>th</sup> annual safe Temescal Trick or Treat, highlighting the nighttime safety of Temescal, and also showcasing local businesses.
- Expand the second annual Temescal Holiday Street Fair to showcase local art organizations and individual artist in a holiday showcase, as well as craft vendors
- Plan additional BID activities to support emerging arts and culture in Temescal.
- Continue updating website with new businesses and events in the district.
- Promote Temescal businesses and events through daily Facebook posts, twitter and Instagram.
- Expand the cross-Telegraph Ave banner program at 49<sup>th</sup> with banners promoting the general district branding as well as an updated Holiday banner

**IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR CY 2017**

Please see the attached budget for 2017.

**V. METHOD AND BASIS OF LEVYING THE ASSESSMENT**

The Board of Directors of the Temescal Telegraph Business Improvement District worked with staff to evaluate budget projections for the next three years, prioritize services and make considerable reductions to expenses. After thorough evaluation and deliberation, the Board found that additional funding is necessary. A 5% increase to the FY 17/18 assessments will enable the TT BID to provide more thorough and consistent sidewalk maintenance and graffiti removal services to the district. In addition, the increase will allow us to begin to catch up with cost of living increases to maintain current service levels. This is the first increase in the three years of the renewed TT BID, and amounts to 1.67% per year, which is less than inflation.

**The 2017 rates are included in the following table\*:**

\*The 5% increase has been included in the 2017 rate table

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
<b>Lot Size</b>	0.063	0.063	0.021
<b>Building Size</b>	0.084	0.0315	0
<b>Linear Frontage</b>	8.40	3.15	15.75
<b>Condo Fee</b>	.21	.21	.21

**VI. SURPLUS OR DEFICIT REVENUES TO BE CARRIED OVER FROM A PREVIOUS FISCAL YEAR**

The TTBID will carry forward \$200,000 of reserve funds into CY2017. This prudent and budgeted reserves will be maintained to cover 2-4 months of operating expenses in addition to the planned reserve budget:

<i>TTBID Reserves budget</i>	<i>Amount</i>
IDORA PARK	\$13,500
TREE LIGHTS	\$6,728
LORI FISCHER "RISE" MURAL	\$3,000
ALCATRAZ ART PROJECT	\$5,000
COMPLETE STREETS CONSULTANT	\$10,000
TOTAL	\$38,228

**VII. THE AMOUNT OF ANY CONTRIBUTIONS TO BE MADE FROM SOURCES OTHER THAN BID ASSESSMENTS TO BE LEVIED.**

See attached 2017 budget.



**TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT  
CALENDAR YEAR 2017 BUDGET**

<b>Budgeted Assessments</b>	\$482,616	0%	incr over 2016
Interest/Other Income	\$1,512	Net New Condo Parcels @ Tel/60th	
<b>Total Budgeted Revenue</b>	<b>\$484,128</b>		

<b>% Allocation per 2015 Management District Plan</b>						
Program	Zone	1	2	3	Condos	Total
	%	73.00%	15.50%	7.50%	4.00%	100.00%
<b>PROWSO</b>	60.0%	43.8%	9.3%	4.5%	2.4%	60.00%
<b>Marketing</b>	19.0%	13.9%	2.9%	1.4%	0.8%	19.00%
<b>Admin</b>	16.0%	11.7%	2.5%	1.2%	0.6%	16.00%
<b>Contingency</b>	5.0%	3.6%	0.8%	0.4%	0.2%	5.00%
<b>Total</b>	<b>100.0%</b>	<b>73.0%</b>	<b>15.5%</b>	<b>7.5%</b>	<b>4.0%</b>	<b>100.0%</b>

