

APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION: 1) APPROVING THE ANNUAL REPORT OF THE MONTCLAIR BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD; 2) DECLARING THE INTENTION TO LEVY AND COLLECT AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2026-2027 FOR THE MONTCLAIR BUSINESS IMPROVEMENT DISTRICT, INCLUDING A FIVE (5) PERCENT INCREASE IN THE ANNUAL ASSESSMENT; AND 3) SCHEDULING A PUBLIC HEARING FOR DECEMBER 2, 2025

WHEREAS, the State of California allows for the formation of business assessment districts under California Streets and Highways Code Section 36500 *et seq.*; and

WHEREAS, the business license holders in the Montclair business district petitioned to form the Montclair Business Improvement District (District) under said legislation to undertake the Management Plan for the District (Plan) which is on file with the City Clerk; and

WHEREAS, the Plan provides for new security, beautification, and economic development and marketing activities with the intent of creating a positive atmosphere in the District area (as more specifically identified in the Plan); and

WHEREAS, the District was established by the City Council on November 27, 2001, pursuant to Ordinance No. 12378 C.M.S.; and

WHEREAS, California Streets and Highways Code Sections 36533 and 36534 require that before the next annual assessment for the District is levied, the City Council must: (1) approve the District's annual report, and (2) approve a Resolution of Intention that declares the City of Oakland's intention to collect the assessments and schedules a public hearing to be held about the levy of the proposed assessment; and

WHEREAS, pursuant to said law, the Montclair Business Improvement District Advisory Board (Advisory Board) has prepared and filed with the City Clerk, the Annual Assessment Report (Report) (attached hereto as **Exhibit A**), which contains the required particulars, including a detailed description of the improvements and activities to be provided for fiscal year (FY) 2026-2027, the boundaries of the area and any benefit zones within the area, and the proposed assessments to be levied upon the businesses within the area for FY 2026-2027; and

WHEREAS, the FY 2025-2026 Annual Report for the District includes a determination and recommendation by the Advisory Board for a 5% increase in the annual assessment rates beginning in FY 2026-2027 for the District, which is within the allowable maximum annual assessment increase set forth in the approved Plan; and

WHEREAS, if the District's proposed assessments for FY 2026-2027 are approved and levied, they will be held (until disbursed) in a special trust fund established by the Finance Department on behalf of the District in Miscellaneous Trusts Fund (7999), Economic Development Organization (85411), Pass Thru Assessments Account (24224), DP850 Administrative Project (1000019), Montclair BID Program (MBID); now, therefore, be it

RESOLVED: That the Council of the City of Oakland does hereby find that the above recitals are true and correct; and be it

FURTHER RESOLVED: That the Council of the City of Oakland does hereby approve the FY 2025-2026 Annual Report for the District; and be it

FURTHER RESOLVED: That the City Council does find and state its intention as follows:

1. Pursuant to California Streets and Highways Code Section 36534, the City Council declares its intention to levy and collect the assessments for FY 2026-2027 as provided for in the Report and pursuant to the assessment formula as provided for in the Plan, which includes a 5% increase in the FY 2026-2027 annual assessment rate as recommended by the Advisory Board, if the requested assessments are approved by the City Council after the Public Hearing scheduled by this Resolution of Intention.
2. The location and boundaries of the District shall remain the same as specified in the Plan on file with the City Clerk and there are no changes to the boundaries or benefit zones.
3. The types of the improvements and activities proposed to be funded by the levy of FY 2026-2027 assessments on businesses in the area are those described in the Plan and the Report on file with the City Clerk. No substantial changes in the improvements or activities for the District are proposed to be made.
4. The proposed method and basis of calculating the assessments to be levied against each business in the District are those specified in the Plan and Report on file with the City Clerk; and be it

FURTHER RESOLVED: That a Public Hearing is hereby set for December 2, 2025, or as soon thereafter as the matter may be heard, to hear all public comments, protests, and to take final action as to the levying of the proposed assessments for the District for FY 2026-2027. Details regarding time, location and how to participate in the Public Hearing can be found at www.oakland.legistar.com, or by emailing the Oakland City Clerk's Office at cityclerk@oaklandca.gov or by calling 510-238-3226; and be it

