



AGENDA REPORT

TO: Edward Reiskin
City Administrator

FROM: Alexa Jeffress
Director, Economic &
Workforce Development
Department

SUBJECT: Property BID Annual Reports And
Assessment Payment Approval

DATE: June 20, 2022

City Administrator Approval

Date:

Jun 23, 2022

RECOMMENDATION

Staff Recommends That The City Council And The Oakland Redevelopment Successor Agency (ORSA) Governing Body Adopt The Following Legislation:

- 1) A City Resolution (a) Approving The Fiscal Year 2021-22 Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District Of 2012 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District 2015 (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District 2018 (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), And The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District) Advisory Boards; (b) Confirming The Continuing Annual Assessment For Each Said District And For The Chinatown Community Benefit District 2021 (Chinatown District), With The Exception Of The Lakeshore District That is Expiring, For Fiscal Year 2022-23 And Levying Said Assessments; (c) Increasing the Jack London District, Temescal District, Koreatown District, Downtown Oakland District, and Lake Merritt-Uptown District By Five (5) Percent For The 2022-2023 Assessment; (d) Authorizing Payment Of The City's Cumulative Fiscal Year 2022-23 Fair Share Assessment In An Approximate Amount Of Three Hundred Eighty-Nine Thousand Four Hundred Fifty-Three Dollars And Sixty-Seven Cents (\$389,453.67) For City-Owned Properties In The Jack London District, The Temescal District, The Koreatown District, The Downtown Oakland District, The Lake Merritt-Uptown District, And The Chinatown District; And (e) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds; AND**
- 2) An Oakland Redevelopment Successor Agency (ORSA) Resolution Authorizing Payment Of ORSA's Cumulative Fiscal Year 2022-23 Fair Share Assessment In An Approximate Amount Of Two Thousand Eight Hundred Seventy-One Dollars And Twenty Cents (\$2,871.20) For One Oakland Redevelopment Successor**

City Council
July 5, 2022

**Agency-Owned Property In The Downtown Oakland Community Benefit District
2018.**

EXECUTIVE SUMMARY

Pursuant to local enabling legislation (Ordinance No. 12190 C.M.S., 1999, codified as [Chapter 4.48 of the Oakland Municipal Code](#)), City Council-appointed advisory boards for each property-based Business Improvement District (BID), also known as Community Benefit Districts (CBDs), must submit annual reports to the City of Oakland (City) for review and approval. The reports include any proposed changes to the boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year (FY), an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment.

Adoption of the proposed City resolution would approve the FY 2021-22 annual reports for the Lakeshore District, the Jack London Improvement District, the Temescal District, the Laurel District, the Koreatown/Northgate District, the Oakland Tourism District, the Downtown Oakland District, and the Lake Merritt District; confirm the continuing annual assessment for each district for FY 2022-23, with the exception of the Lakeshore District that is expiring and is seeking renewal through a separate City Council action; and authorize payment of a cumulative fair share assessment of approximately \$389,453.67 on City property located within the above districts. Adoption of the proposed Oakland Redevelopment Successor Agency (ORSA) resolution would authorize payment of a cumulative fair share assessment of approximately \$2,871.20 on ORSA property located in the Downtown Oakland District.

In FY 2022-23 the above special assessment districts will collectively generate an estimated \$9,389,201 of special assessment revenues: \$1,158,866 from the Jack London Improvement District; \$732,493 from the Temescal District; \$218,594 from the Laurel District; \$668,768 from the Koreatown District; \$1,052,104 from the Oakland Tourism District; \$2,340,737 from the Downtown Oakland District; \$1,907,802 from the Lake Merritt District; and \$1,309,837 from the Chinatown District.

Funds generated will be used to pay for special benefit services outlined in each district's approved Management Plan (on file with the Office of the City Clerk) and annual report (contained in **Exhibit A** to the proposed City resolution). Services include, but are not limited to, private security, sidewalk cleaning, public right of way beautification, as well as marketing and promotions, including sponsorship of seasonal special events.

The FY 2021-22 annual reports indicate no changes to the boundaries of any of the districts or to the original method and basis of levying the assessments; however, the Jack London District, Temescal District, Downtown Oakland District, Lake Merritt District, and Koreatown District are each requesting an allowable five percent increase to the assessments for FY 2022-23. The advisory board for the Laurel District has not requested an assessment increase for FY 2022-23.

BACKGROUND / LEGISLATIVE HISTORY

In 1999, the City Council approved Ordinance No. 12190, C.M.S., establishing the City of Oakland Business Improvement Management District (BIMD) Ordinance, which allows for the formation of property-based assessment districts to undertake a range of services within the assessment area, independent from government, to further the economic viability of affected commercial neighborhoods.

That same year, the City Council also authorized the initiation of the Neighborhood Business Improvement District (NBID) Program (Resolution No. 75323 C.M.S.) to assist neighborhood representatives in their attempts to form business and property-based assessment districts.

Pursuant to the above legislative actions, the special assessment districts were formed as follows:

- The Lakeshore District on July 17, 2012, pursuant to [Resolution No. 84004 C.M.S.](#)
- The Jack London District, July 16, 2013, pursuant to [Resolution No. 84534 C.M.S.](#)
- The Temescal District, July 29, 2014, pursuant to [Resolution No. 85148 C.M.S.](#)
- The Laurel District, July 7, 2015, pursuant to [Resolution No. 85682 C.M.S.](#)
- The Koreatown District, July 18, 2017, pursuant to [Resolution No. 86864 C.M.S.](#)
- The Oakland Tourism District, June 19, 2018, pursuant to [Resolution No. 87242 C.M.S.](#)
- The Downtown Oakland District, July 24, 2018, pursuant to [Resolution No. 87323 C.M.S.](#)
- The Lake Merritt-Uptown District, July 24, 2018, pursuant to [Resolution No. 87324 C.M.S.](#)
- The Chinatown District, July 26, 2021, pursuant to [Resolution No. 88781 C.M.S.](#)

Each district was formed for a 10-year term. The Lakeshore District is expiring this year. On May 17, 2022, the City Council adopted [Resolution No. 89177 C.M.S.](#), which declared an intention to renew the Lakeshore BID for an additional 10-year term, directed the distribution of a ballot to all affected property owners, and scheduled a public hearing for July 5, 2022 at 1:30 pm. The Chinatown District is not required to submit an annual report in its first year of operation.

ANALYSIS AND POLICY ALTERNATIVES

Adoption of the proposed resolutions will enable the above special assessment districts to continue providing special benefit services such as enhanced cleaning, district beautification, private security, and marketing and promotional activities. These services are intended to improve the conditions and image of the affected business corridors and to stimulate ongoing economic revitalization within the surrounding commercial neighborhood.

City Council may approve the BID annual reports (**Exhibit A**) as filed by district Advisory Boards or may modify any particulars in the reports and approve them as modified.

There is no anticipated adverse impact related to the adoption of the attached resolutions; however, there would be a negative impact to the districts if the proposed resolutions are not adopted and the assessments are not levied. Without a new infusion of assessment funds in the upcoming fiscal year, special benefit services paid for by the assessments would be curtailed or

terminated in FY 2022-2023. However, if City Council adopts the attached City resolution, the FY 2022-2023 assessment levy will be approved and special benefit services in each district will continue uninterrupted in FY 2022-2023, as they have for the past 20 years.

Levying the BID assessments for special benefits services advances the Citywide Priority of **housing, and economic and cultural security**. BIDs provide additional resources (e.g., public safety, marketing, and cleanliness) that help make commercial corridors vibrant places that are consistently active, better serving the needs of Oakland’s business owners and residents.

FISCAL IMPACT

Since BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts to the City associated with the continuance of the above-referenced BIDs other than payment of fair share assessments on City and ORSA property located within the districts (\$389,453.67 and \$2,871.20, respectively). Details of those payments appear below.

Pursuant to State Proposition 218, the City and ORSA must pay their fair share of assessments on City- and ORSA-owned property within the above-referenced special assessment districts. This is because public, as well as private properties, are considered to derive special benefits from the activities of the districts.

Given the approximate \$8,996,876 of private funds that will be leveraged, the above-mentioned City and ORSA payments of \$389,453.67 on City properties and approximately \$2,871.20 on ORSA properties may be considered a reasonable and productive expenditure of public funds.

Affected City and ORSA properties are listed in **Table 1** below.

Table 1: List of City and ORSA properties subject to FY 2022-23 BID Assessment Levies

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Chinatown	1-177-1	City	163 9th St	\$ 7,809.04	1
Chinatown	1-179-1-1	City	822 Alice St	\$ 1,069.92	1
Chinatown	1-179-1-2	City	Alice St	\$ 329.92	1
Chinatown	1-183-1	City	640 Harrison St	\$ 13,528.80	1
Chinatown	2-71-1	City	250 10th St	\$ 14,053.85	1
Chinatown	2-89-1	City	125 14th St	\$ 12,465.50	1
Chinatown	2-91-1	City	Oak St	\$ 6,829.65	1
Chinatown	2-100-11	City	1220 Harrison St	\$ 4,041.10	1
Chinatown	18-450-4	City	1000 Oak St	\$ 43,225.00	1
Downtown Oakland	2-97-45	City	1327 Broadway	\$ 4,463.85	2
Downtown Oakland	3-65-9-2	City	250 Frank H. Ogawa Plz	\$ 28,085.80	1

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Downtown Oakland	3-67-2	City	City Hall Plz	\$ 11,876.85	1
Downtown Oakland	3-67-3	City	1 Frank H Ogawa Plz	\$ 19,756.64	1
Downtown Oakland	3-67-4	City	1414 Clay (Garage)	\$ 11,873.25	1
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz	\$ 27,371.27	1
Downtown Oakland	8-620-9-3	City	524 16 th St	\$ 2,162.17	2
Downtown Oakland	8-641-8-5	City	540 17 th St (Oakland Ice Center)	\$ 28,079.13	3
Downtown Oakland	1-199-1	City	620 Washington (Police Admin Bldg)	\$ 33,319.87	1
Downtown Oakland	2-98-1	City	Clay St (Scotlan Convention Ctr)	\$ 33,200.15	1
Downtown Oakland	2-97-40	City	11 th St (T 5/6 Development Site)	\$ 3,343.83	2
Koreatown	8-648-16-3	City	2100 Telegraph	\$ 4,310.20	1
Koreatown	9-684-5-1	City	404 26 th Street	\$ 750.15	1
Koreatown	8-659-25	City	641 W. Grand Ave	\$ 490.18	1
Lake Merritt	8-623-6-1	City	1731 Franklin (Franklin St Garage)	\$ 19,926.51	1
Lake Merritt	8-635-1	City	274 19 th St (Snow Park)	\$ 22,483.01	1
Lake Merritt	8-649-5	City	2025 Broadway (Paramount Theater)	\$ 9,027.35	1
Lake Merritt	8-655-6	City	Grand Ave (foot of Valdez)	\$ 1,994.30	1
Lake Merritt	10-768-4	City	200 Grand Ave (Veterans Memorial Bldg)	\$ 11,159.55	1
Lake Merritt	8-673-1	City	2500 Broadway (Plaza)	\$ 1,335.75	1
Lake Merritt	8-716-58	City	1911 Telegraph (Vacant)	\$ 8,817.97	2
Temescal	14-1219-3	City	5205 Telegraph Ave	\$ 2,104.84	1
Jack London	18-425-4-1	City	Embarcadero	\$ 168.25	1
			CITY TOTAL	\$ 389,453.67	
Downtown Oakland	2-101-1	ORSA	989 Franklin	\$ 2,871.20	4
			ORSA TOTAL	\$ 2,871.20	
			GRAND TOTAL	\$ 392,324.88	

*See Table 2 for corresponding Fund Source Numbers.

Funds to pay FY 2022-23 assessments on City and ORSA properties include a combination of the following funding sources in the approximate amounts shown in **Table 2** below.

Table 2: List of Funding Sources for Payment of FY 2022-23 BID Assessments on City and ORSA Properties:

Fund Source No.	Coding Block	Amount
1) City General Fund	General Purpose Fund (1010)/Economic Development Organization (85411)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50)	\$342,586.71
2) City	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13).	\$18,787.83
3) City	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13);	\$28,079.13
4) ORSA	SRA Unrestricted Land Sales Proceeds Fund (9711)/Central District Redevelopment Organization (85245)/Rental: Miscellaneous Account (53219)/88 Franklin Garage - ROPS 84 Project (1001359)/Oakland Redevelopment Successor Agency Program (ORSA)	\$2,871.20

Other than the above assessments, there is no further direct fiscal impact or cost anticipated with adoption of the proposed resolutions; however, going forward, the City and ORSA should be aware that each of the concerned districts may recommend annual assessment rate increases – up to 5 percent per year – for the remainder of their respective terms per their District Management Plans, on file in the Office of the City Clerk. If City Council chooses to approve such future recommendations for assessment rate increases, it would also increase assessment obligations on City- and ORSA-owned properties. Staff will coordinate closely with the City’s Finance Department to accommodate such potential increases.

Operations in the related business improvement districts are self-funded by the special assessments generated by the districts themselves.

Regarding the collection of the assessments, the Treasury Division of the City’s Finance Department will directly bill tax-exempt entities not on the County Assessor’s property tax roll. For taxable entities, the County of Alameda will add the assessment as a line item to the annual property tax bill of each affected property owner and remit the amount collected to the City, less the County’s collection fee of approximately 1.7 percent of total assessments billed. The City, in

turn, will disburse the funds to the district, less a City cost recovery administrative fee, to be deposited into the General Purpose Fund (1010) primarily to offset the cost of staffing support from the City's Finance Department and the Economic and Workforce Development Department. This administrative fee is pursuant to written agreements between the City and each applicable district's designated non-profit management corporation.