<b>Summary Budget</b>						
<b>PROWSO</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Condos</b>	<b>Total</b>	
Allocated PROWSO Revenue	\$ 212,048	\$ 45,024	\$ 21,786	\$ 11,619	\$	\$ 290,477
Total PROWSO Expenditures	\$ 221,023	\$ 44,466	\$ 18,331	\$ 11,930	\$	\$ 295,750
<b>PROWSO Pro Forma Surplus / (Deficit)</b>	<b>\$ (8,974)</b>	<b>\$ 558</b>	<b>\$ 3,455</b>	<b>\$ (311)</b>		<b>\$ (5,273)</b>
<b>MARKETING AND IDENTITY</b>						
Allocated Marketing & ID Revenue	\$ 67,149	\$ 14,258	\$ 6,899	\$ 3,679	\$	\$ 91,984
Other Revenue - See Detail	\$ 68,350	\$ 10,850	\$ 5,250	\$ 2,800	\$	\$ 87,250
Total Mrktg & Id Revenue	\$ 135,499	\$ 25,108	\$ 12,149	\$ 6,479	\$	\$ 179,234
Total Marketing and ID Expenditures	\$ 148,181	\$ 24,559	\$ 7,109	\$ 6,675	\$	\$ 186,525
<b>Marketing Pro Forma Surplus / (Deficit)</b>	<b>\$ (12,683)</b>	<b>\$ 548</b>	<b>\$ 5,039</b>	<b>\$ (196)</b>		<b>\$ (7,291)</b>
<b>ADMINISTRATION</b>						
Allocated Administration Revenue	\$ 56,546	\$ 12,006	\$ 5,810	\$ 3,098	\$	\$ 77,460
Total Administration Expenditures	\$ 54,212	\$ 11,511	\$ 5,570	\$ 2,971	\$	\$ 74,263
<b>Administration Pro Forma Surplus / (Deficit)</b>	<b>\$ 2,335</b>	<b>\$ 496</b>	<b>\$ 240</b>	<b>\$ 128</b>		<b>\$ 3,198</b>
<b>CONTINGENCY</b>						
Allocated Revenue	\$ 17,671	\$ 3,752	\$ 1,815	\$ 968	\$	\$ 24,206
<b>SUMMARY REVENUE &amp; EXPENSE</b>						
<b>TOTAL BUDGETED REVENUE</b>	<b>\$ 421,763</b>	<b>\$ 85,890</b>	<b>\$ 41,560</b>	<b>\$ 22,165</b>	<b>\$</b>	<b>\$ 571,378</b>
<i>Check</i>	<i>73.8%</i>	<i>15.0%</i>	<i>7.3%</i>	<i>3.9%</i>		<i>100.0%</i>
<b>TOTAL PROPOSED EXPENDITURES</b>	<b>\$ 423,415</b>	<b>\$ 80,536</b>	<b>\$ 31,010</b>	<b>\$ 21,576</b>	<b>\$</b>	<b>\$ 556,538</b>
<i>Check</i>	<i>76.1%</i>	<i>14.5%</i>	<i>5.6%</i>	<i>3.9%</i>		
<b>TOTAL PRO FORMA SURPLUS / (DEFICIT)</b>	<b>\$ (1,652)</b>	<b>\$ 5,354</b>	<b>\$ 10,549</b>	<b>\$ 590</b>	<b>\$</b>	<b>\$ 14,841</b>