FURTHER RESOLVED: That pursuant to California Streets and Highways Code section 36534(b), the City Clerk is directed to give notice of the Public Hearing by causing the Resolution of Intention to be published once in a newspaper of general circulation in the City of Oakland not less than seven days before the Public Hearing; and be it

FURTHER RESOLVED: That at the Public Hearing the testimony of all interested persons for or against the proposed assessments will be heard, and written and oral protests may be made in the form and manner provided by Sections 36524 and 36525 of the California Streets and Highways Code as follows:

1. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
2. Every written protest shall be filed with the Clerk at or before the time fixed for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
3. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City of Oakland as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business.
4. A written protest which does not comply with the requirements stated above shall not be counted in determining a majority protest.
5. If written protests are received from the owners of businesses in the District who will pay 50 percent or more of the assessments proposed to be levied, and protests are not withdrawn so as to reduce the protests to less than that 50 percent, the proposed assessment shall not be levied.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROWN, FIFE, GALLO, HOUSTON, RAMACHANDRAN, UNGER, WANG AND
PRESIDENT JENKINS

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

ASHA REED
City Clerk and Clerk of the Council of the
City of Oakland, California

3444639v1/PS

Wednesday, September 3, 2025



BID Annual Reporting

The Business Development Division of the City of Oakland’s Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY24: January 1, 2024 – December 31, 2024) and planned activities for the current calendar year (CY25). This report will summarize your BID’s programs and impacts for CY24, ensure transparency regarding funding sources and expenditures, provide updates on your Board and management team, and contribute to aggregated data on BID activities and impacts across Oakland. Your submission, including details on past accomplishments and future plans, will help the City evaluate and support the collective efforts of Oakland’s BIDs.

BID Name Montclair Village Association

Contact Person and Information regarding Annual Reporting

This will not be shared publicly, but rather needed for City of Oakland staff, in case of follow up questions or incomplete submissions

Name of person filling out the Annual Report Daniel Swafford

Email [Redacted]

Phone Number [Redacted]

General Information & District Composition

Are you a Property-based BID or Business-based BID? Business-Based BID

Number of Full Time Equivalent (FTE) paid staff members employed by your BID? (Including in-house and contracted) Please do not double-count staff members in multiple of the following categories.

	Number of FTE
General/Admin Staff	.75
Cleaning Ambassadors/workers	.25
Public Safety Officers/Security Ambassadors	.2
Hospitality/Business Outreach Ambassadors	.1
Other Seasonal/Part-time staff	.5

	Number of FTE
Volunteers (not counting your board members)	5

How many businesses in your BID? 220

Approximately how many residents in your BID? 500

Approximately how many occupied storefronts in your district? 100

Approximately how many vacant storefronts in your district? 0

Cleaning

Does your BID provide any supplemental cleaning services? (If you are unsure which services qualify as supplemental cleaning, check "yes" to view the list.)

Yes

Is there a workforce development component to the hiring and/or training of your cleaning staff? (either in-house or with a partner organization)

Peralta Services

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Power Washing

Graffiti removal - public property

Graffiti removal - private property

Gum, sticker and Flyer Removal

Street furniture and trashcan maintenance and sanitization

Landscaping services and plant watering

Event-related Waste/recycling/compost sorting/collection

Illegal dumping removal

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2024 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	60
Number of bags of trash collected	105
Pounds of trash collected (if you measure trash in pounds not bags)	0
Number of Incidents of illegal dumping removed	20
Number of 311 requests made	50
Number of hours of pressure washing	10
Number of stickers/posters removed	50

Which usernames, emails do you make 311 requests from? (please specify as many as you can)

Daniel Swafford daniel@montclairvillage.com; Leslie Neel districtambassador2022@gmail.com

Number of days per week cleaning services are provided (1-7 days/wk)

2

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc)

12

Safety Services

Does your BID provide any supplemental safety services? (If you are unsure which services qualify as supplemental safety, check "yes" to view the list.)

Yes

Is there a workforce development component to the hiring and/or training of your safety staff? (either in-house or with a partner organization)

No

What types of work are done by your safety staff?

Installing security cameras

Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors

Coordination with OPD

Hotline for visitors, merchants, residents to call to request immediate assistance

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2024 by your BID: (total per year, NOT per week or month)

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	400
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	605
Number of merchant checks	400
Number of 911 calls made by the BID	12
Number of non-emergency calls made by the BID	30
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2024	62
Number of new cameras installed in new locations in 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	55
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	350

Do you provide Safety patrol services throughout the year or just during the holidays/as needed?

