

## Exhibit A

To A Resolution (1) Approving The Fiscal Year 2019-20 Annual Reports Of The Fruitvale Property Business Improvement District Of 2011, The Lakeshore/Lake Park Business Improvement Management District Of 2012, The Jack London Improvement District, The Temescal/Telegraph Business Improvement District 2015, The Laurel Business Improvement District 2016, And The Koreatown/Northgate Community Benefit District 2017, The Downtown Oakland Community Benefit District 2018, And The Lake Merritt-Uptown Community Benefit District 2018 Advisory Boards; (2) Confirming The Continuing Annual Assessment For Each Said District For Fiscal Year 2020-21 And Levying Said Assessments; (3) Authorizing Payment Of The City's Cumulative Fiscal Year 2020-21 Fair Share Assessment In An Approximate Amount Of \$293,642.48 For City-Owned Properties In The Fruitvale District, The Jack London District, The Temescal District, The Koreatown District, The Downtown Oakland District And The Lake Merritt-Uptown District; And (4) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds

Annual Reports for the:

- Fruitvale Property Business Improvement District of 2011
- Lakeshore/Lake Park Business Improvement Management District of 2012
- Jack London Improvement District
- Temescal/Telegraph Business Improvement District 2015
- Laurel Business Improvement District 2016
- Koreatown/Northgate Community Benefit District 2017
- Downtown Oakland Community Benefit District 2018
- Lake Merritt-Uptown Community Benefit District 2018

# Fruitvale Property Business Improvement District

2019-2020  
Annual Report



Prepared By:  
The Fruitvale Business  
Improvement District

a program led by the





## **FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT 2019-2020 ANNUAL REPORT TO THE CITY OF OAKLAND WITH BUDGET PROJECTIONS FOR THE 2020 CALENDAR YEAR.**

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The Fruitvale Business Improvement District (FBID) is a property-based special assessment district program. The program focuses on providing special benefit services to assessed properties along designated commercial corridors of the FBID. Daily maintenance, beautification, and community improvements aim to increase economic activity and celebrate community assets. The FBID currently supports nearly 300 properties located along portions of International Boulevard, Fruitvale Avenue, and Foothill Boulevard.

There are two zones. Zone One includes: Fruitvale Avenue from Foothill Boulevard to East 12th Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34th Avenue, International Boulevard from Fruitvale Avenue to 42nd Avenue, and East 12th Street from 33rd Avenue to 35th Avenue. The remainder of the FBID is a part of Zone Two.

**We appreciate the property and business owners for solely covering the cost of any and all façade improvements along the affected corridor. We thank all of our partner organizations for the numerous ways in which they support the FBID's vision of a thriving Fruitvale.**

### **PROPOSED CHANGES TO THE BOUNDARIES OF THE FBID:**

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

### **OVERVIEW OF THE FRUITVALE BUSINESS IMPROVEMENT DISTRICT:**

- \* FBID maintenance activities/the work of Peralta Service Corp. (PSC)
- \* Beautification and community projects accomplished in 2019
- \* Community events
- \* Challenges of the FBID
- \* Safety of the FBID
- \* Improvement and activities for the upcoming calendar year: 2020
- \* Allocation of the Property Assessment Funds and costs covered by the Property Assessment Funds.
- \* Additional services provided to FBID due to fundraising efforts.



# WORKING WITH PERALTA SERVICE CORPORATIONS (PSC)

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The Fruitvale Business Improvement District (FBID) has contracted with Peralta Service Corporation since 2011. We work closely together as a team to accomplish the maintenance needed in the FBID.

## The Work of Peralta Service Corporation (PSC)

Peralta Service Corporation (PSC) performed the following services in the Fruitvale Business Improvement District (FBID) for the year of 2019: sidewalk sweeping, litter pickup, weeding, power wash, removal of garbage, graffiti abatement, removal of illegal dumping and illegal posting. PSC performs hot water pressure washing throughout the FBID on an ongoing monthly basis from May to September.

As a highly trafficked pedestrian and vehicle corridor, the sidewalks have a high volume of gum, graffiti, dirt, grime, spills, and particulate dust. The power washing and hydro-service help transform the appearance of sidewalk and areas around trash receptacles. Due to increased illegal dumping, PSC incurred a surge in volume of cleaning and maintenance. In order to meet these challenges, crew members institute daily supervision with logs and checklists, and assign new workers to the FBID.

In 2018, PSC operated a Chevy pick-up truck with a power wash unit. As of today, PSC possesses 3 trucks and a street sweeper which have significantly improved the efficiency and effectiveness of cleaning.

## Services PSC performed in the FBID in 2019:

- zone 1 sidewalks were power washed;
- graffiti removal/cover up in Zone 1: 1,400 incidents;
- graffiti removal/cover up in Zone 2: documented and provided information to business owners about resources and the importance of maintaining the building free of graffiti (cleaning are limited due to lack of funding);
- illegal dumping collected: 505 occurrences; 7 tons in total;
- illegal flyers and posters removed: 400; and,
- garbage collected in 2018-2019 by street sweepers: 58 tons all.
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# BEAUTIFICATIONS AND COMMUNITY PROJECTS ACCOMPLISHED

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**Outside of working with PSC, FBID plans, coordinates, and promotes other activities involving the community. In 2019, the FBID:**

- Completed 6 Community Beautification, Clean Ups, and Gardening projects
- Mobilized over 650 volunteers during the year to accomplish the FBID goals
- Raised approximately \$28,000 in donations for multiple activities,
- The Unity Council's Dia de los Muertos Festival in Fruitvale, raised \$181,808.54.
- Conducted two Night Walks in November 7th, 2018 & March 2019 to report public lights not working in the FBID (28 lights reported);
- Held 11 monthly Merchant and Property Owner meetings to discuss issues, provide resources, and promote activities
- Held 4 quarterly meetings for property owners to discuss FBID improvements
- Attended 10 Crime Prevention Council Monthly Meetings hosted by the Oakland Police Department (OPD) to work on safety strategies
- Reported 170+ incidents to the Oakland Public Works (OPW) and OPD regarding illegal parking, break-ins, sidewalk safety, and many more
- Created and distributed 370 Monthly Bilingual English and Spanish Newsletters to BID merchants, a total of 4,070 newsletters produced in 2019
- Worked closely with Code Inspectors Officers to work on different strategies regarding blight and other safety issues in the FBID
- Partnered with over 50 different organizations to accomplish our projects

César Chavez community beautification day at Foothill Blvd in March 23th. Approximately 53 volunteers participated.





# Beautification Highlights

Volunteers from the Los Angeles Department of City Planning collaborated with Favianna Rodriguez, a local muralist artist. The mural was completed outside the Colores Head Start on April 12th 2019. Approximately 68 volunteers participated.







Stanford University Volunteers, Council Member Gallo, and community members removed graffiti and weed at Foothill Blvd on April 27th, 2019..



## EVENTS AND PROMOTIONAL ACTIVITIES

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The Fruitvale Business Improvement District organizes, coordinates, and supports promotional events throughout the year. These events bring over 130,000 visitors to the Fruitvale neighborhood. These events include:

- Cinco de Mayo (co-hosted with Councilmember Noel Gallo)
- Night Markets (hosted by FBID)
- Community Dia Altar Celebration (hosted by FBID)
- Dia de los Muertos Festival (organized by The Unity Council)
- Tree Lighting (hosted by FBID)
- Fruitvale Posadas (co-hosted with OakLuv Foundation)





# The Traditional Christmas Posadas

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# Cinco de Mayo Celebration

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## **CHALLENGES OF THE FBID 2019-2020**

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Despite Councilmember Gallo's "Beautiful Oakland" initiative, the amount and frequency of illegal dumping continues, the following are the challenges the FBID continues to face:

- The increase number of illegal graffiti
- Businesses do not have waste management services which leads businesses leaving garbage bags on the outside of public trash containers
- Lack of outreach to promote community involvement and prevent illegal dumping/graffiti
- Lack of storage to store event decorations
- Lack of funding in Zone 2 to upkeep the area.

## **FBID GOALS IN 2020**

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- Work closely with Peralta Services Corporation Director, Councilmember Gallo, and other entities to find different strategies to enhance the FBID cleanliness and reduce illegal dumping
- Partner with others organizations to support a thriving FBID
- Execute 8 promotional events to support small businesses such as Dia de los Muertos to attract over locals, tourists, and others to Fruitvale
- Design and distribute a new business directory to promote the commercial corridor
- Mobilize the community and promote volunteer opportunities to participate in four (4) beautification projects
- Enhance communication between OPD, merchants, property owners, business owners, community groups, and different partners
- Support Fruitvale merchants, address their needs, and promote online visibility.
- Track property owners and business vacancies in a database; and provide welcome packets with resources and tips to new businesses.

Improvements and activities to be provided for the upcoming calendar year 2020, Cleanliness, Promotion, Beautification, Safety and community activities.