**INCOME & EXPENSES  
CALENDAR YEAR 2017 BUDGET**

PROWSO		Zone 1	Zone 2	Zone 3	Condos	Total
Allocated PROWSO Revenue		\$ 212,048	\$ 45,024	\$ 21,786	\$ 11,619	\$ 290,477
<b>Proposed PROWSO Expenditures</b>						
	Cleaning/maintenance contract	\$ 132,275	\$ 28,675	\$ 16,650	\$ 7,400	\$ 185,000
	40th St Median Mntnce	\$ 5,000				\$ 5,000
	Security measures	\$ 14,000	\$ -	\$ 500	\$ 500	\$ 15,000
	Loan service on Ped lighting	\$ 58,250	\$ 13,350		\$ 3,400	\$ 75,000
	Executive Director Sal & Ben	\$ 11,498	\$ 2,441	\$ 1,181	\$ 630	\$ 15,750
<b>Total Proposed PROWSO Expenditures</b>		\$ 221,023	\$ 44,466	\$ 18,331	\$ 11,930	\$ 295,750
	<b>PROWSO Pro Forma Surplus / (Deficit)</b>	\$ (8,974)	\$ 558	\$ 3,455	\$ (311)	\$ (5,273)
<b>MARKETING &amp; IDENTITY ENHANCEMENT</b>						
Allocated Marketing Revenue		\$ 67,149	\$ 14,258	\$ 6,899	\$ 3,679	\$ 91,984
	Temescal Street Fair	\$ 51,108	\$ 10,850	\$ 5,250	\$ 2,800	\$ 70,008
	Temescal Street Flicks(Spon+Sales)	\$ 2,250				\$ 2,250
	Taste of Temescal	\$ -	\$ 15,000			\$ 15,000
	<b>Sub Total</b>	\$ 135,499	\$ 25,108	\$ 12,149	\$ 6,479	\$ 179,234
<b>Proposed Marketing Expenditures</b>						
Events	Temescal Street Fair	\$ 47,450	\$ 10,075	\$ 4,875	\$ 2,600	\$ 65,000
	Taste of Temescal	\$ 15,000				\$ 15,000
	Temescal Street Flicks	\$ 10,250	\$ -	\$ -	\$ -	\$ 10,250
	40th St. Event	\$ 5,250	\$ -	\$ -	\$ 250	\$ 5,500
	Ar Support	\$ 2,000	\$ -	\$ -	\$ 500	\$ 2,500
	Halloween Event	\$ 250	\$ -	\$ -	\$ -	\$ 250
	Holiday Fair	\$ 3,000				\$ 3,000
Capital Mntnce	Banners	\$ 750	\$ 250			\$ 1,000
	XMAS Decorallons	\$ 2,500	\$ 550	\$ 300	\$ 150	\$ 3,500
	Tree Lights	\$ 750	\$ 250			\$ 1,000
	Cross-Telegraph Banner	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500
	Trash Can Doors	\$ 3,700	\$ 800	\$ 350	\$ 150	\$ 5,000
	Utility Box Upgrades	\$ 3,700	\$ 800	\$ 350	\$ 150	\$ 5,000
	Loan Service on Ped lighting	\$ 36,700	\$ 9,000		\$ 2,200	\$ 47,900
Programs	East Bay Express Ads	\$ 800	\$ 200			\$ 1,000
	Website, Logo, Maps, Dng-Shp Guide	\$ 3,000	\$ 600	\$ 250	\$ 150	\$ 4,000
Capital Expenses	From Reserves-New X-Street Banner	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000
	Exec Directors Sal & Ben	\$ 9,581	\$ 2,034	\$ 984	\$ 525	\$ 13,125
<b>Total Proposed Marketing Expenditures</b>		\$ 148,181	\$ 24,559	\$ 7,109	\$ 6,675	\$ 186,525
	<b>Marketing Pro Forma Surplus / (Deficit)</b>	\$ (12,683)	\$ 548	\$ 5,039	\$ (196)	\$ (7,291)
<b>ADMINISTRATION</b>						
Allocated Administration Revenue		\$ 56,546	\$ 12,006	\$ 5,810	\$ 3,098	\$ 77,460
<b>Proposed Admin Expenses</b>						
	Executive Director Sal & Ben	\$ 35,451	\$ 7,527	\$ 3,642	\$ 1,943	\$ 48,563
	Rent	\$ 7,300	\$ 1,550	\$ 750	\$ 400	\$ 10,000
	Phone and Internet	\$ 1,351	\$ 287	\$ 139	\$ 74	\$ 1,850
	Food for meetings	\$ 1,716	\$ 364	\$ 176	\$ 94	\$ 2,350
	Bookkeeping / Accounting	\$ 3,650	\$ 775	\$ 375	\$ 200	\$ 5,000
	Insurance	\$ 2,190	\$ 465	\$ 225	\$ 120	\$ 3,000
	Professional Development	\$ 1,095	\$ 233	\$ 113	\$ 60	\$ 1,500
	Office Supplies and Other	\$ 1,460	\$ 310	\$ 150	\$ 80	\$ 2,000
<b>Total Proposed Admin Expenditures</b>		\$ 54,212	\$ 11,511	\$ 5,570	\$ 2,971	\$ 74,263
	<b>Admin Pro Forma Surplus / (Deficit)</b>	\$ 2,335	\$ 496	\$ 240	\$ 128	\$ 3,198
<b>CONTINGENCY</b>						
Allocated Revenue		\$ 17,671	\$ 3,752	\$ 1,815	\$ 968	\$ 24,206
<b>TOTAL BUDGETED REVENUE</b>		\$ 421,763	\$ 85,890	\$ 41,560	\$ 22,165	\$ 571,378
	<i>Check</i>	73.8%	15.0%	7.3%	3.9%	100%
<b>TOTAL PROPOSED EXPENDITURES</b>		\$ 423,415	\$ 80,536	\$ 31,010	\$ 21,576	\$ 556,538
	<b>TOTAL SURPLUS / (DEFICIT)</b>	\$ (1,652)	\$ 5,354	\$ 10,549	\$ 590	\$ 14,841

