

**EXHIBIT A**

(To the Resolution of Intention to Levy the FY 2022-2023 Montclair BID Assessment)



The MVA's mission is to support our merchant members and help the Village thrive.

**Annual Report Relating to the 2022-2023  
Montclair Village Association Business Improvement District**



# **Annual Report to the Oakland City Council Relating to the 2022-2023 Montclair BID**

Pursuant to California Streets and Highways Code Part 6  
Parking and Business Improvement Area Law of 1989  
Chapter 4, Section 36533

**I. Proposed changes in boundaries of the parking and business improvement area or in any other benefit zones within the area.**

There are no proposed changes in the boundaries of the parking and business improvement area or any benefit zones in the area.

**II. Improvements and activities to be provided for in upcoming fiscal year.**

See the attached budget, which outlines the improvements and activities to be funded and provided in the year ending December 31, 2022. Should the current COVID 19 pandemic significantly affect the amount of BID revenues received from the City in 2022, appropriate adjustments will be proportionally made to spending categories outlined in the attached budget.

**III. Estimate of the cost of providing the improvements and activities for upcoming fiscal year.**

See attached budget

**IV. Method and basis of levying the assessment.**

The method and basis of levying the assessment has not changed from the adoption of the original ordinance;

Budget categories below reflect the original terminology of the Montclair Business Improvement District Final Management District Plan Exhibit C to read: Economic Restructuring, Promotions & Design Committees, Organization/Administration Committee

**V. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year.**

See attached budget.

**VI. The amount of any contributions to be made from sources other than assessments levied.**

Other than assessments levied, funds have been generated from fundraiser events, Pacific Fine Arts Festivals, and from management of the Montclair Village Parking Garage. Funds from Associate Member program, started in mid-2010, are included in the Non-BID income on the attached budget.

David Petlin

President, Montclair Village Association

## Accomplishments 2021

### Beautification/Design/Land Use [Economic Restructuring]

- Created rooftop outdoor class space at the Montclair Parking Garage for merchants to hold outdoor classes, no space use fee
- Direct infrastructure and permitting assistance for businesses to utilize Oakland's Flex Street initiative to activate safe outdoor spaces for dining and retail
- Maintained Village planters (32), tree wells (80), and median plantings
- Provided weekly sidewalk and gutter sweeping; 5-20 lbs. of litter removal per week
- Worked with City of Oakland Parking Department to advise their transition to a variable rate on street parking program
- Provided sidewalk steam cleaning and cleaning of City trash receptacles (20)
- Continues to obtain City and public utility support to address pot holes, graffiti, infrastructure, damage, signage and recycling issues in the Village
- May 2021 Community Work Day – Assisted Montclair Neighborhood on park cleanup
- Murals, Planters and new art additions to the streetscape
- Progressed the Antioch Court safety improvement project to secure full funding and the selection of the construction contractor for ground breaking Q1 2022
- Continued to fundraise for Antioch Court Improvement Project Campaign, the creation of the Village Plaza, through Brick sales and various sponsorship levels for future events and programmed activities
- Maintained and repaired the rooftop lighting program encompassing 9 blocks of the district; Creating an illumined aesthetic and adding to the safety of the district at night
- Held monthly meetings where merchant members and members of the public could comment, share updates, and ask questions
- Held annual meeting (via Zoom) to honor incoming and departing Board Members
- Board participation and merchant participation in committees and working groups
- Continued the Associate Membership program to represent area businesses, enabling businesses neighboring the BID or in home offices to become involved in the Association and benefit from the collective marketing effort
- Maintained/updated database of Village merchants, property owners/managers
- Worked closely with the Oakland Tax Division to collect assessments from severely delinquent BID members
- Involved (8) high school and college interns to learn about community organizing and business support
- Farmer's Market - Supported a vibrant and active destination market, worked to foster health safety measures at the open air market
- Worked with City of Oakland and Oakland City Council to evaluate and enhance Flexible Parking Pilot (start date 8/18/2014) and Parking Assessment district

## **Promotions [Promotions & Design Committees]**

- Developed “We Care About Your Health Safety” campaign to encourage COVID-19 best practices among merchants and encourage patronage of district businesses while following County Health guidelines
- One of the first commercial districts in the Bay Area to launch OPEN For Business directory to inform the public of business activity during the changing conditions brought about by County Health restrictions – highlighting pick up and delivery services, and amended hours, continue to maintain and promote the full Montclair merchant directory
- Branded and promotes “OPEN Montclair” campaign to area residents as well as city wide
- Applied for and received approximately \$35,000 in COVID relief funds to re-invest in core services and district marketing
- Managed weekly Farmers’ Market activities, assisting with cleanliness and presentation of the market
- Website - Front facing promotion of businesses
- Working closely with the Montclair Lions Club to produce a Village Restaurant Walk in September and an alternative to the annual Halloween Parade through the Village.
- Produced Village Holiday shopping event
- Grow the new MVA website and calendar function to include area events
- Produced Montclair Village electronic newsletter
- Initiated a district marketing campaign for business promotion and to highlight the assets of the District
- District Marketing Campaign – Launched the Montclair Village Shopping & Dining Guide to promote all businesses and ask the public to strengthen their Shop Local ~ Shop Montclair value commitment

## **Safety/Security [Economic Restructuring]**

- Assured security contract has responsive coverage and improved connectivity with surrounding residential areas.
- Maintained existing system of security cameras at the parking garage and at key locations in the district
- Raised funds through public donations for two intersections to be covered by a high resolution LPR camera system
- Worked with City of Oakland to procure funds for an LED upgrade to the Montclair Parking Garage for 2021 installation target, improving the safety of the facility along with significant energy savings
- Partnered with OPD walking officer and merchant watch to educate merchants and utilize CEPTD tactics for crime deterrence
- Partnered with Montclair Neighborhood Council (MNC) (beat 13Z NCPC) to address district issues

## 2021 - 2022 Board of Directors

	First	Last	Position
1	David	Petlin	President
2	Theresa	Henrekin	Vice President
3	Robin	Patin	Secretary
4	Tom	Revelli	Treasurer
5	Pat	Benson	Board Member
6	Tyrone	Eugene	Board Member
7	Mia	Honoré	Board Member
8	Ryan	Misasi	Board Member
9	Winter	Williams	Board Member

### Summary of BID Functions

Private security, maintenance, beautification, design, land use, promotion activities

### Committees

Promotions/Design/Farmers' Market  
 Beautification/Design/Land Use/Safety/Economic Restructuring  
 Executive/Organization/Administration  
 Nominations  
 Finance

## Montclair BID 2021 Proposed Budget

<b>Revenue</b>	
	<b>Estimated Amount</b>
Assessment Revenue 100% Collection	\$88,000
Non-BID Income to Cover District General Benefits - From donations to the 501ciii (5%)	\$4,268
Projected Prior Year Carry Forward	0
Assessment Revenue Collection	94%
<b>Total Income</b>	<b>\$86,988</b>

<b>Expenses</b>		
<b>Category of Special Benefit Service</b>	<b>Estimated Percentage</b>	<b>Estimated Amount</b>
Economic Restructuring (Public Rights of Way - PROW)	30%	\$26,096
Promotions & Design Committees (District Identity - DISI)	40%	\$34,795
Organization/Administration Committee (Organization)	30%	\$26,096
Reserve	0%	\$0
<b>Total Expenses</b>	<b>100%</b>	<b>\$86,988</b>