Throughout the year

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2025

0

Does your BID provide any supplemental streetscape/beautification services? (If you are unsure which services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

Yes

What types of streetscape/beautification work are done by your BID? (including contracted and in house work)

- Install/maintain planters and/or hanging baskets
- Maintain tree wells
- Install / maintain banners on street/light poles
- Install pedestrian-oriented lighting (including stand-alone light poles and lights on private buildings that illuminate the public right of way)
- Install/maintain public plazas
- Install/maintain public art pieces

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2024 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2024	32
Number of new planters and/or hanging baskets installed in new locations in 2024	0

	Number
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2024	80
Number of new tree wells installed in new locations in 2024	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2024	55
Number of new banners installed in 2024	0
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2024	5
Number of new pedestrian-oriented lighting elements installed in new locations in 2024	4
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2024	0
Number of new Big Belly trash cans installed in new locations in 2024	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2024	1
Number of new public plazas added in 2024	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2024	43
Number of new public art pieces installed in 2024	1

Does your BID provide any supplemental Marketing, Events and Communications services?(If you are unsure which services qualify as supplemental marketing, events and communications services, check "yes" to view the list.)

Yes

What types of marketing and communications work are done by your BID? (including contracted and in house work)

Print news advertising (e.g. EBX, East Bay times, etc.)

Digital advertising (e.g. Oaklandside, Google, etc.)

Social media advertising (e.g. promoted posts and/or Facebook, Instagram ad campaigns, partnering with influencers, etc.)

Social media posts (non-promoted)

Physical advertising (billboards, bus shelters, BART stations, etc.)

Flyers & posters

Email newsletters

Publish press releases

What types of Events and District Promotions work are done by your BID? (including contracted and in house work)

Produce BID events

Sponsor/in-kind support to events produced by businesses and non-BID entities in the District

Maintain Event calendar on BID website

Input (non-BID) events in District onto BID/Visit Oakland event calendar

Produce District Guides/maps (including digital or printed)

What types of social media platforms does your BID actively use?

Facebook

Instagram

For each of the following platforms you actively use, how many subscribers/followers do you have?

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	3700	48	58191	3556
Facebook	3500	170	222000	4800
Instagram	2500	170	41800	3000
Twitter	0	0	0	0
Tiktok	0	0	0	0
WhatsApp	0	0	0	0
YouTube	0	0	0	0

What is the average email open rate in 2024 as a percentage?

57

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2024 by your BID:

	Number
Number of events produced by the BID	6
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	61
Amount (\$\$) of Event sponsorship provided in 2024	0
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	75000

Business Support

Does your BID provide any supplemental Business Support services? (If you are unsure which services qualify as supplemental Business Support services, check "yes" to view the list.)

Yes

- What kinds of initiatives did your BID implement to support existing businesses in your district
- Information Sessions on federal/state/city regulations or programs
- Social Events (e.g. networking events, meet & greets, sector meet-ups)
- In-person Merchant outreach & contacts

Business Support Outputs & Operations

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	435
Number of business support events coordinated by or supported by the BID for your businesses in 2024	4
Annual total number of your business attendees at business support events coordinated by or supported by the BID	24

BID 2024 Accomplishments & Plans for 2025

Please list out the BID's top accomplishments from 2024, as well as note-worthy new projects, services and plans for 2025. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2024 (List at least three, and up to ten)