Notes

\$880k 9 yrs = \$10,242/mo = 122900/yr  
DS, taken here & MIE below per  
pg 21 of the TTBID 2015 Dist Mgmt Plan.  
only Zones 1, 2, & Condos

\$ 122,900

2016 Sal&Ben = \$ 73,750  
5% \$ 77,438



## LAUREL DISTRICT ASSOCIATION (PBID) ANNUAL REPORT TO CITY COUNCIL FY 16-17

### I. Proposed Changes in the Boundaries of the BID or in any Benefits Zones Within the District:

No changes.

### II. Improvements and Services Provided to Businesses and Property owners in 2016:

#### DISTRICT IDENTITY (DISI)

##### PUBLIC EVENTS

- Shop with Soul, Shop Laurel holiday campaign, included the Santa Stroll, and Light up the Laurel. Laurel emphasizes on the marketing, branding, and integration of Laurel District so that we can foster a true sense of community and pride.
- Coordinated 2016 Lion Dance Parade and Blessing of Businesses.

##### LAUREL STREET FAIR

- **Continued Success** - The Laurel Street Fair continues to grow in attendance, participation and reputation. Approximately 15,000 people attended the event, and mainstream media outlets advertised and reported on our event at no cost to the LDA. We continue to produce the event with a grassroots, neighborhood base-building and marketing strategy, and leveraged the attention from our full calendar of events to attract attendees and bring additional attention to the district.
- Management of 17th Annual Laurel Street Fair (2016). Received overwhelming feedback from vendors and attendees that the festival was expertly organized and well laid out. Expanded new revenue stream through beverage sales and secured City of Oakland fairs and festivals money to offset approximately \$3000 in fees.

##### FACEBOOK MARKETING AND NEW LDA WEBSITE FEATURES

- **Launch New Website** - Launch of the new district website and new Laurel Street Fair website. District website has comprehensive and updated merchant directory, community

calendar, and Facebook integration. Laurel Street Fair website allows online vendor registration.

- **Local List serves** - Monitor the daily digests for Laurel, Maxwell Park, Redwood Heights, and Allendale list serves. Post as needed in reply to LDA related issues and submit posts in promotion of Laurel events, activities, new businesses, and business announcements.

#### PRINT ADVERTISING

- Actively work to position Laurel for positive press in area media outlets. Achieved front page coverage in the Montclairion on multiple occasions, items were also covered in the Oakland Tribune.
- District Marketing Campaign promoted the Laurel District and its events and local businesses through facebook and instagram. Print advertising was placed in the East Bay publication and outdoor billboards.

### **PROPERTY IMPROVEMENTS (SOBO)**

#### SECURITY

- Working with OPD to mitigate excess vehicle traffic speeds along MacArthur Blvd. Working with the mother of a young man lost in a traffic fatality to create a permanent memorial, bringing awareness to the dangers of street racing.
- Partnered with a technology developer to access a district maintenance reporting and tracking application.
- Actively supported city staff and worked with impacted property owners in support of the addition of a new Parklet and bike corral. Monitoring the LDA investment to ensure expected results.
- The Laurel District Association partnered with a technology developer to access a security based application, a direct tool for communication and documentation between block captains and security staff.
- Handling Community Concerns - The Laurel District Association acts as a community liaison to property owners for assistance with business attraction and/or property sale. The City of Oakland Planning Department works closely with the LDA when reviewing applications. Formal board positions of support for well-designed projects help ensure projects keep moving and the district vision of growth is achieved. The LDA often works to assist in monitoring problem properties in support of the property owner, helping to prevent incidents of illegal dumping, vagrancy, and vandalism and theft.