# FBID 2020 ESTIMATED BUDGET

- *Estimated Cost of Providing Improvements and Activities for the Upcoming Calendar Year: 2020.*
- *Under the FBID contract, the City of Oakland requires \$30,295 of total proceeds to be set aside for contingency to pay fees charged by the County for collecting the BID assessments and creating a Reserve to mitigate the impact of uncollectible assessments.*

	<b>Actuals 2018</b>	<b>Budget 2018</b>	<b>Budget 2019</b>	<b>Estimated Actuals 2019</b>	<b>Budget 2020</b>
<b>Income:</b>	<b>\$375,425</b>	<b>\$375,896</b>	<b>\$395,097</b>	<b>\$421,631</b>	<b>\$472,275</b>
<b>Expenses:</b>					
<b>Personnel</b>					
Program Manager	\$ 55,015	\$ 52,530	\$ 56,000	\$ 60,000	\$ 61,800
Program Assistant	3,322			18,995	42,000
Maintenance					
<b>Subtotal</b>	<b>58,337</b>	<b>52,530</b>	<b>56,000</b>	<b>78,995</b>	<b>103,800</b>
Taxes/Benefits	15,534	15,234	16,240	19,749	31,140
<b>Total Personnel Costs</b>	<b>73,871</b>	<b>67,764</b>	<b>72,240</b>	<b>98,744</b>	<b>134,940</b>
<b>Contract Services</b>					
Cleaning (PSC)	227,892	233,040	233,040	233,040	233,040
<b>Total Contract Services</b>	<b>227,892</b>	<b>233,040</b>	<b>233,040</b>	<b>233,040</b>	<b>233,040</b>
<b>Marketing/Operating Expenses</b>					
Marketing/Promotion/Operating	20,407	22,716	30,000	30,000	34,000
Administration	33,231	32,352	33,970	34,000	40,000
<b>Total Marketing/operating Expenses</b>	<b>53,638</b>	<b>55,068</b>	<b>63,970</b>	<b>64,000</b>	<b>74,000</b>
<b>Contingency &amp; Fees (Alameda Co &amp; City-Approx 7%)</b>	<b>20,024</b>	<b>20,024</b>	<b>25,847</b>	<b>25,847</b>	<b>30,295</b>
<b>Total Expenses &amp; Contingency</b>	<b>\$375,425</b>	<b>\$375,896</b>	<b>\$395,097</b>	<b>\$421,631</b>	<b>\$472,275</b>
<b>Net Profit / Loss</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>



## METHOD OF BASIS OF LEVYING THE ASSESSMENT

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

As a result of inflation, the cost of our baseline services will rise in increments of 5% annually, corresponding with the increased cost of living for our cleaning team and high cost of supplies; however, the FBID will not exercise an allowable 5% increase to the BID assessment in 2020; Although inflation continues to escalate, we will work on different strategies to support ongoing services within the BID.

In FY 2020-2021, Zone One properties will be assessed at \$0.21697 per square foot and Zone Two properties will be assessed at \$0.10209 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.10209 per square foot in both zones.

Residential properties with four units or fewer are not assessed in either zone.



## THE AMOUNT OF ANY SURPLUS OR DEFICIT REVENUES TO BE CARRIED OVER FROM A PREVIOUS YEAR

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No carry over is anticipated.

## CONTRIBUTIONS FROM OTHER SOURCES

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

- \$181,000 from Fruitvale Dia de los Muertos Festival
- \$40,000 from Peralta Corporation
- \$10,000 from other sources





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Improvement District

a program led by the



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The Lakeshore/Lake Park Avenues Business Improvement District  
3534 Lakeshore Avenue, Oakland 94610

2019-2020 Annual Report

1. Proposed Changes to boundaries of the BID.

None.

2. Improvements and activities provided during 2019.

- Sidewalks and gutters swept regularly.
- Major clean-up of areas of vegetation. This work provided the impetus for several volunteer efforts by neighborhood residents to be involved in maintenance and beautification.
- The BID maintains a security officer on Lakeshore and Lake Park Avenues 7 days a week, 8 hours a day.
- We have urged the City of Oakland, through Councilmember Guillen to address parking concerns, garbage pick-up concerns and concerns about the proliferation of scooters in our business district.
- At our Annual Meeting Council-member Fortunato Bas's assistant Mia, Mayor Schaaf and Police Chief Kirkpatrick, along with members of their staffs, addressed community concerns and responded to questions from members of the community.
- We made significant improvements to our website, our Facebook page and greatly increased our social media footprint.
- We hosted community Easter and Halloween festivals attended by hundreds of children and their families.
- Our board of directors met monthly to address staffing needs (longtime administrator, Pamela Drake, retired), management practices, relationships with merchants and neighbors, fiscal matters, and to monitor the contracts with our service providers
- In August we hired two consultants. Carol Knight will work with neighborhood business leaders to resolve problems and create a more cohesive merchant group. She will oversee our various contractors and service providers as well as help coordinate our community events. Kira Pascoe will update and maintain Social media and directories as well as represent the BID in the Oakland community.
- We established 3534 Lakeshore (Lakeshore Avenue Baptist Church) as our mailing address. The church is providing, free of charge, a file cabinet for our records, meeting space and an occasional workspace.
- Our staff hosted a meet and greet for neighborhood merchants at which information about the BID was available.

3. Improvements and activities to be provided in 2020.

Services provided in 2019 will continue although we hope to move away from paying for gardening and develop teams of volunteers. We hope to improve relationships with the merchants and work with them to purchase additional "Big Belly" garbage cans. We are considering placing an "Ike" smart city signboard on the avenue if the city opens the door to use of such technology in the neighborhoods of Oakland. We plan to continue our communication upgrades.



4. Estimate of the cost of providing improvements and activities in 2020.

See attached proposed budget for 2020.

5. Method and basis of levying the assessment.

The assessment will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Avenues BID Management Corporation. Due to higher costs and essential commitments to security, cleanliness and communications we propose a 5% increase to assessments in the coming fiscal year 2020-2021. An important consideration is the fact that our security, cleaning and administration contracts have not been increased for five years so we are facing significant cost of living increases. Also, in the past two years we have kept a very tight budget and were able to carry funds from the previous year into the following year. That will not be the case in 2020. The cost of living increases has caught up with the budget. With the proposed 5% increase, our annual fiscal year 2020-2021 assessment rate will be \$28.3343 per linear foot of frontage plus \$0.3247 per square foot. Tax exempt parcels, regardless of size, will be assessed a flat rate of \$295.20 annually.

6. Surplus or deficit revenue to be carried over from previous year.

None.

7. Contributions from other sources.

None.

Jim Hopkins

President, LABID Board

<b>LAKESHORE/LAKE PARK BID</b>			
<b>PROPOSED BUDGET FOR 2020</b>			
<b>Description</b>		<b>Amount</b>	
<b>Income</b>			
Estimated BID Collections (FY 19/20 Assessment roll total )		\$172,319.00	
Carry Forward 2019 (Reserve for Nonpayment) (Interest Bearing)		\$0.00	
Total Available Funds		\$172,319.00	
<b>Expenses</b>			
Administration		(\$26,100.00)	
Annual Meeting		(\$990.00)	
Beautification	Banners	(\$1,800.00)	
	Gardeners	(\$10,530.00)	(\$12,330.00)
City (1%) & County Collections Cost (1.7%) based on \$172,319		(\$4,653.00)	
Insurance		(\$2,000.00)	
Maintenance: Sweepers; Steam Cleaners		(\$42,900.00)	
Office Expenses		(\$1,800.00)	
Professional Expenses		(\$1,200.00)	
Promotions		(\$3,600.00)	
Capital Improvements			
Security		(\$76,746.00)	
Total Expenses		(\$172,319.00)	
Reserve For Nonpayment (Year-End Balance)		\$0.00	
Total Expenditures		(\$172,319.00)	



**ANNUAL REPORT FOR THE  
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK  
LONDON IMPROVEMENT DISTRICT) 2019/20**

**OAKLAND, CALIFORNIA**

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

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

**2. Improvements and activities provided in 2019:**

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

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

Staff leads the management and administration of the district. The District Management Corporation has two employees, a full time Executive Director and a full time District Specialist. Staff is the primary point of contact for board members, district stakeholders, the City of Oakland, and the general community. Staff executes the preparation, coordination and implementation of all Jack London Improvement District program activities; oversees the daily business and operations of the PBID in accordance with the policies set by the District Management Plan and the Board of Directors; and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all contracts, staff, interns, volunteers to fulfill the Jack London Improvement District's vision of a safe, clean, thriving district.

The District also has various ad-hoc task forces as established by the Board as needed by projects in the areas of Maintenance and Beautification; Marketing and Economic Development; and Land Use and Transportation, 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.

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

**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. The services provided by BBB include but are not limited to:



- Walking and bike patrols
- Safety and umbrella escorts
- Pedestrian and motorist assistance
- Acting as a witness to crimes and reporting incidents to the City
- Deterring crime and providing a presence of safety

Many maintenance, beautification, and streetscape improvements are also implemented by the Ambassadors. The services include:

- Sidewalk sweeping
- Sidewalk steam cleaning
- Landscaping and weed removal
- Reporting & removal of nearly 900 instances of illegal dumping annually
- Graffiti abatement
- Public space improvements
- Gateway and underpass maintenance

BBB is operated under the on-site supervision of Operations Manager Carlos Paz Rivera.