Accomplishment/New activity description
Produced the Taste of Montclair Village (formerly Restaurant Walk) in April with offerings from 35 restaurants and local businesses to 300 patrons. The Montclair Beer, Wine & Music Festival (MBWMF), the MVA’s annual fundraiser, took place June 14, 2025. The MBWMF welcomed 3,000 Oaklanders to the Village to raise funds for community events with a main stage featuring live music as well as 25 vendors.
Hosted two holiday events–Halloween Fun which kicked off with a morning costume Fun Run on the Montclair Railroad Trail, followed by entertainment on The Plaza with crafts, balloon animals, face-painting and pumpkin giveaways. The MVA supplied children with branded reusable bags, and merchants gave out treats for a safe, fun Halloween outing complete with live music and entertainment. In December, the MVA hosted a Holiday Stroll in the village with live music, a Holiday Tunes DJ, dancing Christmas Trees, photos with Santa, family fun zone for children, crafts and over 50 participating merchants and vendors.
Supported a vibrant and active destination Village Farmers Market every Sunday, year-round, bringing a regular flow of area residents into Montclair to shop. A booth space is reserved for any MVA merchant or associate member to utilize to promote their business. Worked with Urban Village Farmers Market Association to foster health safety measures at the open air market.
Maintained rooftop outdoor class space at the Montclair Parking Garage for merchants to hold outdoor classes including fitness, yoga movement and dance.
Held monthly MVA Board of Directors meetings where merchants and residents have a forum to express concerns, seek answers or just observe how the Association operates.
Refreshed street pole banners (55) with new banners and branding. Maintained and repaired the rooftop lighting program encompassing 9 blocks of the district and added decorative lighting to 4 street pole locations on Antioch plaza.
In addition to advertising in the Oakland Inspiration Guide, the MVA boosted social media output to promote MVA businesses and encourage the public to strengthen their Shop Local ~ Shop Montclair value commitment. Emailed targeted holiday newsletters and Village Shopping & Dining Guides newsletters to MVA subscribers to publicize monthly holidays sales and events.

Accomplishment/New activity description
The Montclair Village Parking Garage continues with the use of the ParkMobile app that allows visitors to pay using a smartphone. This program has paved the way for adoption at other City of Oakland garages and lots, and the MVA has provided guidance and advice to City staff and operators. A survey conducted of garage patrons resulted in 92% of respondents satisfied with services provided.
Expanded the Montclair Cares Club, growing mentor donors that provide resources for public safety and cultural arts events.
Covering the 2023/2024 holiday shopping season, the holiday Safety Ambassador program placed walking security during the day along with overnight patrols resulting in a 40% reduction of incidents compared to the previous year.

New programs/activities planned for 2025 calendar year that the BID didn't do in 2024 (List at least three, and up to ten)

New program/activity description
Work with Oakland Recycles to educate food providers on reusable dine-in requirements.
Partner with Stop Waste and Okapi to introduce reusables to local cafes and juice shops.
Renew, and expand, the Holiday Safety Ambassadors program.
Update and improve rooftop lighting program.
Host business mixers: Listening sessions with Mayor Lee and Oakland leadership as well as Business resources with Waste Management
Expanding the Taste of Montclair Village to incorporate more partnerships with non-food merchants.
Introduce Picnic on the Plaza Concert Series - Activate the Antioch Court plaza with live music, tables and chairs for outdoor dining and kids activities on three dates in the spring.
Scale back the overall footprint of the annual Holiday Stroll in order to encourage more direct engagement between patrons and merchants. Implement a passport for patrons to bring business into MVA merchants and promote holiday shopping in the Village.

BID Financials

2024 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2024 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2024 line-item detailed budget versus actuals document here:

 Board Approved 02-26-2025 MVA 20... .xlsx

Please provide the Surplus or Deficit amount from the previous calendar year of 2024 that was carried over into 2025. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

\$27,773.00 Reserve funds for unpredictable BID assessment collections.

2025 Budget

Provide a line-item detailed budget of projected expenses and revenues for the current calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan. The budget you provide should be approved by your Board of Directors upon time of submission. If not, please note the budget as draft and alert City staff to determine next steps.

2026 Budget

Provide a line-item detailed budget of projected expenses and revenues for the current calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan. The budget you provide should be approved by your Board of Directors upon time of submission. If not, please note the budget as draft and alert City staff to determine next steps.

Upload your BID's 2026 line-item detailed budget document here, as approved by your BID's Board of Directors:

 Board Approved 02-26-2025 MVA 20... .xlsx

For the 2026 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
40000	Individual Charitable Contributions
120000	Fundraising Events
10000	Grants
2500	Interest

Will the BID be requesting an annual assessment rate increase for the upcoming calendar year of 2026?

Yes

What is the proposed assessment increase for Calendar Year 2026?

6000

Please provide the date of the board meeting when this assessment was approved, and describe how this decision was communicated to the BID members:

Public notice and email to all merchants. At the February 26, 2025 board meeting motion passed for BID Assessment increase of 5% for 2026 and each year resulting in net increase to revenue ~\$6K

What is the projected total assessment amount to be billed in this upcoming calendar year of 2026?