Until disbursed, the BID assessments will be held in special trust funds (one for each district) established by the City's Finance Department. The trust fund number is: Miscellaneous Trusts Fund (7999)/Treasury Operations Unit Organization (08721)/Pass-Thru Assessments Account (24224)/DP080 Administrative Project (1000007), as well as Economic Development Organization (85411)/DP850 Administrative Project (1000019).

PUBLIC OUTREACH / INTEREST

For the City Council to adopt the proposed resolutions, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform the outreach necessary to secure advisory board consensus sufficient to generate the proposed annual reports and proposed FY 2022-23 district budgets (contained in **Exhibit A** to the proposed City resolution).

COORDINATION

The Budget Bureau and the Office of the City Attorney were consulted in the preparation of this report, legislation, and exhibits.

SUSTAINABLE OPPORTUNITIES

Economic: BID assessments will fund activities that are intended to support the eventual increase of property, sales, and business tax revenues, as well as increased job opportunities, and ongoing economic development of affected commercial districts.

Environmental: Receipt of ongoing special assessment revenue streams will enable applicable districts to continue efforts to strengthen and beautify the physical image of the affected commercial neighborhoods by providing special benefit services such as litter pickup, sidewalk steam cleaning, landscaping, public art, directional signage, and public safety capital improvements.

Race and Equity: The above special assessment districts will incorporate members of the affected commercial neighborhood into a productive and proactive entity representing the interests of that community. Stakeholders themselves will administer revenues generated by the district which supports community self-empowerment.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends that the City Council and the Oakland Redevelopment Successor Agency (ORSA) Governing Body adopt the following legislation:

- 1) A City Resolution (a) Approving The Fiscal Year 2021-22 Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District Of 2012 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District 2015 (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District 2018 (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), And The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District) Advisory Boards; (b) Confirming The Continuing Annual Assessment For Each Said District And For The Chinatown Community Benefit District 2021 (Chinatown District), With The Exception Of The Lakeshore District That is Expiring, For Fiscal Year 2022-23 And Levying Said Assessments; (c) Increasing the Jack London District, Temescal District, Koreatown District, Downtown Oakland District, and Lake Merritt-Uptown District By Five (5) Percent For The 2022-2023 Assessment; (d) Authorizing Payment Of The City's Cumulative Fiscal Year 2022-23 Fair Share Assessment In An Approximate Amount Of Three Hundred Eighty-Nine Thousand Four Hundred Fifty-Three Dollars And Sixty-Seven Cents (\$389,453.67) For City-Owned Properties In The Jack London District, The Temescal District, The Koreatown District, The Downtown Oakland District, The Lake Merritt-Uptown District, And The Chinatown District; And (e) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds; AND
- 2) An Oakland Redevelopment Successor Agency (ORSA) Resolution Authorizing Payment Of ORSA's Cumulative Fiscal Year 2022-23 Fair Share Assessment In An Approximate Amount Of Two Thousand Eight Hundred Seventy-One Dollars And Twenty Cents (\$2,871.20) For One Oakland Redevelopment Successor Agency-Owned Property In The Downtown Oakland Community Benefit District 2018.

For questions regarding this report, please contact Eric Simundza, Urban Economic Analyst III, at 510-238-6249.

Respectfully submitted,



ALEXA JEFFRESS

Director, Economic & Workforce Development
Department

Reviewed by:
Micah Hinkle,
Deputy Director, Economic & Workforce
Development Department

Prepared by:
Eric Simundza, Urban Economic Analyst III
Economic & Workforce Development
Department

Attachments (1): **Exhibit A**

Exhibit A

To A Resolution (a) Approving The Fiscal Year 2021-22 Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District Of 2012 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District 2015 (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District 2018 (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), And The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District) Advisory Boards; (b) Confirming The Continuing Annual Assessment For Each Said District And For The Chinatown Community Benefit District 2021 (Chinatown District), With The Exception Of The Lakeshore District That is Expiring, For Fiscal Year 2022-23 And Levying Said Assessments; (c) Increasing the Jack London District, Temescal District, Koreatown District, Downtown Oakland District, and Lake Merritt-Uptown District By Five (5) Percent For The 2022-2023 Assessment; (d) Authorizing Payment Of The City's Cumulative Fiscal Year 2022-23 Fair Share Assessment In An Approximate Amount Of Three Hundred Eighty-Nine Thousand Four Hundred Fifty-Three Dollars And Sixty-Seven Cents (\$389,453.67) For City-Owned Properties In The Jack London District, The Temescal District, The Koreatown District, The Downtown Oakland District, The Lake Merritt-Uptown District, And The Chinatown District; And (e) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds;

Annual Reports for the:

- Lakeshore/Lake Park Business Improvement Management District of 2012
- Jack London Improvement District
- Temescal/Telegraph Business Improvement District 2015
- Laurel Business Improvement District 2016
- Koreatown/Northgate Community Benefit District 2017
- Oakland Tourism Business Improvement District 2018
- Downtown Oakland Community Benefit District 2018
- Lake Merritt-Uptown Community Benefit District 2018



BID ANNUAL REPORT
LAKESHORE BUSINESS IMPROVEMENT DISTRICT, FY 2021-2022
OAKLAND, CALIFORNIA

1. Any proposed changes in the boundaries of the BIMD or in any benefits zones within the district:

No Proposed Changes

2. Improvements and activities provided in 2021:

- Maintain an updated website and social media (Facebook and Instagram) to help bring foot traffic and visibility to the Lakeshore shopping district. This includes a monthly blog with news and business promotions.
- Employ a security officer on Lakeshore and Lake Park Avenues 7 days a week, 8 hours a day.
- Coordinated the second annual Lakeshore Holiday Stroll on 12/16/21 to bring more foot traffic and create a feeling of community. It featured carolers from the Oakland School for the Arts and Oakland High School members of the Keys Club as elves and reindeer.
- Kept the sidewalks and gutters swept regularly. We worked with the Grand Lake Neighbors and Splashpad Park volunteers on major clean-up areas.
- Beautified and maintained planters and flowers on Lakeshore.
- Board of directors met monthly via Zoom to address staffing needs, management practices, relationships with merchants and neighbors, fiscal matters, and to monitor the contracts with our service providers.
- Co-directors met bi-weekly with the Grand Lake Neighbors and the Chief of Staff for Councilmember Nikki Fortunato Bas to discuss the solutions for situation regarding crime, homeless residents, and trash on Lakeshore and Lake Park Aves.
- Tried to find assistance for local homeless residents that have been living on Lakeshore.



3. The improvements and activities to be provided for 2022:

In 2022, we plan to support merchants through promoting them through social media and our blog as they recover from the hardships of COVID and strengthen our relationships with them. We plan to continue our aesthetic upgrades to our planters and garden on Lakeshore Avenue. We want to increase our security on the Avenue as funds allow and help with our homeless residents as much as possible.

In order to continue operations, we will need to increase our annual budget due to significant increasing costs:

- Our contract with Vigilante Pro Security Services, which provides our security guards, increased their fees by 13% so it is now \$97,000 per year
- Peralta Cleaning is charging \$1400 more per year for steam cleaning
- Our Lakeshore Bid renewal cost will be \$18-21,000 and the renewal should be for 10 years.

Our planned activities for 2022:

- Maintain an updated website and increase social media (Facebook and Instagram) to help bring foot traffic and visibility to the Lakeshore shopping district. This includes a monthly blog with news and business promotions.
- Employ a security officer on Lakeshore and Lake Park Avenues 7 days a week, 8 hours a day.
- In April, we will coordinate the Community Easter parade in partnership with Lakeshore Avenue Baptist Church that will collaborate with nonprofits like the American Red Cross.
- In December, we will coordinate the Third Annual Lakeshore Holiday Stroll with featuring carolers from the Oakland School for the Arts and Oakland High School members of the Keys Club.
- We continue to regularly clean the sidewalks and sweep the gutters swept. Collaborate with the Grand Lake Neighbors and Splashpad Park volunteers on major clean-up areas.
- We will continue to beautify and maintain planters and flowers on Lakeshore.

LABID

LAKESHORE AVENUE
BUSINESS IMPROVEMENT
DISTRICT

- The board of directors are meeting monthly to address staffing needs, management practices, relationships with merchants and neighbors, fiscal matters, and to monitor the contracts with our service providers.
- Our co-directors are meeting bi-weekly with the Grand Lake Neighbors and the staff from for Councilmember Nikki Fortunato Bas to discuss solutions for the situation regarding crime, homeless residents, and trash on Lakeshore and Lake Park Aves.
- We continue to try to find resources for local homeless residents that have been living on.
- We plan camera install cameras on Lakeshore Avenue to increase security if funds allow.

4. Estimated costs for providing the improvement and services in 2022:

In order to continue operations, we will need to increase our annual budget due to significant increasing costs:

- Our contract with Vigilante Pro Security Services, which provides our security guards, increased their fees by 13% so it is now \$97,000 per year
- Peralta Cleaning is charging \$1400 more per year for steam cleaning
- Our Lakeshore Bid renewal cost will be \$18-21,000 and the renewal should be for 10 years.

LABID

LAKESHORE AVENUE
BUSINESS IMPROVEMENT
DISTRICT

Lakeshore Avenue Business Improvement District 3534 Lakeshore Ave, Oakland, California 94610

LAKESHORE/LAKE PARK BID

PROPOSED BUDGET FOR BID RENEWAL

Description	BID RENEWAL
Income	
Estimated Bid Collections (FY 22/23 Assessment roll total)	\$217,199.00
Other Revenues (1)	\$2,801.00
Carry Forward from 2022 (Reserve for Nonpayment) (Interest Bearing)	\$0.00
Total Available Funds	\$220,000.00
Expenditures	
Environmental/Clean/Safe/Beautiful	
Security	(\$97,000.00)
Street Maintenance	(\$49,500.00)
Gardners	(\$10,500.00)
Economic Vitality	
Promotions/Facebook/Instagram	(\$3,500.00)
Banners	(\$2,500.00)
Administration/Reserve Fees	
Administration	(\$32,600.00)
Office (\$1700)/Annual Meeting (\$1800)	(\$3,500.00)
Bid Renewal (annual reserve)	(\$2,000.00)
Professional Expenses (Accounting \$2500/Insurance \$2300)	(\$4,800.00)
City Fees 3% and County Fees 3% based upon \$235,000	(\$14,100.00)
Total Expenses	(\$220,000.00)
Reserve For Nonpayment (Year-End Balance)	\$0.00
Total Expenditures	(\$220,000.00)

1) Other non-assessment funding to cover the cost associated with general benefit.

3534 Lakeshore Avenue | Oakland, CA 94610

510.306.1939 | info@lakeshoreavenue.com



5. Method and basis for levying the assessment:

The methodology to levy assessments upon real property that receives special benefits from the services and activities of the LABID is Lot Square Footage plus Linear Street Frontage. These parcel characteristics are an equitable way to identify the proportional special benefit that each of the assessed parcels receive. Lot square footage reflects the long-term value implications of the improvement district. A parcel's linear street frontage is relevant to the street level usage of a parcel and the demand for LABID activities. Together, these parcel characteristics serve as the basic unit of measure to calculate how much special benefit each parcel receives in relationship to the district as a whole, which then is the basis to proportionately allocate the cost of the special benefits.

Lot square footage is defined as the total amount of area within the boundaries of the parcel. The boundaries of a parcel are defined on the County Assessor parcel maps. Lot square footage is used as the factor to assess 60% of the LABID budget.

Linear street frontage is defined as the number of linear feet of each parcel that directly fronts a street that will receive the PBID activities. Corner lots or whole block parcels will be assessed for each side of the parcels' street frontage. Linear street frontage is used as the characteristic to assess 40% of the LABID budget.

To determine the benefit relationship between the assessed parcels we assign Benefit Units to every parcel, which is equal to each parcel's lot square footage plus linear street frontage. In this way we relate the lot square footage and linear street frontage of each parcel to all other parcels in the LABID. Each one of these factors represents the Benefit Units allocated to each specially benefitted parcel. The total number of assessable Benefit Units in the LABID are as follows:

Factor	Benefit Units
Lot Square Footage	316,568
Linear Street Frontage	2,669

Assessments will be subject to an annual increase of up to 5% per year to address changes in the cost of providing services.

In order to continue operations, we will need to increase our annual budget due to significant increasing costs:

- Our contract with Vigilante Pro Security Services, which provides our security guards, increased their fees by 13% so it is now \$97,000 per year
- Peralta Cleaning is charging \$1400 more per year for steam cleaning
- Our Lakeshore Bid renewal cost will be \$18-21,000 and the renewal should be for 10 years.

LABID

LAKESHORE AVENUE
BUSINESS IMPROVEMENT
DISTRICT

6. Surplus or Deficit for Fiscal Year 2022-2023 to be carried over from a previous fiscal year.

None.

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

Non-assessment funding will cover the \$2,801 cost associated with general benefit.

**ANNUAL REPORT FOR THE
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK
LONDON IMPROVEMENT DISTRICT), FY 2021-2022**

OAKLAND, CALIFORNIA

1. Any proposed changes in the boundaries of the BIMD or in any benefits zones within the district:

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

2. Improvements and activities provided in 2021

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, and build an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place. Through programs focused on beautification, safety and promotion, we foster 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 a membership of 14 Directors, comprised of property owners, residents, business owners, property owners' representatives in the District, or stakeholders who further the mission of the organization. All Board members are volunteers.