## CAPITAL IMPROVEMENTS

- The LDA installed new street banners with new locations to cover the gateways to the district at 35th Ave and High St and purchased decorative lighting for pedestrian light poles to complement the Holiday marketing campaign, driving traffic to Laurel merchants for their holiday shopping needs.
- Developed a facade improvement matching grant program. Funds granted to ten tenants or property owners with structures in the most need of improvement or need for improved signage. Funds are also used for exterior security camera installations.

## MAINTENANCE AND LANDSCAPING

- Inventoried and coordinated the removal of decaying infrastructure (newspaper racks, old/unused signage, phone booths).
- Coordinated the repainting and repairing of all Laurel trash receptacles.
- Coordinated district wide sidewalk steam cleaning with identification and focus on "hotspots."
- Partnership with Mills College Masters program to develop guidelines and outreach plan for the implementation of a facade improvement matching grant program. Currently underway.
- Facilitated gateway mural installation at High Street, "Love the Laurel" Accessed City of Oakland green wall funds to cover 100% of the project costs. Partnered with a Laurel business owner and Oakland high school students as artists on the project. Hosted dedication ceremony to celebrate the District and the message of the mural.
- Worked closely with subcontractors and service providers (Peralta, Urban Shield, First Building Maintenance, City of Oakland) to ensure high-quality deliverables on core services and contracted responsibilities. Reviewed all existing contracts with a performance assessment for continuous quality improvement and adaptation to current district needs.
- Facilitating new Development Project. Helping ensure the planned addition of 4,000 square feet of new retail space at Brown and MacArthur Blvd.

## ORGANIZATION

### MERCHANT TRAININGS AND COMMUNICATIONS

- **Monthly Merchant Meetings** - The LDA continues to conduct monthly Board meetings and assist in forming an active Merchants Association. Six merchants have signed up to be Block Captains and volunteer to work with LDA security and maintenance staff in the ongoing effort to sustain a clean and safe District. The program uses the latest

technology, donated by Local Security Network to report incidents in real time, and capture data to assess long term solutions to issues on private or public property.

- Hired a strategic planning consultant to implement a long term LDA strategic plan as requested by LDA board. Currently process is underway.
- Responsiveness to Board Direction - Prepare and properly notify board meeting with appropriate guest coordination and supporting materials. Finalize and post meeting minutes as submitted by Secretary Wong-Lam. Ensure LDA is in compliance with the Sunshine Ordinance and Brown Act.
- Developed a merchant watch program with corresponding guidelines and instruction packet for five area block captains. Partnered with a technology developer to access a security based application as a direct tool for communication and documentation with block captains and paid security staff.
- Attending community meetings and building/maintaining positive, collaborative relationships with neighborhood associations (Laurel Village Association, Redwood Heights Neighborhood Association, Beat 25Y Crime Prevention Council, Maxwell Park Neighborhood Association).

#### COMMUNITY ENGAGEMENT

- Community Collaborations – Assisted with the outreach and connectivity to property owners throughout the BID renewal process.
- Built a new salesforce database of businesses and property owners.
- Attend monthly BID managers meeting, actively supporting the coordination of best practices and improved access to City staff and resources.

### III. Improvements and Activities to be Provided in 2017:

#### DISTRICT IDENTITY

##### **Facebook Marketing and New Website**

- Continue Online Engagement – Maintain 2 Facebook accounts, updating daily with photos, features, and discussions. Enlist more merchants to utilize the “Laurel District Association” page as a direct-marketing.
- Tie Facebook marketing to business attraction strategies.
- Enhance “Business Opportunities” listings on our website.

##### **Print Advertising**

- Maintain current print advertising output.

**Business Directories and Business Promotions**

- Continue distribution of Laurel business directories and marketing of district businesses locally and throughout greater Oakland.

**Street Banners**

- Maintain rotation of two newly created banner sets.