Other projects initiated by Jack London Improvement District to continue into 2019/20:

- Street Tree Maintenance and Planting
- 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
- Continuation of a mural program prioritizing sites that are targets of vandalism and graffiti
- Initiated 880 Underpass Improvements through workshops with City of Oakland, area stakeholders, and the City of Oakland Public Art Advisory Committee.

**Marketing and Economic Development:**

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: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

Other projects initiated by Jack London Improvement District to continue into 2019/20:

- 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 both on-site and at local venues which contribute to promotion and community building.





- Hosting popup businesses, and community events that activate public space at the corner at 4<sup>th</sup> and Broadway, and introduce the start-up business to the Jack London community. Pop-up/incubated businesses include 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 and nominates new Board members.

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

### **3. The improvements and activities planned for calendar year 2020:**

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

In 2019, Jack London Improvement District will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements at the service level outlined in the management district plan. In addition, Jack London Improvement District will move the following projects forward:

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

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

The District also advocates for development projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London.

Other projects of Jack London Improvement District to continue into 2019/2020:

- Support projects and systems that improve access and safe mobility to the District such as Bike Share, Free B Shuttle, transit, ferry access, participation in the safe and equitable implementation of dockless mobility systems such as electric scooters, and more.



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

### **Marketing & Economic Development**

In 2019/20, Jack London Improvement District will continue to deliver the same Marketing and Economic Development services and improvements. In addition, Jack London Improvement District will move the following projects forward:

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

### **Administration & Governmental/Community Relations**

In 2019/20, Jack London Improvement District will continue to provide administration services and advocacy for the District, guided by the Board of Directors and implemented by Staff. Jack London Improvement District will continue to:

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



**4. Estimated cost for providing the improvement and services in 2020:**

<b>Category</b>	<b>%</b>	<b>Amount</b>
Maintenance, Beautification, Safety & Streetscape Improvements	55	\$581,000
Marketing & Economic Development	18	\$184,518
Administration & Government/Community Relations	18	\$185,311
Contingency & Collection Fees	7	\$79,192
<b>TOTAL</b>	<b>100%</b>	<b>\$1,051,454</b>

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

Three benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, page 10. The District Management Plan can be found on file with the Office of the City Clerk, or at <https://jacklondonoakland.org/governing-documents/>.

The Board has approved an assessment increase for 2020/2021 of 5% over the 2019/2020 assessment as permitted by the District Management Plan. All Property owners received written notification, and stakeholder input was solicited in this process.

**6. Surplus or Deficit for 2020 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 prudent 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 \$10,514 of non-BID revenues through donations and grant funding in calendar year 2020 to be used to help pay for district services.

# TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

## Temescal Telegraph Avenue Community Association (TTCA) Business Improvement District Annual Report to City Council Calendar Year 2019

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

There have been no changes to the TT BID boundaries since the last 2018 annual report, nor are there any future changes contemplated to the boundaries of the TT BID.

### II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL YEAR 2019 TO DATE

The following are the major improvements and activities provided:

## ORGANIZATION

- Participated on the Oakland BID Alliance, collaborating with other BIDs around best practices, enhanced communication with the city, and maintenance of baseline services.
- Conducted outreach to the residential neighborhood through attending Temescal Neighborhood Council meetings, promoting BID events and activities, as well as soliciting community input.
- Increased participation on the BID Board and committees by residents, businesses and property owners.
- Conducted regular email campaigns and distributed physical flyers to property owners and merchants to inform them of BID activities and events.
- Held Annual Meeting on April 24<sup>th</sup> at Temescal Works, a new pilot associate member of the BID; attended by residents, employees, properties owners and merchants.
- Maintained comprehensive relational database that includes property owners, the businesses that occupy the buildings, and all other stakeholder groups.
- Implemented fourth annual survey of stakeholder perception of the District and the BID to determine the BID's performance over time and guide organizational priorities.
- Continued to support a new part-time position of Marketing & Program Assistant, increasing stakeholder outreach and organizational capacity
- Created pilot associate membership program for nearby businesses and property owners to receive a selection of BID services in return for compensation.

## ECONOMIC DEVELOPMENT

- Continued to train Temescal merchants how to use the District's dynamic events calendar on the BID website to publicize their sales, pop-ups and community events.



- Supported new independent businesses through the city permitting process, like Tannery on Telegraph Taproom and Marvin Gardens Real Estate.
- Conducted outreach and offered support to Temescal Merchants through in-person business visits.
- Met with new merchants to explain the BID's services and offer support with permitting and publicity with opening their new business
- Created and sent an annual informational email blast to area brokers to publicize Temescal retail and commercial spaces available for lease or purchase
- Maintained and updated inventory of Temescal commercial vacancies; connected potential tenants with commercial brokers and property owners of vacant spaces in Temescal.

## **CLEAN/SAFE**

- Continued to enhance Block by Block's cleaning, maintenance, and graffiti-removal services in the district, 120 hours per week with a full-time working Operations Manager and a two-person team cleaning five miles of sidewalks and public fixtures.
- Continued regular pressure washing of hot spots in district to maintain health and safety of visitors. Enhanced coordination with Clear Channel to increase their pressure washing and maintenance of bus stops in the District
- Weekly watering that includes 101 BID planters and 4 medians on 40<sup>th</sup> St.
- Quarterly weeding and maintenance of 40<sup>th</sup> Street medians and District tree wells
- Removed 3,099 stickers, 3277 pieces of graffiti, and 1686 bags of trash July 2018 – June 2019.
- Monitored monthly metrics reporting BBB performance over time.
- Enhanced communication and cooperation with the OPD Community Resources Officer and Walking Officer for Temescal.
- Initiated a Pilot Community Engagement Program, which includes: answering calls for assistance to de-escalate disruptive but non-emergency situations, assessing needs for and providing resource information and hygiene kits to Temescal unsheltered community members, and providing de-escalation training to BID stakeholders

## **DESIGN**

- Maintained BID-branded trashcan doors through regular graffiti abatement efforts
- Assigned ownership of the BID's 14 new pedestrian lights on Telegraph Ave between 40<sup>th</sup> St and West MacArthur over to the City of Oakland.
- Secured permission from the City to use \$133,000 in lien funds from the 5110 Telegraph Ave development to install pedestrian lights on the East side of Telegraph Ave from 51<sup>st</sup> Street to Aileen St.
- Initiated planning and permitting process to install 10-13 new pedestrian lights on the East side of Telegraph Ave from 51<sup>st</sup> Street to Aileen St.
- Created a website communicating the design process, public outreach and the finalized design for a pedestrian plaza at Kasper's Plaza (Shattuck between 45<sup>th</sup> and 46<sup>th</sup>, and 46<sup>th</sup> St between Shattuck and Telegraph)
- Continued to work with Temescal stakeholders and the City to keep the repaving of Telegraph as a top priority for implementation in 2019.
- Lead the merchant outreach to get input on the curbside management for local merchants along Telegraph Ave from West MacArthur to 52<sup>nd</sup> St. to reflect the needs and preferences of those merchants.

- Supported City staff in community outreach to get input from a diverse group of merchants, property owners, residents and visitors on their priorities and needs for the Telegraph Ave design from WestMacArthur to 42<sup>nd</sup> St., as well as soliciting their feedback on the various redesign options for the street.
- Installed holiday banner across Telegraph Ave for the holiday shopping season.
- Replaced high maintenance & water intensive plants in 10 planters with low maintenance, drought tolerant agaves and succulents, and monitored to determine the best plants to be installed moving forward

## **PROMOTION**

- Held 16th annual Temescal Street Fair on Sunday, June 9<sup>th</sup>, which drew 10,000 attendees and generated \$1,900 in positive fund balance for the BID.
- Implemented a Holiday Promotion campaign on social media for local businesses, in partnership with Instagram influencers to encourage shoppers to patronize local Temescal businesses
- Held fourth annual Temescal Holiday Fair in December '18 highlighting local businesses and craft vendors.
- Created a Taste of Temescal preview event, bringing the media and Instagram influencers to Temescal's restaurants and generating multiple news articles and dozens of social media posts, which dramatically increased publicity for the Temescal District.
- Held the 10th Anniversary Taste of Temescal restaurant-stroll event on March 19<sup>th</sup>, drawing over 500 visitors to the district. For the first time, sold out the event, and generated \$20,000 in sales benefitting local schools and non profits
- Held third annual 40<sup>th</sup> Street Block Party on July 15<sup>th</sup>, featuring a stellar music lineup including The Coverups, drawing 6,000 attendees to the expansion area of the district, showcasing local businesses and music.
- Distributed the Temescal BID Art Map showcasing 97 pieces of public art to local brokers, hotels, Visit Oakland and the local community, publicizing the BID's investment in public art in the District
- Held the second Annual Temescal Public Art Walking Tour highlighting Temescal art galleries, public art, and local artists, and drawing 45 attendees.
- Telegraph Avenue street banner at 49<sup>th</sup> continues to promote events including Temescal Street Fair, Temescal Holiday Fair, and a general "Welcome to Temescal" banner.
- Continued to update the BID website with new businesses and events in the district.
- Promoted Temescal businesses and events through daily Facebook posts, twitter and Instagram.