Staff leads the management and administration of the district. The District Management Corporation has two employees, a full time Executive Director, Savlan Hauser; and a full time Program Manager, Sucharith Yelimeli. Staff is the primary point of contact for board members, District stakeholders, the City of Oakland, and the general community. Staff prepares, coordinates and implements 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, and volunteers to fulfill the Jack London Improvement District's vision of a safe, clean, thriving district.

The District also has various ad-hoc task forces as established by the Board as needed by projects in the areas of Maintenance and Beautification; and Marketing and Economic Development through the leadership of the Executive Director and Staff. The task forces encourage participation by the District community by including volunteers in District improvement efforts.

2020 and 2021 brought unprecedented challenges with a global pandemic impacting nearly every aspect of life and neighborhood activity, and also a call to action for racial justice. Our organization has committed itself to promote diversity, equity, and inclusion in our work, and is pivoting along with our resilient and innovative merchants to navigate new safe ways of doing business.

In 2021, Over 9,800 pedestrian and motorist assistance contacts were made, 110,000lbs of litter were picked up, 790 block faces were cleaned of weeds, 650 instances of illegal dumping were removed, and 703 graffiti tags on public-facing surfaces were painted over.

In addition to marketing and connecting businesses with marketing campaigns, façade improvement funding, and other support, The District distributed over \$30,000 in direct grants to assist over a dozen

merchants in critical modifications and pivots needed to adapt to new ways of doing business and keeping workers and customers safe in light of pandemic conditions.

Additional activities in each of the District's areas of work will continue in 2022 and are described below in greater detail.

3. The improvements and activities to be provided for 2022:

Maintenance, Beautification, Safety & Streetscape:

The District provides the bulk of its safety and maintenance services through a contracted provider, Block by Block (BBB) and its Ambassadors. BBB is operated under the on-site supervision of Operations Manager Tinea Adams.

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 witness to crimes and reporting incidents to the City
- Deterring crime and providing a presence of safety
- Sidewalk sweeping
- Sidewalk steam cleaning
- Litter pickup
- Landscaping and weed removal
- Reporting & removal of illegal dumping
- Graffiti abatement
- Public space improvements—Merchant Flex Street areas were maintained and some installed with assistance from the BID
- Gateway and underpass maintenance

Other safety, maintenance and beautification projects by Jack London Improvement District:

- Street Tree Maintenance and Planting to improve the pedestrian experience
- Tracking the baseline services as outlined by the City of Oakland in order to ensure delivery.
- Monitoring property negligence and engaging property owners to address chronic blight
- Managing a building art program prioritizing sites that are targets of vandalism and graffiti
- Advocating for 880 Underpass Improvements through public workshops, various City of Oakland projects, and private development partnerships.

Marketing and Economic Development:

The District's marketing and economic development efforts promote and enhance the District as a place to live, work, and visit. These activities include but are not limited to: collaborative and independent marketing campaigns, advertising, communications, merchant grants and technical assistance, public relations, events, and sponsorships.

- Visible branding and enhancement of District identity
- Promotion and representation of the District at public events
- Providing assistance and support to businesses locating in Jack London in navigating their permitting and build-out processes
- Publicizing business openings, events, and other happenings of the District through press releases and other media

- Maintaining active social media and online presence and accessibility through Facebook, Twitter, NextDoor, and Instagram to maximize reach
- Sponsorship of events such as well-attended community forums focused on issues of interest to the public, contributing to solution-finding and community building.
- Hosting popup businesses, and community events that activate public space at the corner at 4th and Broadway, and introduce the start-up business to the Jack London community. Pop-up/incubated businesses include La Santa Torta, El Sabrosito Pupuseria, Bicycle Coffee’s Workshop, 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, Open Oakland Coding/Programming Meetups, and various business networking events.

Administration and Government/Community Relations:

The Board of Directors as a whole guides organizational policy and administration, forms strategic community partnerships, and recruits new Board members.

The District also participates in the Oakland BID Alliance, through the participation of its Executive Director who serves as Chair of the Group. Representing over 3,000 businesses and property owners, the BID Alliance communicates best practices, ideas, and resources, connects with key City and agency representatives, and advocates on behalf of its members to further the goals of growing and maintaining Oakland’s vital commercial districts.

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.

4. Estimated costs for providing the improvement and services in 2022

Total budgeted revenue for the Jack London Improvement District is \$1,103,682.

Expense Category	%	Amount
Maintenance & Beautification	52%	\$576,376
Marketing & Economic Development	18%	\$194,826
Administration & Government	18%	\$194,171
Contingency & Collection Fees	13%	\$110,368
TOTAL	100%	\$1,103,682

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 <https://jacklondonoakland.org/governing-documents/>.

A 5% assessment increase in 2022/2023 over the 2021/2022 assessment will be considered by the Board of Directors for approval in as permitted by the District Management Plan, at the June Board meeting.

Labor, rent, and equipment costs have increased, and the nominal assessment increase will support consistent delivery of services. All Property owners will receive written notification at least 30 days prior to the meeting, and stakeholder input will be solicited in this process.

6. Surplus or Deficit for 2022 to be carried over from a previous fiscal year.

It is estimated that the Jack London Improvement District will have no carry-forward beyond any portion of the contingency reserve.

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

To comply with general benefit requirements the Jack London Improvement District corporation intends to raise approximately \$11,037 of non-BID revenues through donations and grant funding in calendar year 2022 to be used to help pay for district services.



Fiscal Year 2021-2022 Annual Report
Temescal Telegraph Business Improvement District
Oakland, California

Prepared by Katie Larson
Executive Director, TT BID
March 2022

OVERVIEW:

The Temescal Telegraph Business Improvement District (TTBID) mission is to create, promote and nurture an engaging destination for Bay Area residents, workers, and visitors to experience Temescal. We do so through strengthening our thriving economic base of both longtime and new businesses, celebrating the diverse cultures of the District and its events, and enhancing Temescal Telegraph's physical environment and public safety. The TTBID is guided by its Board of Directors and three committees: (1) Promotion & Safety, (2) Design & Economic Development, and (3) Executive Committee, all of which meet monthly via Zoom. All Board and committee meetings are open to the public. This past year, the TTBID's longtime Executive Director, Shifra de-Benedictis-Kessner announced that she would be moving on to work at the Oakland Chamber of Commerce. After much consideration, the TTBID Board of Directors selected Katie Larson, TTBID Program & Marketing Assistant, to become the new Executive Director, effective November 1, 2021. The TTBID also promoted former Block-by-Block Operations Supervisor, Joey Harrison, to the role of Operations Director as TTBID staff. Longtime Block-by-Block Temescal Ambassador Jamar Leonard was promoted to Operations Manager, and Jaymee Rayford was hired as the new part-time Program & Marketing Assistant.

Section 1: Proposed Boundary Changes

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

Section 2: Improvements and activities provided in 2021

Going into 2021, our organization's overarching goal was to promote businesses in the industries hit hardest by the COVID-19 pandemic and shelter-in-place orders of 2020. The industries we identified as most impacted were (1) food service, (2) gyms and fitness studios, (3) self-care services, and (4) retail. Our events and promotions reflect those categories directly.

a. 2021 Events + Advertising Campaigns:

11th Annual Taste of Temescal: Tuesday, May 18th

Taste of Temescal is our annual culinary crawl, highlighting more than 20 local restaurants each year, and introducing hundreds of attendees to their various cuisines. In 2021, we put on the largest Taste of Temescal yet, with the goal of promoting food service businesses in the District. The socially-distanced edition of Taste of Temescal on Tuesday, May 18th, 5-9pm, sold out the 600 available tickets and filled all 70 volunteer slots. The event, produced and organized by BID staff, cost approximately \$20,000 and raised over \$30,000 in revenue from ticket sales and \$5,000 in outside sponsorship. With the BID's contribution of \$5,000 for enhanced promotional videos and interactive online content, the 2021 Taste of Temescal raised over \$15,000 to be donated to Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. Taste of Temescal was featured in 7x7 Magazine's "22 Fun Things to Do the Week of May 17th," Diablo Magazine's weekly food column, "Diablo Dish," and Berkeleyside Nosh's weekly bite column before the event. KPIX Channel 5 Evening News covered Taste of Temescal on May 18th with live segments at 5:30pm and 6:30pm. 24 Temescal restaurants participated in the event.

Temescal Wellness Week: June 12th - June 20th

This week-long promotion was designed with the intention of highlighting local businesses in another hard-hit industry: gyms and fitness studios, whose business models were upended by the shelter-in-place orders of the past year. Temescal Wellness Week included four in-person events, five social media engagement contests, and highlighted 15 fitness and wellness businesses throughout the week. The in-person events were held at Kasper's Plaza, where the BID has a flex street permit for community programming and events. From June 12-20, staff created 12 Instagram Posts and 20 stories, in addition to 12 Facebook posts, which focused on dynamic videos and photos to market each business's services to new potential clients. In total, Temescal Wellness Week resulted in 9,038 Story Views, and 288 likes and 86 comments on Instagram Posts. The Facebook posts reached 1,154 people and the Instagram Campaign reached 3,880 people. Feedback from participating businesses has been positive, although events and contests for businesses with small social media followings attracted significantly less engagement and attendance than those involving businesses more active on social media. In addition to introducing a wider audience to Temescal's fitness and wellness businesses, this promotion notably established and grew positive relationships with many Temescal Businesses that had not previously participated in BID events or promotions.

Temescal Summer Spa Promotion: July

The Treat Yourself in Temescal hashtag-based social media campaign included plans for weekly giveaways to contest entrants that purchased a self-care service or product in Temescal and posted a photo on Instagram featuring the #TreatYourselfTemescal in July. However only one person entered the first weekly contest. The campaign included 12 Instagram posts, with each post focused on a specific personal care business in the district, and 25 stories that were viewed a total of 9,061 times. Businesses featured in the posts didn't attend to engage with the posts or the contest, although some reposted the stories. The campaign posters were distributed to all participating businesses; however most salons didn't display them. Midway through the month, when low participation was evident, the BID partnered with Yelp Bay Area on a giveaway that didn't require a purchase, but rather asked contest entrants to follow both the BID and Yelp on Instagram, like the post and tag a friend in the comments. The Yelp contest was significantly more successful than the BID's original promotion, resulting in 355 post likes, and 419 contest entrants.

Picnic on Telegraph (evening): Friday, August 20th

Picnic on Telegraph is a street festival designed in 2019 as a scaled-back and COVID-safe version of our larger annual event, Temescal Street Fair. The primary difference between Picnic and the Street Fair is that Picnic on Telegraph is not open to outside vendors - so only Temescal businesses are highlighted, in an effort to promote retail and dining in the district. The first Picnic on Telegraph of 2021 was held on Friday, August 20th, 4-8pm on Telegraph from 40th to 51st Street, and had about 2,000 attendees. Over forty Temescal businesses, developments, and nonprofits participated with expanded outdoor dining, sidewalk sales, live music and DJs, extended opening hours, and informational booths. The Temescal BID rented additional tables and chairs for restaurants to expand their outdoor seating and had an information booth staffed by volunteers. The Oaklandside featured Picnic on Telegraph as a recommended event for the weekend, and 510 Families, SF Funcheap, 7x7, Broke Ass Stuart and BARTable also recommended the event.

Picnic on Telegraph (daytime): Sunday, October 17th

The second Picnic on Telegraph of 2021 was held on Sunday, October 17th, 11am-7pm, on Telegraph from 40th to 51st and had 4,000-5,000 attendees. Over forty Temescal businesses, developments, and nonprofits participated with expanded outdoor dining, sidewalk sales, entertainment, live music, and informational booths. The Temescal BID hired additional DJs and musicians to provide music and draw attendees to walk the entire event footprint. Unfortunately, on October 14th, the City of Oakland informed BID staff that their already approved Flex Street permit was no longer valid, and required the BID to apply for a special event permit and temporary encroachment permit through Oakland Police Department, and Fire Department Public Assembly permit, as well as requiring 4-6 licenses security guards during the event. The additional permits cost \$500 and the security guards cost \$1,120. The Temescal BID rented additional tables and chairs for restaurants to expand their outdoor seating and had an information booth staffed by volunteers. Jean Paul Zapata, former PR Director for Visit Oakland wrote and sent out a press release for Picnic on Telegraph, and followed up with TV and radio

outlets to increase media coverage. 7x7 and ABC 7 news online featured Picnic on Telegraph as a recommended event for the weekend.

HEAD WEST Holiday Marketplace : Saturday, December 4th

The HEAD WEST Temescal Holiday Marketplace is scheduled for Saturday, December 4th, 10am-4pm, on two blocks of 49th Street, from Telegraph to Webster Street. Event attendance significantly exceeded our expectations, and Jimmy estimated that between 3,000 and 4,000 people were in attendance over the course of the day. Neighborhood and business outreach prior to the event resulted in zero cars needing to be towed from the event footprint. The circus performers, Coventry & Kaluza, were a big hit with the families in attendance. Jimmy and his team were a pleasure to work with and left the street in pristine condition. Very positive feedback from neighbors, business owners, attendees. Katie met with Jimmy last week to debrief the December 2021 event and plan for 2022 collaboration. Jimmy agreed to provide booth space at a discounted rate for Temescal businesses to encourage participation.

