

Exhibit A

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

Rockridge Business Improvement District
FY 2021-2022 Annual Report To The City of Oakland
Relating to Improvements and Activities Planned For Fiscal Year 2022-2023

Pursuant to California Streets and Highways Code Part 6
Parking and Business Improvement Area Law of 1989
Chapter 3, Section 36533

1. Proposed changes in the boundaries of the parking and business improvement area or in any benefit zone within the area: There are no proposed changes to the boundaries of the Rockridge Business Improvement District.
2. Improvements and activities to be provided in fiscal year 2022-2023: Please see attached Accomplishments for this year to date and attached 2022-2023 proposed budget. We plan to continue on the same course.
3. Estimate of the cost of providing the improvements and activities for fiscal year 2022-2023: See attached budget. 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.
4. Method and basis of levying the assessment: The fee structure for assessments will remain as previously approved, including the change in classifications of businesses by temporarily creating a sub-classification for businesses that earn annual gross receipts of \$25,000 or less. Businesses which fall into this sub-classification would pay an annual assessment fee of \$60.00. This is not a property-based district, therefore, property owners are not assessed.
5. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year: Our fiscal year ends on 2/28. The first calendar year disbursement of assessments occurs on 4/30; therefore, \$15,000 from the prior fiscal year will be carried over for recurring expenses for March and April of the upcoming fiscal year. If available, up to \$50,000 will be carried forward for planned Capital Projects expenditures in 2022. Examples of these projects are, district wide tree trimming and tree replacement, street banner replacement or holiday decoration replacement.
6. The amount of any contributions to be made from sources other than assessments levied: The Rockridge Business Improvement District will seek sponsorship funds for our promotional and beautification efforts. We also offer the opportunity for businesses outside our footprint to participate in our marketing efforts for a fee.

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7. Annual Renewal Notice: Starting in 2014 the notice has to be sent every five years. The notice will be sent again in 2023 as the last notice was sent in 2018. Section 12 of Ordinance 12301 C.M.S., as amended by Ordinance 13261 C.M.S., now states: *“The Governing Council (Advisory Board) of the Rockridge BID shall annually 45 days before the anniversary of the establishment of the Rockridge Business Improvement District Ordinance give the assesses of the District written notice of their rights to seek disestablishment of the district and the process therefore. Commencing with the year 2014, said notice shall no longer be required annually, but shall be given once every five years, with the next notice to be sent 45 days before the District's formation anniversary in the year 2018. In their annual report to Council, the Advisory Board shall report that they have provided this notice.”* Accordingly, the required notice was provided in 2018 and the next notice will be due in 2023.

Please contact Susan Bernosky, Treasurer of the Rockridge Business Improvement District, should you have any questions regarding this report.

October 1, 2021

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**RDA, a Rockridge Business Improvement District
Proposed Budget
March 2022 to February 2023**

Income

Gross BID Revenue	\$158,400
Capital Projects Carryforward	<u>\$50,000</u>
Carryforward to cover March/April 2021 expenses	<u>\$15,000</u>
Total Income	\$223,400

Expense

Organization	\$77,000
City of Oakland- Collection Cost	\$2,400
City of Oakland- Legal Noticing	\$1,100
Marketing & Promotion	\$37,900
Streetscape & Security	\$40,000
Capital Projects	<u>\$50,000</u>
Reserves (needed to cover March/April expenses in 2022)	<u>\$15,000</u>
Total Expense	\$223,400

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Rockridge BID Key Accomplishments For 2021

The Rockridge District Association, non-profit management corporation of the Rockridge BID, (RDA) is coming out of the first round of the pandemic with one of the highest occupancy rates in a district in Oakland. Although we did see businesses close, those storefronts have been replaced very quickly with new businesses.

This year we have exceeded \$100,000 in our stewardship of tree maintenance and planting. Our efforts are continuing with respect to street cleaning, removal of hazardous newsstands, trash receptacle maintenance and repainting blighted street poles.

We continue our holiday banner and street lighting campaigns. We are bringing music to the streets with our Rock 'N Stroll series in the months of August, September and October. There will be more programming focusing on our businesses and engagement with current and new customers.

The district has always operated on a very low budget, as we are not a property-based BID. Assessments were less in 2021 which was expected and planned for. A large part of our success is due to dedication and timeless contribution of our Operation and Marketing managers.

Rockridge District Association Board Members

	Name	Officers	OY	Business:	Business Address:	Phone: (510)	Email Address:	Elected/Re-Elected
1	Veronica Bhonsle		2005	VERO	6052 College Ave	985-0406	vbhonsle@aol.com	6/17/2021
2	Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College Ave	450-9050	susan@strahaninsurance.com	6/20/2020
3	Maggie Klein		2013	Oliveto	5655 College Ave	547-5356	maggie@oliveto.com	6/18/2021
4	Robin Pennell	VP	2013	Jarvis Architects	5278 College Ave	654-6755	rpennell@jarvisarchitects.com	6/17/2021
5	Katy Winter		2017	Vita	6034 College Ave	917-843-2758	katy@vitaokland.com	6/17/2021
6	Andrew Snow		2018	Golden Squirrel	5940 College Ave	735-9220	goldensquirrelpub@gmail.com	6/18/2020
7	Monte McClain	S	2019	College Presbyterian	5951 College Ave	658-3665	montemcclain@gmail.com	6/17/2021
8	Joyce Gardner		2021	FIT	5707 College Ave	923-0784	fitclothing@att.net	6/17/2021
9	Faunus Lucas		2021	Ain't Normal Café	5701 College Ave	520-1242	faunus@ain'tnormalcafe.com	6/17/2021
10	Stephanie Walton		2021	Community at Large		332-1965	steph@stephforokland.com	6/17/2021