## **IMPROVEMENTS AND ACTIVITIES TO BE PROVIDED FOR REMAINDER OF CY 2019**

### **ORGANIZATION**

- Develop the new assistant's skills and experience in supporting the BID's marketing efforts and various programs and events
- Continue participation in the Oakland BID Alliance, collaborating with other BIDs to enhance communication with the city, and maintain baseline services.
- Enhance outreach to the residential neighborhood through continuing to attend Temescal Neighborhood Council meetings, and attend nearby Longfellow Community Association meetings

- Maintain regular email campaigns to property owners and merchants to inform them of BID activities.
- Create a public-facing annual report highlighting the BID's activities and accomplishments of the last year, to be available via the BID website and publicized via the news and social media

## **ECONOMIC DEVELOPMENT**

- Continue supporting new independent businesses and residential developments through the city permitting process and in community meetings.
- Facilitate additional Kiva interest-free loans for small businesses in Temescal.
- Initiate dialogue with commercial brokers and property owners to fill vacancies in Temescal.
- Conduct continuing outreach and offer support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings.
- Continue to maintain and update inventory of Temescal commercial vacancies.
- Maintain an updated commercial vacancy inventory and regularly promote that information with local commercial brokers and entrepreneurs seeking space.

## **DESIGN**

- Complete installation of 14 new pedestrian lights on Telegraph Ave from 40<sup>th</sup> St to West MacArthur Blvd with \$170,000 in developer contributions.
- Secure \$143,000 in lien funds from Nautilus/5110 Telegraph Ave to fund 11 pedestrian lights on Claremont and the east side of Telegraph Ave between 51<sup>st</sup> St and Aileen St.
- Apply for grants to implement the finalized design for a pedestrian plaza at Kasper's Plaza (Shattuck between 45<sup>th</sup> and 46<sup>th</sup>, and 46<sup>th</sup> St between Shattuck and Telegraph); select a final name for plaza that fulfills the needs of diverse Temescal stakeholders and reflects thorough community outreach.
- Complete installation of the approved Paint the Town temporary street mural on Shattuck Ave between 45<sup>th</sup> and 46<sup>th</sup> St to enhance safety and beautify the street
- Conduct outreach and support businesses through the repaving and redesign of Telegraph Ave so that local merchant are updated on construction and their businesses continue to thrive. Work with the Temescal stakeholders and the City to keep the repaving of Telegraph as a top priority for implementation in 2019

## **CLEAN/SAFE**

- Increase promotion of the Community Engagement Program among Temescal stakeholders, including awareness of the hotline number and knowledge of the program
- Plan and promote another De-escalation training to provide strategies and tips to help Temescal stakeholders de-escalate disruptive but non-emergency situations, especially with community members experiencing mental health issues and/or homelessness
- Maintain strong communication and cooperation with the OPD Community Resources Officer and Walking Officer for Temescal.



## PROMOTION

- Hold the 14<sup>th</sup> annual Temescal Trick or Treat event, highlighting the nighttime safety of Temescal, and also showcasing local businesses.
- Hold the fifth annual Temescal Holiday Fair to showcase local makers and fine artists, and draw patrons to local merchants and restaurants.
- Implement the second annual Holiday Promotion campaign on social media for local businesses, to encourage shoppers to patronize local Temescal businesses
- Continue to promote Temescal businesses and events through daily Facebook posts, twitter and Instagram.

### III. IMPROVEMENT AND ACTIVITIES TO BE PROVIDED IN CY 2020.

See attached budget.

### IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR CY 2020.

Please see the attached budget for 2020.

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

The Advisory Board of the Temescal Telegraph Business Improvement District worked with staff to prioritize services, and evaluate budget projections and service cost increases for 2021. After thorough evaluation and deliberation, the Board found that additional funding is necessary to support our continuously growing neighborhood. A 5% increase in assessments for the 2020-2021 tax year will enable the TT BID to continue to provide excellent maintenance services to the District, as well as sustain the new community engagement program started in 2019, which aims to build relationships with our community members in the District, assesses needs for and connects our unsheltered community members with resources, and provides de-escalation training to stakeholders. These additional assessments will also enable the BID to maintain the 2019 staffing level of 1.5 FTE for enhanced responsiveness and facilitation on behalf of stakeholders, while continuing to provide high quality capital improvements and events for the District. And lastly, these assessments will help the BID create adequate reserves to fund long-term projects like the installation of pedestrian lights on the East side of Shattuck Ave and allow us to keep up with cost of living increases (4.5% in 2018) to maintain current service levels.

**The 2020/2021 rates are included in the following table\*:**

\*A 5% increase has been included

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
<b>Lot Size</b>	0.071	0.071	0.024
<b>Building Size</b>	0.096	0.036	0.000
<b>Linear Frontage</b>	9.537	3.572	17.883
<b>Condo Fee</b>	0.238	0.238	0.238

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

The TTBD will carry forward \$133,694 of reserve funds into CY2020. A reserve of \$129,694 will be maintained to cover 2-4 months of operating expenses, in addition to the planned reserve budget:

<i><b>TTBD Reserves budget</b></i>	<i><b>Amount</b></i>
PAIN THE TOWN MURAL ON SHATTUCK AVE, 45 <sup>TH</sup> -46 <sup>TH</sup> ST.	\$1,800
SAVING FOR PEDESTRIAN LIGHTS ON EAST SIDE OF SHATTUCK AVE, 45 <sup>TH</sup> TO 52 <sup>ND</sup> ST. (TOTAL COST OF \$185,000)	\$2,200
<b>TOTAL</b>	<b>\$4,000</b>

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

See attached 2020 budget.

<b>TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT</b>		
<b>2020 Budget</b>		
		<b>2020</b>
<b>1-Year Expense Increase</b>		3.5%
<b>Possible Revenue Increase</b>		5.0%
	<b>Projected Assessment Revenue Calculation</b>	550,336.87
	4700 Telegraph	7,793.86
	4300 Telegraph	
	5110 Telegraph	
	MTV Parcel B	
	MTV Parcels A+C	40,108.72
	40th St/Manila	3,670.83
	<b>Total 1-Year Revenue</b>	<b>601,910</b>
<b>PUBLIC RIGHTS OF WAY SIDEWALK OPERATIONS (PROWSO)</b>		<b>2020</b>
<u>Total PROWSO Revenue</u>		361,146
PROWSO Expenditures		
40th St Median Mntnce		(2,588)
Cleaning/maintenance contract		(251,010)
Executive Director Salary & Benefits		(19,909)
Loan service on Ped lighting		(81,004)
Ped Light Capital Reserves		0
Trash Can Doors Maintenance		(2,070)
Ped Lts for City Inventory		(8,000)
Security measures		
Replace Plants in Planters		(1,000)
<u>Total PROWSO Expenditures</u>		<u>(364,581)</u>
<b>PROWSO Pro Forma Surplus/(Deficit)</b>		<b>(3,435)</b>
<b>MARKETING &amp; IDENTITY ENHANCEMENT</b>		<b>2020</b>
Marketing Revenue		
Allocated Marketing Revenue		114,363
Taste of Temescal*		16560
Temescal Street Fair*		77625
40th Street Block Party		5000
Temescal Street Flicks		
<u>Total Marketing Revenue</u>		<u>213,548</u>



Marketing Expenditures		
Cross-Telegraph Banner		(2,970)
Pole Banners		(5,500)
Holiday Decorations/Tree Lights		(4,000)
40th St. Block Party*		(10,000)
Art Support		(4,140)
Executive Director Salary & Benefits		(16,117)
Assistant		(20,000)
Halloween Event		(267)
Holiday Fair		(5,330)
Loan Service on Ped lighting		(41,900)
Replace Plants in Planters		0
Taste of Temescal*		(15,991)
Temescal Street Fair*		(69,293)
Upper Telegraph Event		(6,000)
Temescal Street Flicks		
Utility Box Upgrades		
East Bay Express Ads		
Website, Logo, Maps, Dng-Shp Guide		(4,709)
<u>Total Marketing Expenditures</u>		<u>(206,217)</u>
<b>Marketing Pro Forma Surplus/(Deficit)</b>		<b>7,331</b>
<b>ADMINISTRATION</b>		<b>2020</b>
<u>Administration Revenue</u>		<u>96,306</u>
<u>Administration Expenditures</u>		
Office Supplies and Other		(3,000)
Phone and Internet		(1,304)
Professional Development		(1,599)
Assistant		(6,000)
BID Storage Container		(2,360)
Rent		(12,731)
<u>Total Administration Expenditures</u>		<u>(100,168)</u>
<b>Administration Pro Forma Surplus/(Deficit)</b>		<b>(3,862)</b>
<b>CONTINGENCY</b>		<b>2020</b>

<u>Contingency Revenue</u>	-	30,096
<u>Contingency Expenditure**</u>	-	(30,096)
-	-	-
<b>SUMMARY</b>		<b>2020</b>
Total Revenue		701,095
Total Expenditures		(701,061)
<b>Pro Forma Surplus/(Deficit)</b>		<b>34</b>
<b>Cumulative Reserves from previous year</b>		<b>133,694</b>
Total Surplus + Reserves by EOY		<b>133,728</b>
*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 \$170,000-\$180,000)



LAUREL BUSINESS IMPROVEMENT DISTRICT 2016 (PBID)  
ANNUAL REPORT TO CITY COUNCIL FY 19-20

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 2019:**

**DISTRICT IDENTITY (DISI)**

PUBLIC EVENTS

- The Laurel holiday campaign, included the Santa Stroll, and Light up the Laurel.
- The Laurel – Oakland’s Neighborhood branding kick off – April
- Coordinated 2019 Lion Dance Parade and Blessing of Businesses.
- Facilitated Monthly Makers Market series May-October.
- Continued Small Event Grant Fund to support merchant activities and Oakland artists.