121000

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming calendar year of 2026?

No changes proposed

Board of Directors Roster 2024/2025
(list all directors that served anytime
during 2024 or 2025

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Virginia Davis	Business Owner/Rep	Yellow Door	President	Current
Tom Revelli	Business Owner/Rep	Montclair Sports Tennis & Pickleball	Treasurer	Current
Darla Brezac	Business Owner/Rep	FM Bank	Secretary	Current
Marissa Betts	Property Owner/Rep	Ken Betts Company	Director	Current
Mia Honore	Business Owner/Rep	CRUfit	Director	Current
Sailesh Patel	Business Owner/Rep	Annie’s Hallmark	Director	Current
Sean Parkin	Business Owner/Rep	City Health	Director	Current
David Petlin	Business Owner/Rep	Flair Travel	President	Past
Teresa Herekin	Business Owner/Rep	Pelago	VP	Past
Winter Williams	Property Owner/Rep	Winter Williams Presents	Director	Past
Pat Benson	Business Owner/Rep	Mix Montclair	VP	Past

MONTCLAIR VILLAGE ASSOCIATION
BOARD APPROVED FEBRUARY 26, 2025
BUDGET

Submitted with Annual Report to City of Oakland 9/3/25

	2024 Budget	2024 Actual	2025 Budget	2026 Budget	2024 Notes	2023 Notes	2025 Notes
Sources							Budget approved by MVA Board February 26, 2025
BID Assessments	\$ 93,700	\$ 114,599	\$ 115,500	\$ 121,000	less 3% for COO proces	Substantial Past-Due co	\$98,600 (2024 + 5% increase on assessments) less 3% for COO processing fees
Total Non-BID Sources of Funds	\$ 85,000	\$ 170,004	\$ 170,000	\$ 170,000			
Fundraising Events	\$ 55,000	\$ 130,199	\$ 120,000	\$ 120,000	Event total revenue; see	Event total revenue; see	Event total revenue; see expenses below
Individual Charitable Contribuions	\$ 20,000	\$ 22,805	\$ 40,000	\$ 40,000	Cares Club Proceeds	A Mural project amounts	A Mural project amounted to \$18K donations
Grants	\$ 10,000	\$ 17,000	\$ 10,000	\$ 10,000	Private Business Grant	City of Oakland Safety Infrastructure and Shop Safe grants	
Interest		\$ 3,902	\$ 2,500	\$ 2,500			
Total Sources of Funds	\$ 178,700	\$ 284,603	\$ 285,500	\$ 291,000			
50% BID Assessments	\$ 28,110	\$ 57,299	\$ 57,750	\$ 60,500			
Non-BID Funds Allocated to PROW	\$ 15,000	\$ 36,250	\$ 50,000	\$ 50,000			Anticipating growing security demand
Total Economic Restructuring/PROW Income	\$ 43,110	\$ 93,549	\$ 107,750	\$ 110,500			
Project Management	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000			
Area & Planter Maintenance	\$ 12,000	\$ 14,608	\$ 14,000	\$ 14,000		New Plants	
Security	\$ 20,500	\$ 43,148	\$ 55,000	\$ 55,000	Cares Club funded 6 w	Shop Safe + Holiday Security	
Security Camera Program	\$ 5,000	\$ 1,685	\$ 5,000	\$ 5,000	Camera install deferred	Safety Infrastructure Grant	
Public Improvement Design Services							
Equipment Rentals	\$ 1,000	\$ -	\$ 1,000	\$ 1,000			
Pedestrian Lighting/ Holiday Décor	\$ 18,000	\$ 13,635	\$ 18,000	\$ 18,000			
Banners	\$ 15,000	\$ 13,604	\$ 1,000	\$ 1,000		new banners expensed in 2024	
Public Art		\$ 1,869	\$ 3,000	\$ 3,000		Non Assement Funds [Individual Contributions]	
Total Economic Restructuring/PROW Expenses	\$ 76,500	\$ 93,549	\$ 102,000	\$ 102,000			