Freedom Farmers Market: Every Saturday (Summer), monthly during Winter

In July 2021, the TT BID launched a weekly farmers market in Kasper's Plaza, in partnership with a local nonprofit organization called Farms to Grow (FTG). Their organization's focus is on supporting Black farmers, and other historically disadvantaged groups, who have been systematically marginalized in California agriculture and farming. FTG developed Freedom Farmers Market (FFM) to specifically highlight Black Californian farmers, and provide them a regular marketplace to sell their produce and support their businesses. Prior to the launch of FFM at Kasper's Plaza, there was not a regular farmers market within TT BID boundaries, so this partnership also enabled us to bring fresh, local, sustainably sourced produce to the local community. FFM took place every Saturday at Kasper's, using the TT BID's Flex Street Permit for the space, through November 2021, when it switched to being monthly on second Saturdays for their 6 month winter season. FTG regularly provides community programming alongside the farmer's market, with past events including film screenings, a chess tournament, speaker panels, and other family-friendly programming.

b. Capital Improvements

Pedestrian Lights Project Completion

During 2021, the BID secured funding for and oversaw the installation of 10 pedestrian lights in the District, with the intention of increasing visibility and safety in the affected areas.

c. Cleaning/Maintenance/Security Services

In 2021, our Operations team, led by Joey Harrison and contracted through Block By Block, stepped up cleaning and maintenance in the District in response to the increased frequency of trash, illegal dumping, and tagging that we saw as a result of the pandemic. The departure of our longtime Executive Director, Shifra de Benedictis-Kessner, prompted several staffing transitions and some internal restructuring, which included Programs & Marketing Assistant, Katie Larson, to rise to the ED position, and Operations Supervisor from Block by Block, Joey Harrison, to be promoted to Operations Director, and brought onto the TT BID staff. Jamar Leonard, one of our Ambassadors, was promoted to Operations Manager, and now supervises

Block By Block operations in the District. In total, the Ambassador team removed 2,491 instances of graffiti and 1,223 stickers/posters/flyers from public spaces in Temescal. Additionally, they cleaned up 115 instances of broken auto glass, provided 276 hours of power washing, and watered 2320 planters over the course of 2021. Trash collection totalled 1,201 bags, and Ambassadors made contact with residents and stakeholders in the District approximately 2,848 times. On the security front, we added an ambassador to increase our presence and engagement with the community, and to provide an additional layer of security during business hours.

d. Community Engagement

Weekly Village of Love Pop-Up Care Village

Beginning in April 2021, the BID partnered with local nonprofit organization, Village of Love, to provide a weekly pop-up care and resource village at Kasper's Plaza, using the TT BID's existing Flex Street Permit for the space. The pop-up has been held every Tuesday since April 2021, and in 2021 alone, the program provided food and clothes to 560 unsheltered individuals in need. The program served approximately 300 men and 250 women, as well as 18 children. Village of Love has received dozens of donations of clothes, food, and resources over the past year from members of the community. From April through September 2021, Village of Love partnered with LavaMaex to provide free, hot showers to unsheltered residents that attended the pop-up, totalling 127 showers provided. TT BID Operations Director, Joey Harrison, oversees the program, and has brought in various additional resources and services to the Village, including free COVID-19 vaccinations, masks, and other provisions.

Community Engagement Pilot Program

For our pilot Community Engagement Program, the Temescal BID Operations Manager and ambassadors engage with all members of the Temescal Community and provide a sense of hospitality, safety and assistance to deal with quality of life issues, as well as providing a welcoming presence in the Temescal District. Joey Harrison, the Temescal BID Operations Director, has years of experience and training, working with individuals experiencing mental health issues, substance abuse issues and homelessness. While cleaning remains the team's first priority, the Operations Director utilizes his experience and training to communicate with, and build relationships with all members of the Temescal Community. The ambassadors will also receive training on compassionately and respectfully interfacing with people experiencing homelessness and mental health issues, de-escalation training, and business relations.

Adopt-a-Planter Program

The TT BID has approximately 100 planters located throughout the District to enhance curb appeal and greenery at the street level. While our Ambassador team oversees the watering of these planters, TT BID Board member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful. Prior to the pandemic, Jordie had developed an Adopt-A-Planter program to encourage local businesses and neighbors to adopt individual planters and handle planting, weeding, and upkeep in between Ambassadors watering them. The program had been heavily

impacted by the Shelter-in-Place orders of 2020, so Jordie spent the second half of 2021 reaching out to volunteers and planning for a Volunteer Planting Day in January 2022.

Holiday Lights Program

The TTBID continued its annual Holiday Lights Program, which offers free strands of holiday lights to TTBID businesses to display in their storefront windows. 20 businesses signed up for and received free holiday lights from the BID to display in their windows for the duration of the holiday season.

Section 3: Improvements and activities to be provided for 2022

A. 2022 Events Schedule:

12 Annual Taste of Temescal: Tuesday, March 29

Taste of Temescal is our annual culinary crawl, highlighting more than 20 local restaurants each year, and introducing hundreds of attendees to their various cuisines. In 2022, we put on the largest Taste of Temescal yet, with the goal of promoting food service businesses in the District. The 12th edition of Taste of Temescal sold out the 600 available tickets and filled all 80 volunteer slots. The event, produced and organized by BID staff, cost approximately \$20,000 and raised over \$30,000 in revenue from ticket sales and \$2,500 in outside sponsorship. Proceeds from this event will be donated to Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. The TTBID is also providing \$500 reimbursement for food costs for participating restaurants, in recognition of the financial hardships faced by the food service industry during the COVID-19 pandemic.

Temescal Street Fair: Sunday, June 12

Temescal Street Fair is one of Temescal's premier street festivals and community events, and has been on hiatus since 2019 due to the COVID-19 pandemic. After two years of holding scaled-down "Picnic on Telegraph" events in its place, the TTBID has decided to bring back the Temescal Street Fair in 2022. This event will feature a street closure, dozens of local Temescal businesses, live music and entertainment, and family-friendly and community-centric programming.

Temescal Trick-or-Treat: Monday, October 31

Temescal Trick-or-Treat is another event that was postponed in 2021 due to the pandemic. The TTBID is looking forward to bringing back this event in 2022, which will encourage locals and visitors alike to bring their children Trick-or-Treating throughout the District, going door-to-door between local businesses to receive their treats. The BID also intends to host a costume contest, family-friendly programming, and to install temporary place-making decor, such as balloons and signage, to advertise the event. This event is a favorite of both our merchants and local families, who enjoy the opportunity to connect with the community and take advantage of the walkability and variety of our business district.

HEAD WEST Holiday Market: Saturday, December 3

The TT BID plans on partnering with HEAD WEST to put on our second annual HEAD WEST Holiday Marketplace on 49th Street between Telegraph and Temescal Alley. The goal of the event is to attract people to the District for holiday shopping, specifically to Temescal Alley, which is the epicenter of retail in Temescal. HEAD WEST will again offer discounted rates for booths for Temescal businesses, in an effort to specifically highlight small businesses and retail in the District.

Freedom Farmers Market at Kasper's Plaza

The BID will continue its partnership with local nonprofit organization, Farms to Grow, to continue to host Freedom Farmers Market at Kasper's Plaza in Temescal. The goals of this collaboration are to provide fresh, local produce to the community, and to elevate and provide support to historically marginalized and underserved communities, specifically Black farmers in California. The farmers market will take place monthly, on second Saturdays through May 2022, when it will transition back to being held weekly through November 2022, for their Summer season. This event also provides programming and purpose to a central and historical Temescal landmark site (Kasper's Hot Dogs), which has been vacant for several decades. The TT BID will continue to facilitate the success, growth, and expansion of the Freedom Farmers Market in Temescal.

B. Cleaning/Maintenance/Security

Operations Director Joey Harrison oversees the cleaning and maintenance contract with Block-By-Block, and provides guidance to Operations Manager Jamar Leonard and the team of Cleaning Ambassadors. The team takes care of graffiti removal, power washing, removing stickers/posters/flyers, cleaning up auto glass, watering District planters, and litter collection. On the security front, the ambassadors increase our presence and engagement with the community, and to provide an additional layer of security during business hours. The team also staffs a hotline for District stakeholders, and reports local issues such as illegal dumping to OAK 3-1-1.

C. Community Engagement

Business Outreach Task Force

In early 2022, the BID decided to ramp up in-person outreach to local businesses and property owners, which had been difficult to carry out during the height of the COVID-19 pandemic. Volunteers from the TT BID Board worked with BID staff to determine a plan for conducting in-person outreach to stakeholders, with the goal of (1) increasing awareness of BID services and functions, (2) gathering feedback from stakeholders and (3) updating our business contact database.

Weekly Village of Love Pop-Up Care Village

The BID will continue its partnership with local nonprofit organization, The Village of Love, to provide a weekly pop-up care and resource village at Kasper's Plaza. This program began in April 2021, and served over 500 individuals in its first year. The pop-up provides clothes, food,

housing resources, information, and access to services, and is led by TTBID Operations Director Joey Harrison.

Community Engagement Pilot Program

Temescal BID Operations Manager and ambassadors engage with all members of the Temescal Community and provide a sense of hospitality, safety and assistance to deal with quality of life issues, as well as providing a welcoming presence and familiar face to neighbors. The ambassadors will also receive training on compassionately and respectfully interfacing with people experiencing homelessness and mental health issues, de-escalation training, and business relations. The Temescal BID Operations Director uses his years of experience and training, working with individuals experiencing mental health issues, substance abuse issues and homelessness.

Adopt-a-Planter Program

The TTBID has approximately 100 planters located throughout the District to enhance curb appeal and greenery at the street level. While our Ambassador team oversees the watering of these planters, TTBID Board member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful. In collaboration with BID staff, the Adopt-a-Planter Program launched a series of quarterly volunteer events, intended to bring neighbors together to refresh and maintain District planters. The event series launched in January 2022, and each quarter the volunteers focus on a different portion of the District: Upper Telegraph, Lower Telegraph, and 40th Street. Beyond the quarterly volunteer events, residents and businesses are encouraged to adopt a planter year-round.

Holiday Lights Program

The TTBID will continue its annual Holiday Lights Program, which offers free strands of holiday lights to TTBID businesses to display in their storefront windows. In 2021, 20 businesses signed up for and received free holiday lights from the BID to display in their windows for the duration of the holiday season.

Section 4: Estimated Costs for Providing Improvements and Services in 2022

See attached 2021-2023 Budget

Section 5: Method and basis for levying the assessment

In accordance with the TTBID Management Plan, “the proposed method and basic of levying the assessments to be levied against each property in the District are based on the lot size, building size, and linear frontage of properties located within the District.” (Management Plan, Page 2, Item 8). As outlined in the document, “a maximum 5% increase per year in the amount of the assessment on each property shall be allowable (Management Plan, Page 2, Item 10).

After voting to NOT increase tax assessments in FY 2021/2022, the TT BID Executive Board voted unanimously to recommend a 5% increase in tax assessments for FY 2022/2023. The vote took place during our October 2021 Executive meeting, and the recommendation was placed on the October 2021 Board Meeting Agenda for discussion and approval. The October Board meeting was well attended and the conversation resulted in the 5% increase being approved unanimously, with the exception of one abstention. In accordance with Brown Act Section 54954.6, the TT BID will provide written notice, via First Class mail, to all property owners within the District, in June 2022. The notice will include all fields outlined in the aforementioned section of the Brown Act, as well as an invitation to attend our Annual Meeting, and an invitation to complete our annual stakeholder survey.

Section 6: Surplus or Deficit for 2022 to be carried over from previous fiscal year

As outlined in the **attached budget**, the Surplus for FY 21/22 was \$5,001, which was added to our Cumulative Reserves from the previous year, bringing the total reserves to \$227,001. In FY 22/23, our surplus is estimated to be \$0, as a result of not increasing tax assessments this past year.

Section 7: The amount of any contribution to be made from sources other than BID assessments to be levied

The TT BID raised \$1,500 in sponsorships, plus \$1000 in-kind media sponsorship for Taste of Temescal 2022. We will be seeking event sponsorship for our upcoming Temescal Street Fair as well. Prior to her departure, Executive Director Shifra de Benedictis-Kessner applied for a \$16,000 Development Grant from the Kenneth Rainin Foundation to conduct a feasibility study for a permanent art installation at Kasper's Plaza. The project is titled "Temescal Illumination Project: Exploring the History of the Black Panther Party in Temescal", and is fiscally sponsored by the Huey P. Newton Foundation. We received notice in early 2022 that the grant had been awarded to our proposed project, and the funds have been dispersed to our fiscal sponsor, the Huey P. Newton Foundation, as we plan next steps for this project.