LAUREL STREET FAIR

- **Continued Success** – Hosted the 20<sup>th</sup> Annual Laurel StreetFair seeing continued growth in attendance, participation and reputation. Approximately 15,000 people attended the event, and mainstream media outlets advertised and reported on our event at no cost to the LDA. We continue to produce the event with a grassroots, neighborhood base-building and marketing strategy, and leveraged the attention from our full calendar of events to attract attendees and bring additional attention to the district.
- Management of 20th Annual Laurel Street Fair (2019). Received overwhelming feedback from vendors and attendees that the festival was expertly organized and well laid out. Expanded new revenue stream through beverage sales and secured City of Oakland fairs and festivals money to offset approximately \$3000 in fees.



## FACEBOOK MARKETING AND NEW LDA WEBSITE FEATURES

- **Updates and Additions to New Website** – Driving traffic to the new district website and new Laurel Street Fair website. District website has comprehensive and updated merchant directory, community calendar, and Facebook integration. Laurel Street Fair website allows online vendor registration.
- **Local List serves** - Monitor the daily digests for Laurel, Maxwell Park, Redwood Heights, and Allendale list serves. Post as needed in reply to LDA related issues and submit posts in promotion of Laurel events, activities, new businesses, and business announcements.

## PRINT ADVERTISING

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

## **PROPERTY IMPROVEMENTS (SOBO)**

### SECURITY

- Worked with City of Oakland Staff to implement near term safety measures at (3) unprotected intersections along MacArthur.
- Worked with City of Oakland Staff to implement near term safety measures at (6) signal protected intersections along MacArthur.
- The Laurel District Association works through a technology application as a direct tool for communication and documentation of security staff.
- Handling Community Concerns - The Laurel District Association acts as a community liaison to property owners for assistance with business attraction and/or property sale. The City of Oakland Planning Department works closely with the LDA when reviewing applications. Formal board positions of support for well-designed projects help ensure projects keep moving and the district vision of growth is achieved. The LDA often works to assist in monitoring problem properties in support of the property owner, helping to prevent incidents of illegal dumping, vagrancy, and vandalism and theft.

## CAPITAL IMPROVEMENTS

- The LDA installed additional decorative lighting for year round ambiance and improved visibility after dark.
- Funded year 3 of a facade improvement matching grant program. Funds granted to nine tenants or property owners with structures in the most need of improvement or need for improved signage. Funds are also used for exterior security camera installations.

## MAINTENANCE AND LANDSCAPING

- Inventoried and coordinated the addition of 30 murals from four artist teams on the sidewalk planters along MacArthur.
- Coordinated district wide sidewalk steam cleaning with identification and focus on “hotspots.”
- Partnership with Mills College Masters program to develop guidelines and outreach plan for the implementation of traffic calming measures. Currently with City Staff as guide.
- Worked closely with subcontractors and service providers (Peralta, Urban Shield, First Building Maintenance, City of Oakland) to ensure high-quality deliverables on core services and contracted responsibilities. Reviewed all existing contracts with a performance assessment for continuous quality improvement and adaptation to current district needs.
- Facilitating impacts on surrounding businesses of a new Development Project. Helping ensure the planned addition of 4,000 square feet of new retail space at Brown and MacArthur Blvd.

## ORGANIZATION

### MERCHANT TRAININGS AND COMMUNICATIONS

- **Monthly Merchant Meetings** - The LDA continues to conduct monthly Board meetings and assist merchants through information sharing, project facilitation, and event support.
- Implemented the recommendations from a strategic planning consultant for early steps toward the long term LDA strategic plan. Currently underway.
- Responsiveness to Board Direction - Prepare and properly notify board meeting with appropriate guest coordination and supporting materials. Finalize and post meeting

minutes as submitted by Secretary Wong-Lam. Ensure LDA is in compliance with the Sunshine Ordinance and Brown Act.

- Attending community meetings and building/maintaining positive, collaborative relationships with neighborhood associations (Laurel Village Association, Redwood Heights Neighborhood Association, Beat 25Y Crime Prevention Council, Maxwell Park Neighborhood Association).

#### COMMUNITY ENGAGEMENT

- Community Collaborations – Assisted with the outreach and connectivity to property owners with land use issues, code compliance, and business attraction.
- Expand salesforce database of businesses and property owners for improved communication through a stakeholder newsletter.
- 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 2020:**

#### **DISTRICT IDENTITY**

##### Facebook Marketing and New Website

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

##### Print Advertising

- Maintain current print advertising output.

##### Business Directories and Business Promotions

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

##### Street Banners

- Developed new banner art with branding alignment in partnership with Laurel Merchants and local artists
- Maintain rotation of two seasonal banner sets.

##### Public Events

- Continue the annual Laurel Street Fair, Halloween, Lunar New Year Lion Dance Parade, Monthly Makers Market, and Laurel Outdoor Movie Event Series.
- Increase the attendance at the Laurel Street Fair.



#### Laurel Block Captains

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

#### **PUBLIC RIGHTS OF WAY (PROW)**

#### Maintenance and Landscaping

- Maintain the Maintenance and Landscaping Program.
- Replanted (12) streetscape planters with new landscaping
- Serviced street trees

#### Capital Improvements

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

#### Security

- Maintain 5 day-per-week Security services.
- Installation of multiple license plate recognition capable cameras
- Work with property owners and merchants to enhance existing security camera coverage in high-crime areas.

#### ORGANIZATION

##### Merchant Trainings and Communications

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

##### Community Engagement

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

#### **IV. An Estimate of the Cost of Providing the Improvements and the Activities for Calendar Year 2020:.**

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.
- Assessment Increase of 5%: 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 a 5% assessment increase to the fiscal year 2020-2021 assessment subject to Oakland City Council approval. The proposed increase is needed due to increasing costs of core services including maintenance and security, along with rising materials costs.

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

- There is no carry over.

**VII. Contributions from other sources.**

- See attached budget for details.

**Laurel BID Proposed Annual Budget by Category**  
**Board Approved July 15, 2019 for**  
**Calendar Year 2020**

**Revenue**

Assessment Revenue 100% Collection	\$207,940.69
Projected Prior Year Balance – Carry Forward	\$0
Non-BID Income to Cover District General Benefits - From donations to the 501ciii (3%)	\$6,238
Assessment Revenue 94% Collection	\$195,464
<b>Total Income</b>	<b>\$201,702</b>

**Expenses**

<b>Category of Special Benefit Service</b>	<b>Estimated</b>	<b>Estimated</b>
	<b>Percentage</b>	<b>Amount</b>
PROW/ SOBO (Public Rights Of Way)	37%	\$ 74,630
DISI (District Identity)	35%	\$ 70,596
Organization	25%	\$ 50,426
Reserve	3%	\$ 6,051
<b>Total Expenses</b>	<b>100%</b>	<b>\$201,702</b>





2301 Telegraph Avenue, Oakland, CA 94612

## **KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT**

### **ANNUAL REPORT TO THE CITY COUNCIL – 2019**

1. Proposed Changes in boundaries of the BID/CBD.  
None.
2. Improvements and activities provided in 2019 calendar year.

KONO now has a total of 383 property owners and 456 parcels. When the Koreatown Northgate Community Benefit District was launched in 2007, much of our Telegraph Avenue corridor was a blighted, neglected strip of empty storefronts. Now going into our thirteenth year, our hard work over the years since has paid off: many abandoned buildings have been rehabbed and host new businesses, and new housing and retail space has opened at a record pace, with more in the pipeline. With the renewal came the expansion which almost doubled the size of the CBD. We went from 14 blocks to 24 blocks.