Economic Restructering/PROW Income - Expenses	\$ (33,390)	\$0	\$ 5,750	\$ 8,500			
20% BID Assessments	\$ 37,480	\$ 22,920	\$ 23,100	\$ 24,200			
Non-BID Funds Allocated to District Identity	\$ 55,000	\$ 106,066	\$ 100,000	\$ 100,000			
Total Promotions and Design (District Identity) Income	\$ 92,480	\$ 128,986	\$ 123,100	\$ 124,200			
Project Management/PR	\$ 21,000	\$ 35,000	\$ 35,000	\$ 35,000			
Events and Event Marketing							
Restaurant Walk	\$ 4,500	\$ 8,071	\$ 4,500	\$ 4,500	Revenue neutral or posi	Revenue neutral or posi	Revenue neutral or positive
Art Walk	\$ 500	\$ 245	\$ 500	\$ 500	Revenue neutral or posi	Revenue neutral or posi	Revenue neutral or positive
Beer, Wine and Music Festival	\$ 18,000	\$ 45,871	\$ 50,000	\$ 50,000	Revenue neutral or posi	Revenue neutral or posi	Revenue neutral or positive
Montclair Outdoor Movie Nights	\$ 500	\$ 500	\$ 500	\$ 500	Revenue neutral or posi	returning in 2023	returning in 2023
Farmer's Market	\$ 500	\$ 500	\$ 500	\$ 500			
Halloween - Trick-or-Treat	\$ 500	\$ 7,741	\$ 500	\$ 500			
Holiday Stroll	\$ 5,000	\$ 19,258	\$ 15,000	\$ 15,000	Cares Club funded + Sponsored		
Advertising & Design Services - Ads, Website	\$ 4,000	\$ 4,800	\$ 4,000	\$ 5,000			
Social Media Marketing (inc above)							
Marketing Booth Fees/Staffing/ Merchant Mixers	\$ 5,000	\$ 7,000	\$ 6,000	\$ 6,000		Non Assement Funds [C	Non Assement Funds [Cares Club]
Total Promotions and Design (District Identity)	\$ 59,500	\$ 128,986	\$ 116,500	\$ 117,500			
Promotions and Design (District Identity) Income -	\$ 32,980	\$0	\$ 6,600	\$ 6,700			
30% BID Assessments	\$ 28,110	\$ 34,380	\$ 34,650	\$ 36,300			
Non-BID Funds Allocated to Organization/Administration	\$ 10,000	\$ 21,565	\$ 20,000	\$ 20,000			
Total Organization/Administration Income	\$ 38,110	\$ 55,945	\$ 54,650	\$ 56,300			
District Management/Assistants	\$ 28,400	\$ 42,550	\$ 34,000	\$ 34,000			
Office Rent & Storage	\$ 6,888	\$ 6,888	\$ 6,888	\$ 6,888		2023 rent increase	
Office Supplies	\$ 300	\$ 336	\$ 800	\$ 800			
Bank Fees Minus Interest	\$ 200	\$ -	\$ 250	\$ 250			
Postage/Box Rental	\$ 200	\$ 82	\$ 200	\$ 200			
Accounting/Filing Fees/Licenses	\$ 1,200	\$ 1,400	\$ 1,500	\$ 1,500			
Meeting Supplies Expenses	\$ 300	\$ 1,182	\$ 300	\$ 300			
Insurance	\$ 1,255	\$ 1,755	\$ 2,000	\$ 2,000		Add'l event insurance	Add'l event insurance
Dues/Subscriptions/Memberships	\$ 50	\$ 50	\$ 50	\$ 50	Oakland Chamber	Oakland Chamber	Oakland Chamber
Utilities/Phone/Web/Internet Service	\$ 1,050	\$ 1,351	\$ 1,050	\$ 1,050			
Computer/Software - Upgrades	\$ 300	\$ 351	\$ 3,000	\$ 3,000			Web Site Rebuild
Total Organization/Administration Expenses	\$ 40,143	\$ 55,945	\$ 50,038	\$ 50,038			

Organization/Administration Income - Expenses	\$ (2,033)	\$ (0)	\$ 4,612	\$ 6,262			
Total Income	\$ 178,700	\$ 284,603	\$ 285,500	\$ 291,000			
Total Expenses	\$ (176,143)	\$ (278,480)	\$ (268,538)	\$ (269,538)			
Carryforward/Reserve	\$ 20,216	\$ 22,773	\$ 28,896	\$ 45,858			
Net	\$ 22,773	\$ 28,896	\$ 45,858	\$ 67,320			I