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT							
2022 Budget	2019	2020	2021	2022	2023	2024	Notes:
				7%	7%	7%	
Est Annual Increase in costs	3.0%	3.5%	3.5%	3.5%	3.5%	3.5%	
Increase in Assessment rate	3.0%	5.0%	5.0%	0.0%	5.0%	5.0%	
Projected Assessment Revenue Calculation	540,853	601,910	697,612	697,612	631,728	631,728	
40th and Shafter					3,854.37		
Total 1-Year Revenue	540,853	601,910	697,612	697,612	732,493	769,117	
PUBLIC RIGHTS OF WAY SIDEWALK OPERATIONS							
Total Prowso Revenue	324,512	361,146	418,567	418,567	439,496	461,470	
Prowso Expenditures							
40th St Median Mntnce	(2,500)	(2,588)	(4,050)	(4,192)	(4,338)	(4,490)	Increased in 2021, based on 2019 actuals, 3 x/year weeding
Cleaning/maintenance contract	(239,052)	(251,010)	(263,561)	(265,000)	(278,913)	(293,555)	2022 BBB budget=2021 contract amount (\$255,848) + 5% pay raise (\$8,888) = \$265,000
Executive Director Salary & Benefits	(18,961)	(19,909)	(20,905)	(30,195)	(32,309)	(34,570)	
Loan service on Ped lighting	(81,004)	(81,004)	(81,004)	(81,004)	(81,004)	(81,004)	
Ped Light Savings to Capital Reserves	0	0	(39,000)	(13,193)			Save for 3 lights in 2021, -1 light in 2022, install in 2023
BID Renewal Costs				(20,000)	(20,700)		
Trash Can Doors Maintenance	(2,000)	(2,070)	(3,500)	(3,623)	(3,749)	(3,881)	broken doors/tops
Ped Lts for City Inventory		(8,000)					
Replace Plants in Planters	0	(1,000)	(3,000)	(1,000)	0	0	
Additional homeless services – support Day Center in Temescal (Village of Love)			(5,000)	0	0	0	
Total Prowso Expenditures	(343,517)	(364,581)	(420,019)	(418,206)	(421,013)	(417,500)	
Prowso Pro Forma Surplus/(Deficit)	(19,005)	(3,435)	(1,452)	361	18,483	43,970	
MARKETING & IDENTITY ENHANCEMENT							
Marketing Revenue	198,762	213,548	235,028	238,440	248,599	259,214	
Allocated Marketing Revenue	102,762	114,363	132,546	132,546	139,174	146,132	
Taste of Temescal*	16,000	16,560	17,140	17,739	18,360	19,003	
Temescal Street Fair*	75,000	77,625	80,342	83,154	86,064	89,076	
40th Street Block Party	5,000	5,000	5,000	5,000	5,001	5,002	
Total Marketing Revenue	198,762	213,548	235,028	238,440	248,599	259,214	
Marketing Expenditures							
Cross-Telegraph Banner	(2,000)	(2,970)	(3,074)	(3,182)	(3,293)	(3,408)	Need to print a new banner (\$750), plus cost to change out 4/year increased to \$700=\$2,400-->\$3,150 total
Pole Banners	(2,000)	(3,000)	(10,000)	(4,000)	(4,140)	(4,140)	Cost to access & maintain banners
Holiday Decorations/Tree Lights	0	(500)	(518)	(536)	(554)	(574)	
40th St. Block Party*	(10,000)	(10,000)	(10,350)	(12,712)	(13,157)	(13,618)	\$2,000 increase in 2022 to hire event staff
Art Support	(4,000)	(1,140)	(2,700)	(2,795)	(2,892)	(2,994)	Mural & Utility Box Artwork maintenance (\$2,000/year), May Public Art Walking Tour (\$700), or new project
Executive Director Salary & Benefits	(15,350)	(16,117)	(16,923)	(50,325)	(53,848)	(57,617)	5% increase = \$2,000
Assistant	(22,000)	(20,000)	(37,855)	(32,715)	(35,005)	(37,456)	In 2021: 40 hours a week at \$20/hour; increase in 2022 to cover health insurance
Halloween Event	(258)	(267)	(276)	(285)	(295)	(306)	
Holiday Fair	(5,150)	(1,330)	(1,377)	(1,425)	(1,475)	(1,526)	
Loan Service on Ped lighting	(41,900)	(41,900)	(41,900)	(41,900)	(41,900)	(41,900)	
Taste of Temescal*	(15,450)	(15,991)	(17,140)	(17,739)	(18,360)	(19,003)	
Temescal Street Fair*	(66,950)	(69,293)	(80,342)	(83,154)	(86,064)	(89,076)	
Upper Telegraph Event	(2,500)	0	0	0	0	0	Cancelled for 2020
Pedestrian Plaza Improvements			(1,500)	0	0	0	
Utility Box Upgrades							
Online Marketing Support & Ads			(1,200)				
Website, Maps, Dng-Ship Guide	(4,000)	(4,709)	(4,874)	(5,044)	(5,221)	(5,404)	producing & printing new art maps, and dining & shopping guide, BID t-shirts for board/volunteers, website design work
Total Marketing Expenditures	(191,572)	(187,217)	(230,027)	(255,812)	(266,205)	(277,021)	
Marketing Pro Forma Surplus/(Deficit)	7,205	26,331	5,001	(17,372)	(17,606)	(17,807)	
ADMINISTRATION							
Administration Revenue	86,536	96,306	111,618	111,618	117,199	123,059	
Administration Expenditures							
Bookkeeping / Accounting	(7,725)	(7,995)	(8,275)	(8,565)	(8,865)	(9,175)	
Executive Director Salary & Benefits	(55,981)	(58,780)	(63,719)	(20,130)	(21,136)	(22,193)	Reduced in 2021 to balance budget & less in-person meetings during COVID
Food for meetings	(2,421)	(3,200)	(932)	(3,424)	(3,664)	(3,920)	
Insurance	(3,090)	(3,198)	(3,310)	(3,426)	(3,546)	(3,670)	
Office Supplies and Other	(2,060)	(3,000)	(3,105)	(5,200)	(5,382)	(5,382)	Increased based on 2020 actuals & New Annual cost for Salesforce database at \$1200 a year
Phone and Internet	(1,260)	(1,304)	(1,350)	(2,018)	(2,710)	(3,425)	TW land line + Shifra cell phone + Katie cell realistically conferences like IDA cost more (\$900 entrance, \$500 plane flight, plus hotel (\$400)), recommended to increase to \$2K-4K
Professional Development	(1,545)	(1,599)	(1,655)	(1,713)	(1,773)	(1,835)	
Assistant	(4,000)	(6,000)	(12,200)	(14,021)	(15,002)	(16,052)	
Potential employee raise/bonus				(8,489)			
Employer taxes				(11,456)			
BID Storage Container	(2,280)	(2,360)	(2,442)	(2,528)	(2,616)	(2,708)	\$100 monthly rent plus \$100 container rental
Rent	(12,360)	(12,731)	(13,176)	(13,638)	(14,115)	(14,609)	Temescal Works rent with 3% annual increase
Total Administration Expenditures	(92,722)	(100,168)	(110,165)	(94,607)	(78,809)	(82,920)	
Administration Pro Forma Surplus/(Deficit)	(6,185)	(3,862)	1,453	17,011	38,390	40,089	
CONTINGENCY							
Contingency Revenue	27,043	30,096	34,881	34,881	36,625	38,456	
Contingency Expenditure**		(30,096)	(34,881)	(34,881)	(36,625)	(38,456)	
SUMMARY							
Total Revenue	636,853	701,095	800,093	803,505	841,918	882,199	
Total Expenditures	(627,796)	(682,061)	(795,092)	(803,505)	(802,651)	(815,947)	
Pro Forma Surplus/(Deficit)	9,057	19,034	5,001	(0)	39,267	66,252	
Cumulative Reserves from previous year	125,137	134,194	222,000	227,001	227,001	266,268	
Total Surplus + Reserves by EOY	134,194	222,000	227,001	227,001	266,268	332,520	

*Note: These events have corresponding revenue and expense line items in Marketing.
 ** All contingency expenditures that are not spent by EOY are earmarked for Shattuck Ave pedestrian light project (total project cost of \$180,000-\$200,000)
 BID will start renewal process in 2022, and spread throughout 2023 & 2024

- Wishlist items:**
- \$30,186 20 hour per week ambassador paid at 1.03% of current ambassador rate to work weekends & some nights, cleaning & answer hotline number
 - Assistant Health Insurance: \$3,933-\$6,155 per year, depending on Kaiser plan type
 - Additional homeless services – support Day Center in Temescal (Village of Love)
 - \$40,000 In 2023: Cost to Hire engineering firm for renewal, plus a ton of BID Board & staff time
 - Ped plaza improvements (street mural(\$3,500), \$1500 - move 20 planters, 20 sets of café tables/chairs - \$2,200
 - \$185,000 10 Pedestrian Lights on the east side of Shattuck, 45th to 52nd. If want to add more in side streets, ~\$17,000 per light
 - Big Belly Trash Cans \$4,130 to \$5,023 each
- \$255,186 TOTAL**



LAUREL DISTRICT ASSOCIATION (PBID) ANNUAL REPORT TO CITY COUNCIL FY 21-22

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 2021:

DISTRICT IDENTITY (DISI)

PUBLIC EVENTS

- The Laurel holiday campaign, included the Santa Stroll, and Light up the Laurel
- Coordinated 2021 COVID safe Lion Dance Parade and Blessing of Businesses
- Continued Small Event Grant Fund to support merchant activities and Oakland artists

LAUREL STREET FAIR

- Unfortunately due to State and County restrictions on public gatherings the revered Annual Laurel StreetFair had to be cancelled for 2021
- Established a tax deductible donation fund in support of Laurel Small Businesses, and the cultural artists that have been traditionally involved with the Laurel StreetFair. Donations have been received from past festival attendees and Laurel area residents

DIGITAL MARKETING AND NEW LDA WEBSITE FEATURES

- Updates and Additions to district Website – Driving traffic to the district website and public donations through the Laurel StreetFair website. District website has comprehensive and updated merchant directory, community calendar, and Facebook integration
- Launched the digital campaign for The Laurel Shopping and Dining Guide
- 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

- Partnered with Mills College for a merchant survey and needs assessment, and working to capture area stakeholder contact information for improved communication across communities
- Promoted an OPEN Laurel merchant database of business re-opening after COVID-19
- Published News Briefs article in partnership with Bay Area News Group to share business news in response to businesses struggling due to COVID-19
- Developed COVID-19 Impact Survey for small business community
- Developed Guidebook for Board of Directors
- Launched public facing The Laurel News to market businesses and activities in the commercial district

PRINT ADVERTISING

- Actively work to position Laurel for positive press in area media outlets. Achieved front page coverage in the Montclairian on multiple occasions. Items were also covered in the East Bay Times and multiple Bay Area News Group properties
- Developed District Marketing Campaign promoting The Laurel and its events and local businesses through Facebook and Instagram. Print advertising was placed in East Bay publications

PROPERTY IMPROVEMENTS (SOBO)

SECURITY

- Collaborated with Oakland Police to respond to and provide security camera evidence for crimes committed in the district
- Added new License Plate Recognition security camera systems to the commercial district
- Adjusted private security response to address spike in commercial burglaries and vandalism
- Worked with City of Oakland Staff and members of the City Council to secure budget funding for a traffic calming study along MacArthur
- Worked with City of Oakland Staff to implement near term safety measures at (6) signal protected intersections along MacArthur
- 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

- Worked with City Councilmember to reinstitute OPD walking officer during the holiday season
- Promoted merchant watch to educate merchants and utilize CEPTD tactics for crime deterrence

CAPITAL IMPROVEMENTS

- The LDA installed and maintains additional decorative lighting for year round ambiance and improved visibility after dark
- Worked with public utilities to address old infrastructure issues affecting the quality of the MacArthur roadway
- Secured pro bono design plans to help implement outdoor dining and curbside pick-up in support of restaurant activity under COVID-19 restrictions
- Facilitate use of the City of Oakland Flex Street initiative and Outdoor Dining Program to activate outdoor spaces for COVID safe dining options

MAINTENANCE AND LANDSCAPING

- Developed a public art restoration and installation plan
- Secured an Oakland Voices grant for the installation of the Laurel Civil Rights Mural profiling historic civil rights leaders and abating graffiti on a street level wall
- Implemented a “Mural Tour” to profile the artwork in The Laurel, paid for through public donations
- Coordinated district wide sidewalk steam cleaning with identification and focus on “hotspots.”
- Worked with City of Oakland Department of Transportation to further next steps in traffic calming as recommended by the Mills College Masters program report
- 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
- Facilitated volunteer and community workdays with volunteers; to address litter and vegetation overgrowth
- Updated sidewalk planter signage for an improved streetscape aesthetic
- Replanted (10) streetscape planters with new landscaping

ORGANIZATION

MERCHANT TRAININGS AND COMMUNICATIONS

- **Monthly Merchant Meetings** - The LDA continues to conduct monthly Board meetings, transitioned to Zoom video conference, and assist merchants through information sharing, project facilitation, and event support
- Held monthly meetings where merchant members and the members of the public could comment, share partner opportunities, and ask questions
- Board participation and merchant participation in ad-hoc committees and working groups
- Maintained/updated database of District merchants, property owners/managers
- Involved (5) high school and college interns to learn about community organizing and business support
- Continued the recommendations from a strategic planning consultant for early steps toward the long term LDA strategic plan. Ongoing
- 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
- Attending community meetings and building/maintaining positive and 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 with land use issues, code compliance, and business attraction
- Expand salesforce database of businesses and property owners for improved communication through a stakeholder newsletter by implementing a MailChimp platform
- Created the Laurel Merchants Discussion Group on Facebook
- 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 Calendar Year 2021:

DISTRICT IDENTITY

Facebook Marketing and New Website

- Continue Online Engagement – Maintain 2 Facebook accounts, and Instagram, updating daily with photos, features, and discussions. Enlist more merchants to utilize the “Laurel District Association” page as a direct-marketing

- Tie Facebook and Instagram marketing to business support strategies
- Partner with Oaklandside for a comprehensive and targeted digital marketing campaign
- Enhance “Business Opportunities” listings on our website

