

Exhibit A

(To the Resolution of Intention to Levy the FY 2021-2022 Rockridge BID Assessment)

Rockridge Business Improvement District
FY 2020-2021 Annual Report To The City of Oakland
Relating to Improvements and Activities Planned For Fiscal Year 2021-2022

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

1. Proposed changes in the boundaries of the parking and business improvement area or in any benefit zone within the area: There are no proposed changes to the boundaries of the Rockridge Business Improvement District.
2. Improvements and activities to be provided in fiscal year 2021-2022: Please see attached Accomplishments for this year to date and attached 2021-2022 proposed budget. We plan to continue on the same course.
3. Estimate of the cost of providing the improvements and activities for fiscal year 2021-2022: See attached budget. Should the current COVID 19 pandemic significantly affect the amount of BID revenues received from the City in 2021, appropriate adjustments will be proportionally made to spending categories outlined in the attached budget.
4. Method and basis of levying the assessment: The fee structure for assessments will remain as previously approved, including the change in classifications of businesses by temporarily creating a sub-classification for businesses that earn annual gross receipts of \$25,000 or less. Businesses which fall into this sub-classification would pay an annual assessment fee of \$60.00. This is not a property-based district, therefore, property owners are not assessed.
5. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year: Our fiscal year ends on 2/28. The first calendar year disbursement of assessments occurs on 4/30; therefore, \$15,000 from the prior fiscal year will be carried over for recurring expenses for March and April of the upcoming fiscal year. If available, up to \$50,000 will be carried forward for planned Capital Projects expenditures in 2021. Examples of these projects are, district wide tree trimming and tree replacement, street banner replacement or holiday decoration replacement.
6. The amount of any contributions to be made from sources other than assessments levied: The Rockridge Business Improvement District will seek sponsorship funds for our promotional and beautification efforts. We also offer the opportunity for businesses outside our footprint to participate in our marketing efforts for a fee.

Exhibit A

(To the Resolution of Intention to Levy the FY 2021-2022 Rockridge BID Assessment)

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

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

September 12, 2020

Exhibit A

(To the Resolution of Intention to Levy the FY 2021-2022 Rockridge BID Assessment)

**RDA, a Rockridge Business Improvement District
Proposed Budget
March 2021 to February 2022**

Income

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

Expense

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

Exhibit A

(To the Resolution of Intention to Levy the FY 2021-2022 Rockridge BID Assessment)

Rockridge BID Key Accomplishments For 2020

The Rockridge District Association, non-profit management corporation of the Rockridge BID (RDA), is very pleased to be able to bring you the news that the blighted, abandoned and unsafe, as well as all other newsstands, have been removed from College Avenue. This has been an ongoing issue for our district for years, one that has been brought to Mayor Schaaf's attention. The city not only issued the order to remove but over a 2-day process cleared the Avenue of them. If we're not mistaken the Rockridge BID may be the only district in Oakland who is been able to accomplish this in accordance with our city's ordinance and assistance from Public Works. This is to be added to the list of our many accomplishments to make the Avenue a safer more attractive district for all. This includes, but is not limited to, the repainting of our streetlight poles, removal of the unused AC transit bus shelter which had become an attractive nuisance consuming many city resources in an attempt to abate illegal and unsanitary activity, and the addition of lighted holiday decorations.

In spite of these extraordinarily trying times, we continue to work 7 days a week to maintain a clean and safe district. With the challenges our members face moving forward the RDA is doing our part to support them. This has an ancillary effect of helping to attract new tenants. And, we're happy to say we've had one new business open and another to come online shortly. This is a testament to the fact that entrepreneurs have enough faith that College Avenue will continue to thrive.

The RDA continues to build bridges with the property owners. We've helped to fill vacant storefronts and assist our members in finding a more suitable space here on the Avenue allowing them to continue to be a viable asset not only to our district but our city. The RDA as an entity is facing its own challenges. Being that our funding is derived from gross revenue produced by our members our budget will be greatly impacted by the pandemic. Fortunately, and purposefully our fiscal house is in good order thus we hope to continue our mission of supporting our members to the best of our ability.

Rockridge District Association Board Members

Name	Officers	OY	Business	Business Address	Phone (510) Area Code	Email Address	Elected/ Re-elected
1. Lousie Rothman-Riemer		1999	DHR Investment Counsel	5435 College Ave., Ste. 200	596-2580	louise@dhrconsult.com	June-19
2. Veronica Bhonsle		2005	VERO	6052 College Ave.	985-0406	vbhonsle@aol.com	June-19
3. Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College Ave.	450-9050	susan@strahaininsurance.com	June-20
4. Maggie Klein		2013	Oliveto	5655 College Ave.	547-5356	maggie@oliveto.com	June-19
5. Robin Pennell	VP	2013	Jarvis Architects	5278 College Ave.	654-6755	rpennell@jarvisarchitects.com	June-19
6. Anthony Barr	T	2017	Henry Levy Group	5940 College Ave., Ste. F	652-1000	anthony@higcpa.com	June-19
7. Katy Winter		2017	Vita	6034 College Ave.	917-843-2758	katy@myhealthvita.com	June-19
8. Andrew Snow		2018	Golden Squirrel	5940 College Ave.	735-9220	goldensquirrelpub@gmail.com	June-20
9. Monte McClain	S	2019	College Presbyterian	5951 College Ave.	658-3665	montemcclain@gmail.com	June-19
10. Alberto Mendez		2020	Fremont Bank	6300 College Ave.	921-0225	alberto.mendez@fremontbank.com	June-20