**Public Events**

- Continue the annual Laurel Street Fair, Halloween, Lunar New Year Lion Dancing, and Laurel Outdoor Movie Event Series.
- Increase the attendance at the Laurel Street Fair.

**Laurel Block Captains**

- Expand and Support the active participation of Laurel business owners to improve the safety and cleanliness of the commercial district

**PUBLIC RIGHTS OF WAY (PROW)****Maintenance and Landscaping**

- Maintain the Maintenance and Landscaping Program.

**Capital Improvements**

- Façade Improvements – Continue to assist and facilitate façade improvement projects on the commercial corridor with a second round of facade improvement matching grants.
- Leveraging City Resources – Seek ways for existing efforts (Laurel Design Guidelines, Litter Studies, Business Attraction Studies, etc.) to be implemented and supported by the City in zoning and business attraction efforts.
- Continue to share Design Guidelines with prospective and existing business and property owners.

**Security**

- Maintain the Laurel Security Ambassador Program, security hours, and efforts.
- Work with property owners and merchants to enhance existing security camera coverage in high-crime areas.

**ORGANIZATION****Merchant Trainings and Communications**

- Conduct quarterly merchant meetings, consisting of news updates, event scheduling and planning, security trainings, and specialized online marketing training.

**Community Engagement**

- Continue to Present Online and Neighborhood Surveys

- Coordinating Volunteers and staff for Business Attraction
- Continue relationships and projects with Mills College Public Policy Department, Laurel Village Association.

**IV. An Estimate of the Cost of Providing the Improvements and the Activities for 2017.**

See attached budget for details.

**V. Method and Basis of Levying the Assessment**

- The method of levying the assessment has not changed from the adoption of the original ordinance - Laurel Business Improvement District 2016.
- Assessment Increase of 5%: Pursuant to the City Council Resolution 85682 dated July 7, 2015 and the City of Oakland's Management District Plan provide that the LDA Board of Directors has the option to request an increase to assessments annually up to 5% from the previous year's assessment. Approved by the LDA Board of Directors, a 5% assessment increase is being requested for the next tax year, fiscal year 2017-2018. Additional funds from the 5% increase will be used to cover rising cost of labor for maintenance/repairs and security in the district as well as to redo landscaping (e.g. potted plants, etc), the cost of which has increased significantly since it was originally installed under the Laurel BID 2005.

**VI. Surplus or Deficit Revenues to be Carried Over from a Previous Fiscal Year:**

There is no anticipated surplus or deficit carry over.

**VII. Contributions from other sources.**

See attached budget for details.



<b>Laurel District Association 2017 Budget</b>		
<b>INCOME</b>		
Projected Assessments FY 2016-17	\$	182,930.00
Estimated Income from Laurel Street Fair	\$	45,000.00
Total BID Balance for FY 2017-18	\$	227,930.00
<b>EXPENSES</b>		
<b>Organization</b>		
Rent	\$	1,200
Staffing		\$52,000
Payroll Expenses		\$1,500
Telephone & Fax		\$900
Internet		\$0
Insurance		\$6,000
Accounting & Taxes		\$2,500
Bank Charges/Interest		
Annual Dinner/Merchant Meetings/Memberships		\$1,000
Office Supplies		\$1,000
Postage		\$300
Printing		\$3,500
Unallocated/Misc		\$0
<b>Subtotal</b>		<b>\$69,900</b>
<b>DISI General</b>		
Website & Graphic Design		\$3,000
Directory		\$2,000
Signage/Banners/Artwork/ Decorations		\$11,500
Merchant & Social Media		\$5,000
Special Events & Marketing		\$12,000
Street Festival		\$6,000
Advertising		\$7,400
Security		\$38,500
Unallocated		
<b>Subtotal</b>		<b>\$85,400</b>
<b>PROWSO</b>		
Maintenance and Landscaping		\$43,000
Capital Improvements		\$25,000
Unallocated		
<b>Subtotal</b>		<b>\$68,000</b>
<b>OTHER</b>		
County Fee (1.7%)		\$2,888
City Fee		\$500
Reserve		\$1,242
<b>Subtotal</b>		<b>\$4,630</b>
<b>Contingent Reserves</b>		
<b>Total Expenses</b>		<b>\$227,930</b>