Print Advertising

- Further targeted advertising plan to pull in shoppers and diners

Business Directories and Business Promotions

- The Laurel – Oakland’s Neighborhood district marketing and advertising, including the promotion of a district map
- Continue distribution of Laurel business directories/maps and marketing of district businesses locally and throughout greater Oakland
- Initiated a district marketing campaign for business promotion to offset the negative impacts of COVID-19 and business activity restrictions, highlight businesses, *The Laurel Oakland’s Neighborhood*, and the assets of the District
- Expand social media and local digital news outreach to highlight district businesses
- District Marketing Campaign
 - 7 different publications (print and online)
 - Bay Area wide reach
- Recapitalize the Small Event Grant Fund to promote safe outdoor activities in the district

Street Banners

- Contracted with new banner company for improved service and reduced cost
- Maintain rotation of two seasonal banner sets

Public Events

- Re-establish, post COVID, the annual Laurel StreetFair, Halloween, Lunar New Year Lion Dance Parade, Monthly Makers Market, and Laurel Outdoor Movie Event Series
- Showcase Laurel businesses at the Laurel StreetFair

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
- Service street trees

Capital Improvements

- Façade Improvements – Continue to assist and facilitate façade improvement projects on the commercial corridor with a second round of façade 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 5 day-per-week Security services
- Continue to expand license plate recognition capable camera installations
- Work with property owners and merchants to enhance existing security camera coverage in high-crime areas

ORGANIZATION

Merchant Trainings and Communications

- Conduct monthly meetings consisting of news updates, event scheduling and planning, security discussion, and marketing channels
- Expand use of Laurel Merchant Discussion Facebook group

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 and Laurel Village Association

IV. An Estimate of the Cost of Providing the Improvements and the Activities for Calendar Year 2022:

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 resolution which established the Laurel Business Improvement District 2016
- No Change in Assessment: Pursuant to the City Council Resolution 85682 dated July 7, 2015 and the Laurel BID 2016 Management District Plan the LDA Board of Directors, acting as the Laurel BID Advisory Board, has the option to recommend an increase to assessments annually up to 5% from the previous year’s assessment. The LDA Board of Directors is recommending no change to the assessment to the fiscal year 2022-2023. The proposed no change is in anticipation of the economic impacts brought about by COVID-19

VI. Surplus or Deficit to be carried over from a previous fiscal year.

- There is no carry over

VII. Contributions from other sources.

See budget below for details

Laurel District Association Proposed Annual Budget by Category

Board Approved August 16, 2021

Calendar Year 2022

Revenue

Assessment Revenue 100% Collection	\$ 218,594.16
Projected Prior Year Balance – Carry Forward	\$0
Non-BID Income to Cover District General Benefits - From donations to the 501ciii (3%)	\$6,557
Assessment Revenue 94% Collection	\$205,479
Total Income	\$212,036

Expenses

Category of Special Benefit Service	Estimated Percentage	Estimated Amount
PROW/ SOBO (Public Rights Of Way)	37%	\$ 78,453
DISI (District Identity)	35%	\$ 74,212
Organization	25%	\$ 53,009
Reserve	3%	\$ 6,361
Total Expenses	100%	\$212,036



2633 Telegraph Avenue Suite 109, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT TO THE CITY COUNCIL – 2021/22

1. Proposed Changes in boundaries of the BID/CBD.

There are no proposed changes to the boundaries of the Community Benefit District.

2. Improvements & Activities in 2021

Maintenance, Beautification, Safety & Streetscape:

In 2021 KONO was in the second year of a three-year contract with StreetPlus, a national provider of cleaning, safety, and hospitality services. This included a three-year payment plan for equipment including a small electric utility vehicle, a commercial pressure washing unit, two mountain bikes, two-way radios and a radio repeater. Cleaning services were provided six days a week in areas with heavy pedestrian traffic and other areas were serviced at least three times a week.

Streetplus services include but are not limited to:

- Sidewalk and curb-line cleaning from property line to 18" into the street
- Removal of litter, leaves, weeds, and other debris from tree wells and median strips.
- Removal of graffiti from private property with authorization, and from public property (or referred to city services) Removal of all decals, flyers and stickers from public surfaces
- Proper disposal of all collected refuse and debris.
- Monitoring public litter bins for overflow and keeping them clean
- Pressure washing on a regular basis and as needed

- Removing weeds from tree wells, sidewalks, curbs and property lines
- Safety and hospitality services including:
 - Visibility patrols (walking and bicycling)
 - Engaging with local businesses and residents to establish relationships, listen to concerns, discuss KONO programs and support and facilitate further contacts.
 - Personal safety escorts when requested within KONO boundaries and only on public property.
 - Seek compliance with local ordinances around quality of life.
 - Report any criminal activity to Oakland police.
 - Use Statview for documentation and reporting their activities
 - Engage with pedestrians to provide directions and information about KONO and Oakland including businesses, restaurants, attractions and activities.

Streetplus, along with Shari Godinez, have assembled a team of ambassadors who are passionate about the District and understand the importance of making positive impacts on a daily basis. The Operations Supervisor provides leadership, direction, and support as the team works to make KONO clean, safe and friendly and provide services for the improvement of the KONO district. KONO and Streetplus prioritize hiring locally, and preferably from within the community.

Streetplus tracks all work orders using Statview and provides KONO with a monthly activity and productivity report, which is posted on the KONO website.

Data from **2021** Streetplus for KONO District:

	JAN	FEB	MAR*	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Pounds of Garbage	6800	4800	3600	2800	2850	6025	10575	9325	9900	11450	9975	8375	86,475
Graffiti - Removed	7	345	366	153	105	112	122	129	101	114	183	86	1832
Power washing block faces	N/A	8	12	12	7	14	11	6	15	17	1	8	111
Merchant Checks	32	458	256	222	206	159	401	290	222	228	236	140	2850
911 Calls	0	3	2	3	1	3	1	1	0	3	0	1	18
Illegal Dumping	0	7	5	1	0	10	8	9	12	6	5	27	90
Homeless Outreach	7	35	25	39	32	34	49	40	22	17	6	6	312

Needles found and disposed of	4	5	4	1	0	0	0	2	1	17	3	6	43
311 Requests	11	7	0	1	1	0	0	9	57	6	21	16	129
Directions	32	121	60	50	54	41	329	199	150	100	161	22	1319

The Streetplus mobile app includes a GPS tracking system that creates a heat map of any tracked incidents as well as a tracking system of where the ambassadors are at all times including a trail of their movement for the day.

In addition to routine maintenance, Street Ambassadors handle calls for service from businesses, residents, and property owners. They contact the owners and police when they encounter property that has been burglarized or vandalized. They are often called on to provide emergency services.

KONO continues to connect Three-Thirty-Three Arts with local property owners interested in hosting public art murals on their property. This practice beautifies the district and acts as a graffiti abatement tool.

KONO received a \$25,000 grant from Sutter Health to assist with the operation costs of ambassador service to create a clean and safe environment for families.

The Executive Director met with the OPD Area Captain, the Neighborhood Crime Prevention Council advisory committee and the Community Resource Officer on a regular basis and would share updates with the community.

KONO installed a new 8'x10' shed to store maintenance supplies in alley way next to office.

In partnership with the Neighborhood Service Coordinator, KONO organized a well-attended tour with the Oakland Police Department and the KONO community which included residents and business owners. The purpose was to discuss the community's concerns with the beat officers and the Community Resource Officer and figure out some solutions.

Created a heat map using the Streetplus Geo data to determine the "hot spots" in the district. KONO identified graffiti hot spots at 27th & Broadway and 27th & Northgate. Made several attempts to contact Kaiser to discuss a mural on the parking structure at 27th & Northgate.

Requested foot patrol officers in KONO any opportunity that arose. Received foot patrol briefly in May 2021.

Partnered with the Sisters of Perpetual Indulgence for a KONO neighborhood clean-up and raised \$200.00 for 333 Arts.

Organized a community meeting with Chief Armstrong at Blind Tiger Restaurant in August 2021.

Researched the installation of cameras in KONO to cover the public right of way from private property after crime stats for Area 2 show assault with a firearm up 667%. We spoke with the Director of S.A.F.E.R. in San Jose about cameras, as well as the Montclair and Chinatown leaders, and the Oakland Police Department.

Successful in getting a van removed from 25th St. that was being used to sell drugs and allow drug users to go inside van to shoot up. Dealers threatened property owner to burn down building.

- **Bike Lane:** We provided updates to the community on the bike lane and shared survey links to collect and analyze data. We worked with Bike East Bay and the DOT to create and distribute a survey. We spoke in favor of a buffered bike lane at the BPAC Commission, the Public Works Committee and at the City Council meeting. We created a change.org petition to have a buffered bike lane and received over 1800 signatures. We shared another petition from KP Market shoppers with 2,500 signatures asking for a buffered bike lane. We produced an 8-minute video from a Zoom interview, with 3 cyclists, of which 2 were former BPAC commissioners and both are city planners and engineers, which discussed why the protected design is so dangerous. It was shared with all of city council and the Department of Transportation. Despite requests for a buffered bike lane from KONO Board of Directors, and recommendations for a buffered bike lane from the head of the Department of Transportation and the Race and Equity Department as well as the Mayor's Commission on Disability; the City Council voted to move forward with the protected bike lane design. The protected bike lanes will be made permanent with cement curbs (construction starts Jan 2022 for an estimated 12 months). KONO met with the DOT to discuss construction schedule and how to have the least impact on the monthly Oakland First Fridays events.
- Dragon School completed mural on roll up door on 26th St. at SF Design Studio.
- Successfully organized tree pruning for KONO trees which were planted in 2012 and requested pruning from the city for the larger trees.
- Worked with City of Oakland and Waste Management on the issue of cardboard being left on the sidewalks by businesses. Received a temporary recycle bin from Waste Management for 6 months while the businesses were being notified to comply with obtaining their own recycle services.
- Met with Public Works on Jan 12th regarding lack of frequency of picking up litter from city trash cans. Also requested four more litter containers for the district.

Marketing & Economic Development:

Newsletter: KONO produces a monthly email newsletter sent to over 1,700 subscribers. Over the past year the newsletter has explored local businesses, announced events, marked openings and closings, talked about district history and more.

StreetPlus also produces a monthly newsletter with pictures and statistics on their work, which is shared, and summarized in the KONO newsletter and posted on the KONO web site.

Lamppost Banners: KONO installed new holiday banners in Nov 2021.

Branding: Applied for Capital Improvement Program (CIP) funding for a KONO Gateway arch. Now working with the DOT on design phase.

Other marketing / economic development accomplishments:

- Attended Oakland BID Alliance meetings monthly
- Hired a part-time marketing intern for 6-months who eventually replaced the full-time marketing manager.
- Shared KONO properties that were up for sale and for lease.
- Worked with the DOT to survey the community on possible changes to the parking meter hours and days. Also asked for suggestions for loading zones, green zones and additional meters.
- Helped **All Out Comedy Showcase** with their SVOG grant (they are now re-opening at a new location in KONO).
- Helped market all the new businesses that opened in KONO.
- Partnered with Vibemap and created an online guide to promote KONO businesses. Also created a brochure called “After Dark” to distribute to Oakland First Friday attendees to let them know where they could go after the event ended. This effort was successful for Vibemap, who gained more customers and for KONO to assist with the disbursement of people after the event is over and it included a prize for a one-night stay at the Moxy Hotel.
- Created a holiday shopping gift guide for KONO businesses.
- Installed white lights in windows of over 10 KONO businesses for holiday season and beyond.
- Partnered with Square to promote their new Master Card small business resources program and received a \$5,000 grant
- Advertised Oakland Restaurant Week

Businesses that Opened or reopened in KONO:

- **Rock Paper Scissors Collective** moved into 2120 Martin Luther King Jr. Way (used to be on Telegraph Ave).

- **Knuckleheads Barber Shop**, 2811 Telegraph Ave.
- **Moxy Hotel**, 2225 Telegraph Ave.
- **Happy Daze**, 2402 Telegraph Ave

COVID-19

Applied for and received two PPP loans that were granted forgiveness. Also applied for and received the SVOG (Shuttered Venue Operators Grant) for the Oakland First Fridays events. We also shared all the COVID grant information with KONO businesses and kept the community updated on all the health orders. We informed KONO businesses about the flex street program and shared information on builders. We ordered and distributed 2,000 KONO masks for give away to KONO businesses and Oakland First Friday attendees. We participated in a focus group to discuss post pandemic reset strategies hosted by Supervisor Keith Carson. We provided vaccination popups at our fall events; Nov gave 53 vaccines.

GRANTS 2021

Korea Town Oakland 2021 Grants

YEAR 2021	FROM	GRANT	AMOUNT	DATE RECEIVED	GRANT PERIOD	REPORT DUE
OAKFF	State of California, SBA	PPP 2nd round	\$46,650.00	3/4/2021	11/8/21 forgiven	
OAKFF	State of California, SBA	Shutter Venue Operations Grant: 45% of gross revenue less PPP 2nd round	\$52,770.70	7/30/2021	3/1/21-12/31/21	Aug 2022
OAKFF	State of California, SBA	California COVID-19 Relief Grant: Art and Cultural program	\$15,000.00	9/15/2021		
OAKFF	Alameda County Arts Commission	2021 Artsfund Grants Program	\$ 2,100.00	7/7/21	7/1/21-6/30/23	7/30/2023
KONO	Square	Small Business Resource Program	\$ 5,000.00	11/22/21		
KONO	Sutter Health	Healthy Families	\$25,000.00	Check stolen	Waiting on replacement check	Supports ambassador program
Total			\$146,520.70			

- Met with Chief of Department of Violence Prevention to discuss partnership. He stated that they will be posting RFQ's soon and believed we could apply under Community Health for the Oakland First Fridays Event.
- Applied for an operations funding grant from CAC but was denied.