Since 2007 KONO CBD has been responsible for providing property owners within its boundaries special benefit services, including sidewalk maintenance, street-level graffiti abatement, beautification and landscaping, public space activation, and, most notably, Ambassador services. In 2019 we worked to beautify the neighborhood, and our ambassador teams have been out there every day doing graffiti abatement, dealing with dumped trash and engaging with people on the street. The most visible and critical aspect of our service program is our Ambassador team. The transformative power of a friendly interaction with an Ambassador in our district cannot be understated. Our Ambassadors transform the user experience and leave visitors with a favorable impression of our city. The association has successfully proven its value as an economic regenerator for the district.

Our boundaries include Telegraph Avenue between 20th and 35th Streets in Oakland, CA. The expanded boundaries now include 25th, 26th, and 27th Streets between Telegraph and Broadway; Thomas L. Berkeley Way (20th St.), 21st, 22nd, W. Grand Ave, and 23rd St between Telegraph Ave and MLK Jr. Way and San Pablo Ave; and the West side of San Pablo Ave between 19th and 20th Street (See map in appendix).

# Accomplishments – Improvements 2019

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## Marketing: Cultural Arts Festivals

### **Annual Korean CultureFest 2019**

KONO successfully held our annual Korean Culturefest in September 2019 in conjunction with the Oakland First Fridays event. This event within an event was well attended and well received by the community. It showcased many traditional Korean performances to folk dance, folk songs, drumming, martial arts, etc. Many local dignitaries addressed the audience, including the Korean Deputy Consul General.

### Monthly Oakland First Fridays - Fixed Contribution by CBD to Oakland First Fridays Events

In 2019, voted the “Best Free Event” for the third year in a row and the “Best Cultural Event” by the East Bay Express readers, Oakland First Fridays continues to be one of the most successful marketing tools for the CBD. The CBD has produced the Oakland First Fridays event for the last six years. The draw this event generates to the district has created a phenomenal financial upsurge for many of the businesses. One developer stated that he has designed his project with an overlook bridge on each floor to allow the tenants to view the festival. The event has maintained its own budget since it started with an annual fixed contribution from the CBD.

In an effort to improve the festival, in 2019, the festival coordinator met with the community to get feedback which was then used to create a six-month strategic plan. The Festival Coordinator worked with a local film maker in a barter agreement to produce an antiviolence PSA that was successfully distributed through social media and websites. Most of the strategic plan was completed within the planned six months, including bringing back live music, establishing a kid’s zone, increasing the number of community partners, increasing our efforts to obtain more sponsors, and adding interactive activities which included the award of a cultural arts grant to help fund the artists and musicians. Another accomplishment has been the increase in safety and security which includes additional lighting for the winter months, more barricades, egress security (after event ends), and aggressive messaging on the ban on open alcohol.

In 2019 this cultural event project has been successful in obtaining 2,560 hours of work from study abroad interns through the Academic Internship Council (AIC) program at no cost to the CBD. The monetary value of this labor is estimated at \$46,080. In addition, the impact of their work has been significant. In the last six months the internet reach has increased exponentially with the help of these interns, raising our Facebook followers over 23% to 16,282 and our Instagram followers over 155% to 9,853 as of December 2019. The website went up 10% from 2018 to 2019 to 224,000 unique visitors. It has also brought in \$44,631 in sponsorship funds. The success of this event, in terms of positive economic impact on local businesses, expands the impact of the CBD district and it has also been an entrepreneurial incubator for Oakland and the Bay Area’s artists, craft makers and food vendors.

## Marketing Vacancies – Commercial and Residential

The CBD is working with a commercial broker representing three different property owners’ vacancies to set up “pop-up” vendors inside the spaces during the Oakland First Fridays festival in

order to bring attention to the space and ultimately get it rented.

KONO has also worked with developers and leasing agents of new developments to market the residential units to potential renters. This includes posting on the KONO website and sending out the information in a newsletter to the database as well as on social media. Many of our new residential developments are nearly filled.

#### Marketing KONO Businesses

The CBD created and distributed monthly newsletters, featuring KONO businesses, and keeping our stakeholders updated on the CBD's activities. We also alerted our businesses to the Oakland Indie Alliance, a business to business support, advocacy and marketing organization for small independent businesses in Oakland.

#### KONO CBD Toys, Coats and Books Drive

The KONO CBD successfully collaborated with 8-10 district businesses to set up donation collection stations to collect toys, books and coats for needy families. We distributed the items through our community partners. Building Opportunities for Self Sufficiency (B.O.S.S.) organization provided the toys and books to 54 needy families and True Vine Ministries worked to provide toys and books to families from Martin Luther King Jr. Elementary School (480 families). Chronicle Books donated over 600 children's books for various ages. The coats were distributed to Serenity House on San Pablo Ave.

#### Applied for Three California Grants

The KONO CBD wrote three grants for the California Arts Council to support various projects. These grant awards will not be decided on until 2020.

### ADMINISTRATION

#### Four New Board Members in 2019

The CBD has been successful in recruiting four new Board members in 2019. This puts the Board at a total of 11 members. Three new members qualify as property owners or representative of a property owner and one represents a KONO business.

#### Board Retreat January 2019

The KONO CBD Board of Directors met on a Saturday for a full day to design a strategic plan for the year. This retreat was led by a consultant and allowed all Board members to discuss their visions for improvements and spending for the year. The consultant provided a final report of the retreat which captured the entire day's discussion.

#### Assessment

- Refund  
After being alerted by a property owner that their sq. ft. was incorrect at the county assessor's office, the KONO CBD assisted with correcting the county records and refunding the assessment overcharge.
- Notification of Vote on Increase  
The CBD produced a mail out to all KONO CBD property owners to notify them of an upcoming vote on a possible assessment increase in 2020.



## Moved KONO Office

In May of 2019 KONO relocated the office space and obtained a 5-year lease with a 5-year option to renew at under market price.

## Liaison

Acted as the liaison between community partners, city staff and the KONO CBD property and business owners to obtain and distribute information.

Successfully liaised between the KONO businesses and the Oakland Police Department on multiple occasions regarding safety and security issues.

## OUTREACH AND FACILITATION

### BID/CBD Alliance

The KONO CBD Executive Director has continued to participate in the Oakland BID/CBD Alliance (OBA). They continue to share resources, assist with communications, and create a unified voice for Oakland's property owners and small businesses in order to advocate and facilitate two-way communication with the city government and other private and public entities. In 2019 the Oakland BID Alliance (OBA) held monthly meetings and invited presenters and government department heads relevant to the BID/CBD work.

### Development Projects

The CBD Director, representing the Board, spoke at City Council CEDA committee meeting in support of the Kaiser Project at 2100 Telegraph Ave. and promoted a community open house meeting for the 2600 Telegraph Ave development project. The Board also sent a letter of support to the city on the 2600 Telegraph Ave development project.

### Curb Painted Red

The CBD's Executive Director was successful in assisting the condominium owners at 630 Thomas L. Berkeley Way in getting a red faded curb repainted, which then allowed them to have a place to move the building's trash bins to on trash pick-up day.

## Safety, Security and Maintenance 2019

- Request for Proposal for Ambassador Services  
The KONO CBD successfully posted a Request For Proposal for the 2020 Safety, Security and Maintenance contract. We created a review committee to recommend to the full Board the final choice for the contract.
- Safety Tips  
In 2019 the KONO CBD created flyers based on the Area Captain's Commercial Burglary: Tips and Trends info from OPD and utilized the ambassadors to distribute to the KONO district's local businesses.
- Outreach for More OPD presence in KONO District  
The CBD director worked with the Area Captain and the Community Resource Officer to get more police presence in the KONO district due to an increase in the number of auto and commercial burglaries.

- Unhoused People  
Working with our ambassador team, OPD and managers of designated properties within the district to develop solutions to chronic homelessness within the district.
- Litter
  - a) The KONO CBD worked with businesses and Waste Management to identify businesses that have not obtained trash services and inform them of the ordinance which requires services. Businesses started becoming dependent on the ambassadors picking up their litter.
  - b) We worked with the City of Oakland Recycle department and Waste Management to obtain a complimentary landfill dumpster for the public litter.
  - c) We worked with Cal Waste Solutions to obtain a complimentary recycle dumpster for the KONO district.
  - d) The contracted maintenance and security company removed 658 incidents of graffiti; picked up 2800 bags of litter; responded to 516 calls for service from businesses; took 37 tons of bulky waste to the dumps; contacted 1,036 merchants; had 882 interactions with homeless people; and made 132 combined calls to Public Works, Clear Channel and Caltrans.
  - e) Contracted with Canology to power wash the public litter containers on a quarterly basis.

#### Beautification in Public Right of Way

- **Mosaic Art on Litter Containers**

The CBD was successful in obtaining a grant from Keep Oakland Clean and Beautiful to assist in placing mosaic art on a public litter container in the district. This is an ongoing project and we have completed 11 containers so far and have 6 left to do in Zone 1 and 4 left to do in Zone 3 for a total of 10 more containers. At the completion of this project, there will be 21 mosaic litter containers with various images of art in the KONO CBD.

- **Art on Utility Boxes**

The CBD hired two artists to repaint three utility boxes after they were tagged with graffiti. One of the repainted boxes has been tagged but the other two boxes have remained graffiti free.