The grant funding received has helped the event to be able to relaunch. However, the increase costs have made the event unsustainable. We will need to seek larger amounts of funding.

PLANNED DEVELOPMENTS

Developments in KONO (in process):

	Location	# of Residential or employees	Sq. Ft. Commercial	Description and Status
1	2125 Telegraph Ave	93	51,340	Senior Affordable housing. Gensler 8 story. Unknown progress. Current use parking lot.
5	2200 Telegraph Ave	7,000	875,000	office building (likely 2 years out, maybe longer) Unknown progress. Currently vacant lot, no building structure.
6	2100 Telegraph Ave	7,200 1556 residential	2.8 million	Former Kaiser project (2-5 years out) Office space: Unknown progress. Current use city parking lot
7	2016 Telegraph Ave	230	2,000	Market-rate homes Residential - 20 stories high. completed
8	2015 Telegraph Ave	114	5,000	Residential and commercial (at least 2 years out) former Beauty Supply Unknown progress. Current vacant bldg.
9	2600 Telegraph Ave	221	15,000	Market Rate & BMR, at least 2-5 years out. Currently two restaurants.
10	2301 Telegraph Ave	58 units	5000	100% affordable housing along with space for community-based arts nonprofits. Owners partnered with Adhi Nagraj and McCormack Baron Salazar on the development. A year away from breaking ground.
	TOTALS	9,073	3.7 mil	

Community Cultural Arts Events; Oakland First Fridays:

Oakland First Fridays received a grant from the California Cultural Arts which originally was to provide mentorship and booth space at the Oakland First Fridays event for local artists. However, due to the 18-month shutdown, we pivoted the project into a training program about how to sell your art online. It included a mission to empower local Oakland artists with the technology tools and practical skills they need to thrive in the digital age. We accepted 24 local artists and 3 mentors into the program. The program was launched in Oct. 2020 was called the Spark Oakland Art program and went through all of 2021. We received matching support from the Oakland African American Chamber of Commerce and Square. The program was very successful. We launched a virtual digital

gallery in June 2021. We monitored the artist progress for six months and we were able to offer them complimentary booth space when Oakland First Fridays re-launched in October 2021.



- We hired Workbench to re-do Oakland First Friday’s website, run the Spark Oakland online workshop program along with Festival Director Greg Harris and Social Media Manager Christina Serna, and we created a virtual gallery showing. Some of our most successful artists were Doran Dada and Ryan Tesluk. Several artists voluntarily donated a percentage of their sales to Oakland First Fridays. Doran vended at First Fridays and **sold out in one night**, he volunteered with us, and is planning to come back to vend in May 2022 after he creates more art. We ran paid ads for the artists and the virtual gallery and Doran had \$2,223 in art sales.
- Some of the challenges to restart Oakland First Fridays have been the cost of OPD and Fire as well as the loss of 23% of vendor space from the new bike lane design. The city of Oakland’s decision to no longer cover Police and Fire fees and to move forward with the protected bike lane design have a huge impact to the festival which could make it unsustainable. The OPD fees were estimated at \$15-20k per month and the loss of vendor space is approximately \$5,000 per month loss. This is an annual increase to the production of \$300,000. We received a lot of media reports met with the Chief of Police and OPD agreed to reduce fees to \$10k. Despite this reduced cost, Oakland First Fridays is currently losing between \$15k-20k per month and is not sustainable unless they find more funding sources.
- We met with the East Bay Venue Coalition to discuss ways to collaborate.
- Relaunched the Oakland First Fridays event October 2021.
- Successful October event with lots of television media coverage
- Successful events in November and December which included Santa and vaccination pop up area at all events.
- Partnered with The Town Experience on activation zone at 23rd St for November and December with Kapor Center as the sponsor for \$5,000.
- Able to get other Councilmembers to sponsor debris boxes for November and December
- Held monthly meetings for vendors and volunteers

Social media and contact data 2022

Facebook Oakland First Friday	17,355 follows	16,226 likes
Instagram Oakland First Friday	18,300	Audience
Website Visits Oakland First Friday	20,000	Monthly average
Newsletter Subscribers Oakland First Friday	6,900	Monthly newsletters emailed
Facebook KONO	510 Follows	442 likes
Instagram KONO	442 Followers	172 following

KONO took over production of the Oakland First Fridays community festival in 2013. The event is a huge economic booster for KONO businesses, one of few remaining accessible venues for artists, makers and performers to connect with their community, and a cultural touchstone for Oakland itself. It was named as one of the top 8 places to go in the world by the International Travel Magazine in 2021.

ADMINISTRATION

- Explored employee health benefit packages
- Increased hourly rate for ambassador team due to low retention rate.
- Approved a zero percent increase on assessments for the 2021/2022 fiscal year due to impact by Pandemic
- Approved Bi-monthly (every other month) Board meetings to allow for ad-hoc committees meeting time.
- Discussed a Parking Benefits District with Board and DOT staff.
- Created a statement on Anti-Asian hate and posted on website.
- Created a KONO Race & Equity Statement
- Invited Councilmember Fife to Board meeting
- Held annual Board election in Aug 2021 and had seven returning Board members
- Organized Board retreat for 2022 to set goals and plan direction for the year
- Reconciled all financial reports and paid all invoices
- Organized annual Board dinner
- Completed annual report for City Council
- Attended monthly Oakland BID Alliance meetings
- Organized all monthly Board and Executive Committee meetings, took minutes and posted on website and processed all payroll.
- Filed 2020 tax returns

Assessment

- Total assessments collected in 2021: \$617,014.70
- **Liaison**
Acted as liaison between community partners, city staff and the KONO CBD property and business owners to obtain and distribute information on various matters.
Acted as liaison between KONO businesses and the Oakland Police Department on multiple occasions to help resolve safety and security issues.

OUTREACH AND FACILITATION

BID/CBD Alliance

The Executive Director has continued to participate in the Oakland BID/CBD Alliance (OBA), sharing resources and communications so Oakland's property and business owners have a unified voice to advocate for them with city officials and other entities. The OBA met monthly, inviting presenters and government department heads to discuss areas of interest and concern.

3. Improvements and activities planned for 2022 calendar year.

KONO will continue to provide maintenance, hospitality, safety, marketing and beautification in the district in 2022.

KONO's other goals for 2022 include the following:

- a) Produce and install new Oakland First Friday lamppost banners, with four designs celebrating this cultural arts event.
- b) Produce and install new KONO banners in 2022 with a message of inclusivity. The banners include four different designs celebrating KONO as a center of arts, health and diversity. The designs were selected in an online community poll.
- c) Work with property owners and OPD to install camera's that capture the public right-of-way in the crime hot spots of the district.
- d) Explore the resources and options for installing pedestrian lighting to increase safety.
- e) Follow up with Mayor to engage with Kaiser Permanente to place a mural on the graffiti covered exterior walls of their parking garage at Northgate and 27th Street.
- f) Continue to promote local arts organizations to place more murals and art in the district.
- g) Continue working with mosaic artist Juan Lopez to place tile mosaics on the remaining KONO litter bins, with themes celebrating the district's history and culture.
- h) Continue to promote KONO businesses with our online directory, social media and printed collateral.
- i) Offer staff a health care plan

- j) Conduct a survey to see what types of businesses the community would like to have in the district, and use these results to help recruit new businesses to vacant commercial spaces. Share results with lease managers of new developments.
- k) Work with the DOT on design of the Koreatown Northgate gateway arch across Telegraph Avenue.
- l) Work with the OakDOT to install permanent no parking signs for the First Friday on Telegraph Ave.
- m) Will work with commercial brokers and property owners to market their vacancies on our website and in our newsletter.
- n) Work with OakDOT and other city officials as the construction for the permanent bike lanes is implemented.
- o) Work on solutions to make Oakland First Fridays and the Korea Culture Fest financially sustainable.
- p) Work with businesses to sign them up for the OPD’s Crime Prevention Through Environmental Design program
- q) Work to get the city to prune the large street trees.
- r) Maintain the tree wells with mulch and conduct weed abatement.
- s) Host another OPD beat officer tour of the district to engage with residents and business owners.

*The final list of projects for 2022 will be determined by the KONO Strategic Planning Board.

4. Estimated costs of providing improvement and services in 2022.

KONO Community Benefit District CALENDAR YEAR 2022 BUDGET

Revenue Sources

Source	Formula	Revenue
2022 BID Assessments		\$627,160.64
Outside funds	4.47% of operating costs	\$28,034.08
2021 Carryforward	1/3 of \$380,981.04 for one-time capital improvements	\$126,993.68
Total Revenue		\$782,188.40

Revenue vs. Expenses

Category	Amount	Percent
Total Revenue	\$782,188.40	100%
Reserves		
Endowment for Renewal in 5 years (est. 75k)	\$6,760.30	1%
Operating Reserve - Contingency	\$32,759.74	4%
COVID impact reserves	\$6,551.95	1%
Total Reserves	\$46,071.99	6%
2022 Operating Budget (Revenue less Reserves)	\$736,116.41	94%
Expenses		
Marketing and Identity Enhancement	\$ 95,695.13	13%
Safety, Maintenance, and Sidewalk Operations	\$456,392.18	62%
Administrative Costs	\$184,029.10	25%
Total Expenses	\$736,116.42	100%

5. Method and basis for levying the assessment.

The method and basis for levying the assessment is outlined in the “Koreatown/Northgate Community Benefit District 2017 Management District Plan, April 2017, As Amended on May 16, 2017” on file in the Office of the City Clerk.

On May 24, 2022, The KONO Board voted to recommend a 5% increase to the BID assessment rate for FY 22/23.

6. Surplus or deficit to be carried over from 2021 to 2022 calendar year.

The carry forward from 2021 to 2022 is \$380,981.04. These funds will be divided and a percentage will be saved for the 2027 renewal process and the balance will be used for one-time projects over the next three years.

7. Amount of any contributions to be made from sources other than BID/CBD assessment to be levied.

In 2021 contributions other than the assessments were obtained through donations, grants and First Fridays revenue.

Amt received in 2021	Category	Description
\$5,360.40	Cash Donations	To Oakland First Fridays (3 events only)
\$25,000.00*	Cash Grant	Sutter Health - Healthy Families
\$2,100	Cash Grant	Alameda County Arts Relief
\$15,000	Cash Grant	CAC - Grant
\$46,650	Cash Grant	PPP Grant (loan forgiven)
\$52,770.70	Cash Grant	SBA – Shuttered Venue Operators grant
\$5,000	Cash Grant	Square Inc.
\$23,750.94	Cash Sponsorships	Various sponsors
\$6,243.89	Cash Sales	Varies products
\$36,325.79	Cash Vendor Fees	Fees for Festival (3 events only)
\$218,201.72	TOTAL	

*Stolen check, waiting on replacement check from Sutter Health

In 2022 KONO will raise at least 4.47% (\$28,034.08) of current assessments from outside sources in a manner similar to what we did in 2021 to pay for general benefit services as outlined in the Koreatown/Northgate District and Management Plan and related Engineer’s Report.

Appendix: KONO MAP 2017-2027



OAKLAND TOURISM BID ANNUAL REPORTS PREPARED BY VISIT OAKLAND FY 2021/2022

OAKLAND, CALIFORNIA

1. Any proposed changes in the boundaries of the BIMD or in any benefits zones within the district:

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

2. Improvements and activities provided in 2021:

Addressed COVID-19 and protocols in all major segments from leisure to corporate meeting planners, See Things from Our Side Campaign. Focused on outdoor meetings. Membership and advocacy for hotels with associations such as Cal Travel and Visit California, participated in campaigns that will stimulate room night bookings.

3. The improvements and activities to be provided for 2022:

The OTBID will provide specific benefits directly to assessed lodging business by increasing room night sales. Marketing, advertising, sales, and special events will increase overnight tourism and market assessed lodging businesses as tourist, meeting, and event destinations, thereby increasing room night sales.

4. Estimated costs for providing the improvement and services in 2022:

Expense Category	%	Amount
Marketing & Advertising	60%	\$670,854
Sales	23%	\$257,161
Administration	7%	\$78,266
Special Events	4%	\$44,724
Contingency	3%	\$33,543
City Fee	3%	\$33,543
TOTAL	100%	\$1,118,090

Revenue budget for 2021/2022 is \$1,052,104 – Calculated at 701,403 occupied room nights at \$1.50/room night. The 2018 OTBID Management plan estimated an annual budget of \$1,542,000 due to the recovery from COVID's impact on tourism, we budgeted to only collect 68% of the annual budget in the management plan.

5. Method and basis for levying the assessment:

A) Per the OTBID Management District Plan approved on 6/19/2018

\$1.50 per occupied room night at assessed hotels (i.e. lodging businesses with 50 or more rooms) Assessed hotels shall be every

hotel within the City of Oakland that contains more than 50 rooms. Exemptions:

- a) Hotel rooms that are rented in excess of 30 consecutive days which are also exempt from the TOT
- b) Hotel rooms rented to any officer or employee of a foreign or domestic government on official business.
- c) Hotel rooms rented pursuant to contracts executed prior to August 1, 2015 that excluded collection of assessments.

B) The BID will not be requesting an annual assessment increase for the upcoming fiscal year.

6. Surplus or Deficit for FY 2022/2023 to be carried over from a previous fiscal year.

The estimated deficit to be carried over is \$65,985.

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

There is no estimated amount of any contribution from sources other than the assessments levied pursuant to the OTBID.



FY2021-2022 ANNUAL REPORT TO THE CITY OF OAKLAND

Downtown Oakland Association
388 19th Street, Oakland, CA 94612
tori@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 2021:

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

A. The Clean and Safe Committee:

\$1,628,675.00 was allocated for Clean and Safe related activities in 2021. 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, assisting those in need to the best of their abilities with kindness and compassion, 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 \$101,000.00 per month from our organization and is operated under the on-site supervision of Operations Supervisor, Kathy Bretz and Operations Manager Joe Sayphrarath, working out of the CBD office.

DOWNTOWN OAKLAND ASSOCIATION

B. The Marketing and Branding Committee:

\$144,907.00 was allocated for Marketing and Branding related activities in 2021. The following represents the work of the Marketing and Branding Committee:

I. Social Media:

The district has accounts with Facebook, Instagram, Twitter, Constant Contact, and Flickr. In addition, we host a destination marketing website, Oakland Central, which utilizes social media to promote downtown Oakland as a destination to work, dine, and explore. The site was updated in 2021 to better support our merchant community and provide marketing and content sharing opportunities. We have positioned Oakland Central as a lifestyle and editorial platform that will provide our users with rich and engaging content created to educate, entertain, and inform. We aim to leverage the Oakland Central user base for our small businesses by providing opportunities for them to market directly to an engaged audience through the production of original content that puts their businesses at the forefront.

II. Branding and Marketing:

In 2021, the district planned to continue our public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate underutilized spaces in our CBD footprint with lunchtime performances of all types. The series was intended to run from May through October, but our well laid plans were disrupted by the outbreak of COVID-19 and the subsequent shelter in place order. We were able to pivot the live performances into livestreaming events, several done in partnership with Oakland Cocktail Week, as a fundraiser to support our struggling bar community. The efforts of this committee also serve to enhance the organization's role in helping existing and prospective retail and other businesses thrive, particularly with the end goal of activating ground floor commercial space.

III. Sponsorship of events:

In 2021, the Downtown Oakland CBD sponsored Bike to Work Day, held virtually as a result of the pandemic, and the Black Joy Parade through a multi-month activation in storefronts along Broadway with an event called Black Joy StoryWindows.

C. Administration:

\$418,476.00 was allocated to Management and Administrative functions, including office rent, payments to vendors, accounting expenses, the maintenance and purchase of office equipment and supplies, and legal and consulting expenses, in 2021. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2021:

Oakland Venue Management (OVM) is the principle administrator for the district. OVM employs six 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, public space activation, beautification and landscaping, and oversight of contractors and programs.

3. The improvements and activities to be provided for fiscal year 2022:

A. The Clean and Safe 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 13th Street and Latham Square programming and activation in coordination with the City.

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2022 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website and public space programming, specifically Frank Ogawa Plaza.

I. Sponsorship of events:

The Downtown Oakland CBD will continue the sponsorship of events in 2022 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. Facilitating and creating opportunities to support and promote downtown Oakland's small business community
- II. Retail Attraction and Blight Abatement
- III. Repairing public amenities
- IV. Landscaping medians throughout the district
- V. Public Space Development and Activation

4. It will cost \$2,243,868.00 to provide the improvements and activities described above in the 2022 calendar year. Please see the attached board approved 2022 operating budget.

5. The method and basis for levying the assessment is based upon an allocation of program costs and a calculation of land and building square footage and linear frontage. Two-thirds of program costs are allocated to land and building square footage, and one-third of program costs are allocated to linear frontage. Residential condominiums and properties owned by government will receive full benefit from Safe and Clean Services and will be assessed fully for them; however, owner-occupied residential condominiums and government parcels will not receive the same benefit as commercial parcels from Marketing and Economic Enhancements because those uses are not engaged in commercial or customer attraction activities, thus their assessment will not include that portion of the assessment. All commercial and mixed-use parcels with residential condominium uses will be subject to an adjusted assessment rate for the owner-occupied residential square footage of that parcel. The commercial square footage for that type of parcel will be assessed the assessment rate applied to all commercial parcels. Rental residential units (i.e. apartments) are considered income-producing commercial property and will be assessed at commercial rates, receiving full benefit from all PBID services. Further details regarding the methodology used can be found in the District Management Plan, pages 17-19.

- A. The district is requesting an allowable 5% annual assessment increase for FY22-23. In a letter dated February 10, 2022, signed by Tanicia Jackson, Board President, all affected stakeholders were notified of the DCBD's intent to discuss the inclusion of an allowable 5% assessment increase in the FY2021-2022 Annual Report to the City. The letter gave justification for said increase and invited participation in the public comment portion of our March 2, 2022 DCBD Board Meeting, held virtually. The board voted to include the request for a 5% annual assessment increase in the Annual Report to the City with no objections. We requested and received an annual assessment increase of 5% for FY 20-21 as allowable in the District Management Plan.
6. The Downtown Oakland CBD will carry-forward its budgeted reserve of \$113,652.00 and \$132,444.35 in expense category underspend due to the disruption to service delivery caused by the COVID-19 pandemic.
7. The Downtown Oakland CBD received the following contributions from sources other than assessments levied in 2021: \$120,090.83 for contracted services. We continue to seek out additional potential funding opportunities. At this time, we anticipate collecting similar non-assessment income in fiscal year 2022, which will count towards our General Benefit allowance.

DCBD 2022 Board Approved Operating Budget

	2022 Budget
Income	
Assessment Revenue (100% collection)	2,229,233.00
Assessment Revenue (95% collection)	2,117,772.00
(Reserve)	-120,000.00
Prior Year Bal - Carry Forward	246,096.35
Total Assessment Revenue	\$ 2,243,868.35
Expenses	
Clean and Safe Enhancements	0.00
Clean and Safe	1,329,057.20
Misc.	5,000.00
Program Coordinator	62,396.31
Program Director	83,550.54
PROW Maintenance	170,036.61
Total Clean and Safe Enhancements	\$ 1,650,040.66
Marketing and Economic Enhance.	0.00
Accounting Expenses	4,000.00
Annual Stakeholder Event	5,250.00
Computer Service & Support	3,000.00
Consulting and Legal Expenses	1,500.00
Digital Media Coordinator	43,522.56
Fees & Permits	5,000.00
Insurance	0.00
Directors & Officers	700.08
General Liability	3,391.44
Total Insurance	\$ 4,091.52
Marketing and Communications	45,000.00
Misc	5,000.00
Office furniture & equipment	10,000.00
Postage, shipping, delivery	1,000.00
Printing & copying	3,000.00
Public Space Programming	123,206.89
Rent	71,000.00
Staff Personnel	255,256.72
Supplies	3,000.00
Telephone & telecommunications	3,000.00
Training & Prof. Development	8,000.00
Total Marketing and Economic Enhance.	\$ 593,827.69
Total Expenses	\$ 2,243,868.35



LAKE MERRITT/UPTOWN
COMMUNITY BENEFIT DISTRICT

FY2021-2022 ANNUAL REPORT TO THE CITY OF OAKLAND

Lake Merritt Community Benefit District (LCBD)

388 19th Street, Oakland, CA 94612

tori@lakemerritt-uptown.org

510-452-4529

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 2021:

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

A. The Clean and Safe Committee:

\$1,158,283.00 was allocated for Clean and Safe related activities in 2021. 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, assisting those in need to the best of their abilities with kindness and compassion, 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 \$77,000.00 per month from our organization and is operated under the on-site supervision of Operations Supervisor, Kathy Bretz and Operations Manager Joe Sayphrarath, working out of the CBD office.

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. The Marketing and Branding Committee:

\$142,000.00 was allocated for Marketing and Branding related activities in 2021. The following represents the work of the Marketing and Branding Committee:

I. Social Media:

The district has accounts with Facebook, Instagram, Twitter, Constant Contact, and Flickr. In addition, we host a destination marketing website, Oakland Central, which utilizes social media to promote downtown Oakland as a destination to work, dine, and explore. The site was updated in 2021 to better support our merchant community and provide marketing and content sharing opportunities. We have positioned Oakland Central as a lifestyle and editorial platform that will provide our users with rich and engaging content created to educate, entertain, and inform. We aim to leverage the Oakland Central user base for our small businesses by providing opportunities for them to market directly to an engaged audience through the production of original content that puts their businesses at the forefront.

II. Branding and Marketing:

In 2021, the district planned to continue our public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate underutilized spaces in our CBD footprint with lunchtime performances of all types. The series was intended to run from May through October, but our well laid plans were disrupted by the outbreak of COVID-19 and the subsequent shelter in place order. We were able to pivot the live performances into livestreaming events, several done in partnership with Oakland Cocktail Week, as a fundraiser to support our struggling bar community. The efforts of this committee also serve to enhance the organization's role in helping existing and prospective retail and other businesses thrive, particularly with the end goal of activating ground floor commercial space.

III. Sponsorship of events:

In 2021, the Lake Merritt CBD sponsored Bike to Work Day, held virtually as a result of the pandemic, and the Black Joy Parade.

C. Administration:

\$360,389.00 was allocated to Management and Administrative functions, including office rent, payments to vendors, accounting expenses, the maintenance and purchase of office equipment and supplies, and legal and consulting expenses, in 2021. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2021:

Oakland Venue Management (OVM) is the principle administrator for the district. OVM employs six 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, public space activation, beautification and landscaping, and oversight of contractors and programs.

3. The improvements and activities to be provided for the fiscal year 2022:

A. The Clean and Safe 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, and median landscaping.

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2022 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 Lake Merritt CBD will continue the sponsorship of events in 2022 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. Facilitating and creating opportunities to support and promote downtown Oakland's small business community
- II. Retail Attraction and Blight Abatement
- III. Repairing public amenities
- IV. Landscaping medians throughout the district
- V. Public Space Development and Activation

4. It will cost \$1,773,469.00 to provide the improvements and activities described above in the 2022 calendar year. Please see the attached board approved 2022 operating budget.

5. The method and basis for levying the assessment is based upon an allocation of program costs and a calculation of land and building square footage and linear frontage. Two-thirds of program costs are allocated to land and building square footage, and one-third of program costs are allocated to linear frontage. Residential condominiums and properties owned by government will receive full benefit from Safe and Clean Services and will be assessed fully for them; however, owner-occupied residential condominiums and government parcels will not receive the same benefit as commercial parcels from Marketing and Economic Enhancements because those uses are not engaged in commercial or customer attraction activities, thus their assessment will not include that portion of the assessment. All commercial and mixed-use parcels with residential condominium uses will be subject to an adjusted assessment rate for the owner-occupied residential square footage of that parcel. The commercial square footage for that type of parcel will be assessed the assessment rate applied to all commercial parcels. Rental residential units (i.e. apartments) are considered income-producing commercial property and will be assessed at commercial rates, receiving full benefit from all PBID services. Further details regarding the methodology used can be found in the District Management Plan, pages 18-20.

A. The district is requesting an allowable 5% annual assessment increase for FY22-23. In a letter dated February 10, 2022, signed by Deborah Boyer, Board President, all affected stakeholders were notified of the LCBD's intent to discuss the inclusion of an allowable 5%

assessment increase in the FY2021-2022 Annual Report to the City. The letter gave justification for said increase and invited participation in the public comment portion of our March 2, 2022 LCBD Board Meeting, held virtually. The board voted unanimously to include the request for a 5% annual assessment increase in the Annual Report to the City. We requested and received an annual assessment increase of 5% for FY 20-21 as allowable in the District Management Plan.

6. The Lake Merritt CBD will carry-forward its budgeted reserve of \$79,789.00, additional assessment revenue in the amount of \$29,696.17 received in 2021, and \$85,572.83 in expense category underspend due to the disruption to service delivery caused by the COVID-19 pandemic.

7. The Lake Merritt CBD received the following contributions from sources other than assessments levied in 2021: \$51,157.77 for contracted services and event sponsorships. We continue to seek out additional potential funding opportunities. At this time, we anticipate collecting similar non-assessment income in fiscal year 2022, which will count in part towards our General Benefit allowance.

LMUDA 2022 Board Approved Operating Budget

	2022 Budget
Income	
Assessment Revenue (100% collection)	1,745,870.00
Assessment Revenue (95% collection)	1,658,577.00
(Reserve)	-80,166.57
Prior Year Bal - Carry Forward	195,058.38
Total Assessment Revenue	\$ 1,773,468.81
Expenses	
Clean and Safe Enhancements	0.00
Clean and Safe	1,002,622.09
Misc.	3,000.00
Program Coordinator	47,070.96
Program Director	63,029.28
PROW Maintenance	132,188.00
Total Clean and Safe Enhancements	\$ 1,247,910.33
Marketing and Economic Enhance.	0.00
Accounting Expenses	3,600.00
Annual Stakeholder Event	5,500.00
Computer Service & Support	1,500.00
Consulting & Legal Expenses	1,000.00
Digital Media Coordinator	43,522.56
Fees & Permits	5,000.00
Insurance	0.00
Directors & Officers	600.00
General Liability	5,073.00
Total Insurance	\$ 5,673.00
Marketing and Communications	45,000.00
Misc	4,948.16
Office furniture & equipment	9,000.00
Postage, shipping, delivery	650.00
Printing & copying	3,000.00
Public Space Programming	61,000.00
Rent	71,500.00
Staff and Board Development	8,000.00
Staff Personnel	250,664.76
Supplies	3,000.00
Telephone & telecommunications	3,000.00
Total Marketing and Economic Enhance.	\$ 525,558.48
Total Expenses	\$ 1,773,468.81