- **Street Tree Wells**

The KONO CBD has continued to maintain the street tree wells in 2019. After losing Planting Justice, a local landscaping non-profit, due to frustration with vandalism of the plants, we utilized our ambassador team to maintain, weed, water and mulch the tree wells. We obtained a fire hydrant meter to access water.

- **Murals**

In 2019 the KONO CBD worked with KP Market to discuss putting a mural on a roll-up door on 24<sup>th</sup> Street to be painted by Dragon School and funded by Pandora. BJ, the property owner, agreed to a mural. KONO is working on a contract and final design.

- Telegraph Ave Protected Bike Lanes  
The KONO CBD generated a survey of the community to assess their feedback on the bike lane and shared the results with the City of Oakland’s Department of Transportation.

ECONOMIC DEVELOPMENT

KONO will undergo another renaissance in the next two to five years as the following housing and office developments are completed in the district. There are also a large number of developments in various stages surrounding the KONO district in the Uptown and Downtown districts with thousands of new residential units which will have a huge impact on the KONO district as well, with increased foot traffic and increased revenue for local businesses. Increased foot traffic will require increase in service demands.

Developments in KONO (completed and in process):

	Location	# of Residential or employees	Sq. Ft. Commercial	Description and Status
1	2125 Telegraph Ave	93	?	Senior Affordable housing
2	2126 MLK Jr. Way	62	?	Housing units for Veterans 100%. 31 for homeless veterans. Completed
3	585 22nd St	78	1600	Market rate residential. Completed
4	2225 Telegraph Ave	173	0	Hotel 7 stories, In Progress
5	2200 Telegraph Ave	7,000	875,000	office building (likely 2 years out, maybe longer)
6	2100 Telegraph Ave	7,200	825,000?	Kaiser Project (2-5 years out) Office space
7	2016 Telegraph Ave	230	2,000	Market-rate homes (2+ years out) commercial Sqft - ?
8	2015 Telegraph Ave	114	5,000	Residential and commercial (at least 2 years out)
9	2600 Telegraph Ave	221	15,000	Market Rate & BMR, at least 2-5 years out
10	2538 Telegraph Ave	97	5,000	Market Rate housing, Completed
	<b>TOTALS</b>	<b>15,268</b>	<b>1,723,600</b>	

3. Improvements and activities planned for 2020 calendar year.
  - a) In late January 2020 the KONO Board of Directors are set to create a 3-5-year strategic plan for the district.



- b) The KONO CBD is starting a new contract with a new street ambassador team, StreetPlus, on January 17, 2020.
- c) The CBD will explore the resources and options for installing pedestrian lighting.
- d) We will re-design and install new KONO district banners in 2020.
- e) We will explore the option of placing 20 large planters in the public spaces along Telegraph Avenue.
- f) KONO will finalize the agreement with Visit Oakland to provide the KONO CBD with a 36'x20' stage, with lighting and sound, starting March 2020 for complementary use for the next 7 years (approx. value of \$10k per event at 10 events per year is \$700,000).
- g) In 2020 the KONO CBD will try to work with Kaiser to place a mural on parking lot walls on Northgate and 27<sup>th</sup> Street.
- h) The CBD will continue to work with the mosaic artist and the community for designs on the remaining litter containers.
- i) We plan to partner with the Oakland Art Murmur to create a Small Works Art and Maker show at an indoor venue. They are also considering a sponsorship of \$1,700 to allow KONO to provide free space to artists at the monthly festival.
- j) The CBD is planning to work with *iamlocal.io* and the districts small businesses to help give them a social media online presence and create a delivery service for their products similar to Door Dash but for retail.
- k) In 2020 KONO will research Curbflow, a new curb management plan, who is working with cities to be able to reserve curb spaces for deliveries and ride share drivers.
- l) The KONO CBD Executive Director and one Board member will attend a training at the West Coast Urban District Forum March 11-13, 2020 in San Jose. The forum will aid in the work of enhancing vibrant urban places in KONO.
- m) In 2020 we will update our online business directory on the KONO website.
- n) We plan to conduct a survey to determine what types of businesses the community would like to have in the district and then use these results to help recruit new businesses to the vacant commercial spaces.
- o) The CBD will work with commercial brokers and property owners to market their vacancies on our website.
- p) We will continue to work with Oakland Department of Transportation to make improvements to the protected Bike Lane.

The final list of projects for 2020 will be determined after the KONO Strategic Planning Board Retreat in February.

4. Estimated costs of providing improvement and activities in 2020.  
See below 2020 budget.

<b>Koreatown/Northgate CBD</b>	
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CALENDAR YEAR 2020 BUDGET	
2020 BID Assessments	\$603,075
Outside funds 4.47% of operating costs (percentage of funds required by MDP to fund general benefit services)	\$ 26,959
2019 Carryforward	\$124,646
<b>TOTAL REVENUE</b>	<b>\$754,680</b>

	2020 Budget	Category of Special Benefit Services
1.4%	\$ 10,714.29	Endowment for Renewal in 7 years (est. 75k) \$10,714.29 per yr.
4.2%	\$ 31,503.52	Operating Reserve - Contingency
11.1%	\$ 83,800.02	Marketing and Identity Enhancement
45.9%	\$ 346,541.45	Safety, Maintenance, and Sidewalk Operations
20.9%	\$ 157,518.84	Administrative Costs
Subtotal	\$ 630,075.03	Assessment (\$603,075) + Contributions (\$26,959)
	\$124,645.79	2019 Carry forward for one-time Capital Improvement Projects
<b>TOTAL EXPENSES</b>	<b>\$754,680</b>	

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.

**2.5% Rate Increase For FY 20/21** – The Koreatown/Northgate CBD Advisory Board is recommending and requesting an allowable 2.5% increase to the BID assessment rate for FY 20/21 due to the increased cost of security and maintenance in the district.

- Notification of Vote on Increase  
Prior to the Koreatown/Northgate CBD Advisory Board vote on whether to increase the FY 20/21 assessment rate, the CBD produced and mailed notices to all Koreatown/Northgate CBD property owners to notify them of a possible assessment rate increase for the 2020/2021 fiscal year.

6. Surplus or deficit to be carried over from 2019 to 2020 calendar year.

The anticipated carry forward from 2019 to 2020 is \$124,645.79. These funds will be used for one-time projects in 2020.

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

In 2019 contributions, other than the assessments, were obtained through a variety of sources.

- The CBD partnered with a local business, Forge Kitchen, and the producers of "Oakland Bar Week," a short film, to raise funds for the mosaic litter containers with a percentage of ticket sales going towards the project. Successfully raised \$500.00.

- b) Used a federal grant program to replace dead trees which were replanted by Oakland Street Trees at a value of \$6,000 in-kind.
- c) Applied for and received a grant for \$800.00 for art on litter container.
- d) Cultural Arts Grant \$15,232 for cultural arts festival
- e) Secured commitment from Sutter Health for \$5,000 donation for 2020.
- f) Obtained a grant from Wells Fargo for \$2000.00 towards Festival.
- g) Received \$44,631 in sponsorship funds in 2019
- h) Received \$29,040 in donations in 2019
- i) KONO CBD had \$28,262 in sales in 2019
- j) KONO received \$136,708 in vendor fees for the festival in 2019
- k) The CBD obtained 2,560 hours of labor from the AIC internship program

<b>Amt received in 2019</b>	<b>Category</b>	<b>Description</b>
\$500	Cash Donation	Forge Kitchen
\$6,000	In-Kind	Oakland Street Trees
\$800	Cash Grant	KOCB
\$15,232	Cash Grant	Cultural Arts
\$2,000	Cash Grant	Wells Fargo
\$44,631	Cash Sponsorships	Varies sponsors
\$29,040	Cash Donations	Varies donors
\$28,262	Cash Sales	Varies products
\$136,708	Cash Vendor Fees	Fees for Festival
\$46,080.00	In-Kind	Interns
<b>\$309,253.00</b>	<b>TOTAL</b>	

In 2020 the Koreatown/Northgate CBD will raise 4.47% (\$26,959) of current assessments from outside sources in a manner similar to what we did in 2019 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







## 2019 ANNUAL REPORT TO THE CITY OF OAKLAND

**Downtown Oakland Association**  
**388 19<sup>th</sup> 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 2019:**

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

#### **A. The Clean and Safe Committee:**

\$1,343,025.00 was allocated for Clean and Safe related activities in 2019. 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 \$93,000.00 per month from our organization and is operated under the on-site

## **DOWNTOWNOAKLANDASSOCIATION**

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388 19th Street • Oakland, California 94612  
Phone 510.238.1122 • Fax 510.452.4530 • info@downtownoakland.org • www.downtownoakland.org

supervision of General Manager, Albert Burruss and Operations Manager Joe Sayphrarath, working out of the CBD office.

B. The Marketing and Branding Committee:

\$143,894.00 was allocated for Marketing and Branding related activities in 2019. 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.

II. Branding and Marketing:

The district hosts an annual event series known as 3rd Thursdays at Latham Square, a once monthly activation of the public plaza known as Latham Square, held from May-October. This event promotes the work of the district, builds community, and activates what would otherwise be an underutilized public space within the boundaries of our CBD. Additionally, in 2019, the district launched a public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate other underutilized spaces in our CBD footprint with lunchtime performances of all types. We produce a retail shopping guide featuring independently owned small businesses, promote City and community events through our Oakland Central website and marketing campaign, our Big Belly solar - powered trash cans, through our banner program, and other marketing collateral.

III. Sponsorship of events:

In 2019, the Downtown Oakland CBD sponsored Art and Soul and Bike to Work Day.

C. Administration:

\$355,147.00 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 2019. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2019:

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 2020:**

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 13<sup>th</sup> 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 2020 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Downtown Oakland CBD will continue the sponsorship of events in 2020 that align with our mission, vision, and values and serve to promote the stated priorities of the committee.

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

- I. Retail Attraction and Blight Abatement
- II. Repairing public amenities
- III. Landscaping medians throughout the districts
- IV. Public Space Development and Activation

**4. It is estimated that it will cost \$1,968,267.00 to provide the improvements and activities described above in the 2020 calendar year. Please see the attached board approved 2020 budget by category.**

**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. Requested Assessment Increase of 5% for FY 20-21: Per the District Management Plan, annual assessments may increase by no more than 5% per year. Annual adjustments in assessment rates will be determined by the Downtown CBD board which shall then make a recommendation for review and approval by the Oakland City Council. At the October 2, 2019 Board of Directors Meeting, an increase to the annual assessment for FY 20-21 was considered and a motion was passed to recommend said increase in our 2019 Annual Report to the City. In accordance with our Disbursement Agreement, all affected ratepayers were notified in writing about this proposed increase in a letter dated August 21, 2019. The most pressing reason for making this recommendation is to maintain ambassador wages at a livable wage in light of the increased cost of living in the City of Oakland. Increases to other operating costs annually, such as office rent, administration, tax filing, and insurance were also considered as a part of this request. No increase was implemented for FY 19-20, which is why we are requesting the maximum increase for FY 20-21, future increases may be less or not at all.

The most visible and critical aspect of our service program is our Ambassador team. The transformative power of a friendly interaction with an Ambassador in our downtown cannot be understated. Our Ambassadors transform the user experience and leave visitors with a favorable impression of our city. The majority of these hardworking and dedicated men and women live in Oakland, a city that has seen drastic increases to the cost of living in recent years. To retain and attract quality staff, we need keep up with wage and cost of living increases. We need the ability to pay a living wage for this important work and can only keep up with those rising costs if our budgets are allowed to grow commensurately. While we continue to operate as efficiently as possible, rising operating expenses compel us to consider an assessment increase in order to maintain our high level of service, which has



proven to be so vital to the success of our district. At this time, the DCBD Board of Directors feel that is as important as ever to create a cleaner, safer, more beautiful and vibrant district.

- 6. It is estimated that the Downtown Oakland CBD will have zero carry-forward.**
- 7. The Downtown Oakland CBD received the following contributions from sources other than assessments levied in 2019: \$81,600.00 for contracted services and event sponsorship. We continue to seek out additional potential funding opportunities. At this time we anticipate collecting similar non-assessment income in fiscal year 2020, which will count in part towards our General Benefit allowance.**

**2020 Downtown Oakland CBD Proposed Annual Budget  
By Category - Board Approved 10/02/10**

<b>Budget Category</b>	<b>CBD Budget</b>	<b>Less: General Benefit Allowance</b>	<b>2020 Proposed Annual Budget (Assessment Total)</b>	<b>% of Total</b>
<b>Marketing and Economic Enhancements</b>	\$572,094.00	\$0.00	\$572,094.00	28.4%
<b>Clean and Safe Enhancements</b>	\$1,391,962.00	\$46,149.00	\$1,345,813.00	69.1%
<b>Reserve</b>	\$50,360.00	\$0.00	\$50,360.00	2.5%
<b>TOTAL</b>	<b>\$2,014,416.00</b>	<b>\$46,149.00</b>	<b>\$1,968,267.00</b>	<b>100.0%</b>



**2019 ANNUAL REPORT TO THE CITY OF OAKLAND**  
**Lake Merritt Community Benefit District (LCBD)**  
**388 19<sup>th</sup> 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 2019:**

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

A. The Clean and Safe Committee:

\$992,212.15 was allocated for Clean and Safe related activities in 2019. 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 \$83,000.00 per month from our organization and is operated under the on-site

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**LAKE MERRITT UPTOWN ASSOCIATION**

**388 19<sup>th</sup> Street - Oakland, California 94612**  
**Phone 510.452.4529 - Fax 510.452.4530 - info@lakemerritt-uptown.org - www.lakemerritt-uptown.org**

supervision of General Manager, Albert Burruss and Operations Manager Joe Sayphrath, working out of the CBD office.

B. The Marketing and Branding Committee:

\$88,481.85 was allocated for Marketing and Branding related activities in 2019. 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.

II. Branding and Marketing:

In 2019, the district launched a 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. We also worked in partnership with the Vau de Vire Society and the City of Oakland to once again secure the vacant lot at 1911 Telegraph to host The Soiled Dove dinner theater experience attracting thousands of visitors to downtown Oakland. We produce a retail shopping guide featuring independently owned small businesses, promote City and community events through our Oakland Central website and marketing campaign, our Big Belly solar -powered trash cans, through our banner program, and other marketing collateral. 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 2019, the Lake Merritt CBD sponsored Art and Soul and Bike to Work Day.

C. Administration:

\$342,847.00 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 2019. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2019:

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 2020:**

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 medians.

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2020 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 2020 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

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

- I. Retail Attraction and Blight Abatement
- II. Repairing public amenities
- III. Landscaping medians throughout the district
- IV. Public Space Development and Activation

**4. It is estimated that it will cost \$1,519,703.00 to provide the improvements and activities described above in the 2020 calendar year. Please see the attached board approved 2020 budget by category.**

**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. Requested Assessment Increase of 5% for FY 20-21: Per the District Management Plan, annual assessments may increase by no more than 5% per year. Annual adjustments in assessment rates will be determined by the Lake Merritt CBD board which shall then make a recommendation for review and approval by the Oakland City Council. At the October 2, 2019 Board of Directors Meeting, an increase to the annual assessment for FY 20-21 was considered and a motion was passed to recommend said increase in our 2019 Annual Report to the City. In accordance with our Disbursement Agreement, all affected ratepayers were notified in writing about this proposed increase in a letter dated August 21, 2019.

The most pressing reason for making this recommendation is to maintain ambassador wages at a livable wage in light of the increased cost of living in the City of Oakland. Increases to other operating costs annually, such as office rent, administration, tax filing, and insurance were also considered as a part of this request. No increase was implemented for FY 19-20, which is why we are requesting the maximum increase for FY 20-21, future increases may be less or not at all.

The most visible and critical aspect of our service program is our Ambassador team. The transformative power of a friendly interaction with an Ambassador in our downtown cannot be understated. Our Ambassadors transform the user experience and leave visitors with a favorable impression of our city. The majority of these hardworking and dedicated men and women live in Oakland, a city that has seen drastic increases to the cost of living in recent years. To retain and attract quality staff, we need keep up with wage and cost of living increases. We need the ability to pay a living wage for this important work and can only keep up with those rising costs if our budgets are allowed to grow commensurately.

While we continue to operate as efficiently as possible, rising operating expenses compel us to consider an assessment increase in order to maintain our high level of service, which has proven to be so vital to the success of our district. At this time, the LCBD Board of Directors feel that is as important as ever to create a cleaner, safer, more beautiful and vibrant district.

- 6. It is estimated that the Lake Merritt CBD will have zero carry-forward.**
  
- 7. The Lake Merritt CBD received the following contributions from sources other than assessments levied in 2019: \$30,800.00 for contracted services and event sponsorship. We continue to seek out additional potential funding opportunities. At this time we anticipate collecting similar non-assessment income in fiscal year 2020, which will count in part towards our General Benefit allowance.**

**2020 LAKE MERRITT-UPTOWN CBD PROPOSED ANNUAL BUDGET**  
**By Category - Board Approved 10/02/19**

<b>Budget Category</b>	<b>CBD Budget</b>	<b>Less: General Benefit Allowance</b>	<b>2020 Proposed Annual Budget (Assesment Total)</b>	<b>% of Total</b>
<b>Marketing and Economic Enhancements</b>	\$441,756.00	\$0.00	\$441,756.00	28.4%
<b>Clean and Safe Enhancements</b>	\$1,074,836.00	\$35,776.00	\$1,039,060.00	69.1%
<b>Reserve</b>	\$38,887.00	\$0.00	\$38,887.00	2.5%
<b>TOTAL</b>	<b>\$1,555,479.00</b>	<b>\$35,776.00</b>	<b>\$1,519,703.00</b>	<b>100.0%</b>