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2019 JUN 13 PM 3:50

## AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Mark Sawicki  
Director, EWD

**SUBJECT:** Property BID Annual Reports And  
Assessment Payment Approval

**DATE:** June 3, 2019

City Administrator Approval

Date:

6/13/19

### RECOMMENDATION

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

- 1) The City Council Adopt A Resolution (A) Approving The Fiscal Year 2018-19 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 Advisory Boards; (B) Confirming The Continuing Annual Assessment For Each Said District For Fiscal Year 2019-20; And (C) Authorizing Payment Of The City's Cumulative Fiscal Year 2019-20 Fair Share Assessment In An Approximate Amount Of \$284,441.38 For City-Owned Properties In The Fruitvale District, The Jack London District, The Temescal District, The Koreatown District 2017, The Downtown Oakland Community Benefit District 2018, And The Lake Merritt-Uptown Community Benefit District 2018; AND
- 2) The Oakland Redevelopment Successor Agency (ORSA) Governing Body Adopt a Resolution Authorizing Payment Of ORSA's Cumulative Fiscal Year 2019-20 Fair Share Assessment In An Approximate Amount Of \$4,565.49 For Three Oakland Redevelopment Successor Agency-Owned Properties In The Koreatown/Northgate Community Benefit District 2017, The Downtown Oakland Community Benefit District 2018, And The Lake Merritt-Uptown Community Benefit District 2018.

Item: \_\_\_\_\_  
CED Committee  
June 25, 2019

## **EXECUTIVE SUMMARY**

Pursuant to local enabling legislation (Ordinance No. 12190 C.M.S., 1999), City Council-appointed advisory boards for each property-based Business Improvement District (BID), also known as Community Benefit Districts (CBDs), must submit annual reports to the City for review and approval. The reports include any proposed changes to the boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year (FY), an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment. Adoption of the proposed resolution would approve the FY 2018-19 annual reports for the Fruitvale BID, the Lakeshore BID, the Jack London Improvement District, the Temescal BID, the Laurel BID, and the Koreatown/Northgate CBD; confirm the continuing annual assessment for each district for FY 2019-20; and authorize payment of a cumulative fair share assessment of approximately \$284,441.38 on City property located within the above districts as well as within the Downtown Oakland CBD and Lake Merritt CBD. Adoption of the proposed Oakland Redevelopment Successor Agency resolution would authorize payment of a cumulative fair share assessment of approximately \$4,565.49 on ORSA property located in the Koreatown CBD, the Downtown Oakland CBD, and the Lake Merritt CBD.

In FY 2019-20 the above special assessment districts will collectively generate an estimated \$6,465,326 of special assessment revenues: \$414,425 from the Fruitvale BID; \$172,340 from the Lakeshore BID; \$1,051,446 from the Jack London Improvement District; \$567,894 from the Temescal BID 2015; \$207,940 from the Laurel BID; \$594,508 from the Koreatown CBD; \$1,957,794 from the Downtown Oakland CBD; and \$1,498,979 from the Lake Merritt CBD.

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

The FY 2018-19 annual reports indicate no changes to the boundaries of any of the districts or to the original method and basis of levying the assessments; however, the Fruitvale BID, Lakeshore BID, Jack London Improvement District, Laurel BID, Temescal BID, and Koreatown CBD advisory boards are requesting an allowable five percent increase to the assessments for FY 2019-20.

## **BACKGROUND / LEGISLATIVE HISTORY**

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

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

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

- The Fruitvale BID on July 19, 2011, pursuant to Resolution No. 83500 C.M.S.
- The Lakeshore BID on July 17, 2012, pursuant to Resolution No.84004 C.M.S.
- The Jack London BID, July 16, 2013, pursuant to Resolution No. 84534 C.M.S.
- The Temescal BID, July 29, 2014, pursuant to Resolution No. 85148 C.M.S.
- The Laurel BID, July 7, 2015, pursuant to Resolution No. 85682 C.M.S.
- The Koreatown CBD, July 18, 2017. Pursuant to Resolution No. 86864 C.M.S.
- The Downtown Oakland CBD, July 24, 2018, pursuant to Resolution No. 87323 C.M.S.
- The Lake Merritt-Uptown CBD, July 24, 2018, pursuant to Resolution No. 87324 C.M.S.

Each district was formed for a 10-year term.

### **ANALYSIS AND POLICY ALTERNATIVES**

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

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

If City Council chooses to postpone approval of the BID FY 18-19 annual reports, then requested increases to FY 19-20 assessments will not be possible. This is because assessment rolls revised to include increases to the FY 19-20 assessments must be submitted to the County no later than August 2019 to be included in the FY 19-20 property tax bills.

### **FISCAL IMPACT**

Since BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BIDs other than payment of fair share assessments on City and ORSA property located within the districts (\$284,441.38 and \$4,565.49, respectively). Details of those payments appear below.

Given the approximate \$6,176,319.13 of private funds that will be leveraged, the above City and ORSA payments may be considered a reasonable and productive expenditure of public funds.

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

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

**Table 1: List of City and ORSA properties subject to FY 2019-20 BID Assessment Levies**

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Downtown Oakland	2-97-45	City	1327 Broadway	\$ 4,048.85	3
Downtown Oakland	3-65-9-2	City	250 Frank H. Ogawa Plz	\$ 25,474.65	1
Downtown Oakland	3-67-2	City	City Hall Plz	\$ 10,772.66	1
Downtown Oakland	3-67-3	City	1 Frank H Ogawa Plz	\$ 17,919.86	1
Downtown Oakland	3-67-4	City	1414 Clay (Garage)	\$ 10,769.39	1
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz	\$ 24,826.55	1
Downtown Oakland	8-620-9-3	City	524 16 <sup>th</sup> St	\$ 1,961.15	3
Downtown Oakland	8-641-8-5	City	540 17 <sup>th</sup> St (Oakland Ice Center)	\$ 25,468.60	4
Downtown Oakland	1-199-1	City	620 Washington (Police Admin Bldg)	\$ 30,222.10	1
Downtown Oakland	2-98-1	City	Clay St (Scotlan Convention Ctr)	\$ 30,113.51	1
Downtown Oakland	2-97-39	City	11 <sup>th</sup> St (T 5/6 Development Site)	\$ 4,106.67	1
Downtown Oakland	2-97-40	City	11 <sup>th</sup> St (T 5/6 Development Site)	\$ 3,032.95	1

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Fruitvale	25-722-26	City	Josie de la Cruz Park	\$ 8,517.90	1
Fruitvale	33-2130-35-2	City	3510 International Blvd.	\$ 824.48	1
Fruitvale	33-2135-26-2	City	Foothill Blvd	\$ 5,025.69	1
Fruitvale	32-2084-51	City	3600 Foothill Blvd	\$ 1,084.85	1
Fruitvale	32-2115-37-1	City	3566 Foothill Blvd	\$ 667.85	1
Fruitvale	25-719-7-1	City	3050 International Blvd	\$ 3,320.07	1
Fruitvale	32-2084-50	City	3614 Foothill Blvd	\$ 510.30	2
Fruitvale	32-2115-38-1	City	3550 Foothill Blvd	\$ 1,214.30	2
Koreatown	8-648-16-3	City	2100 Telegraph	\$ 4,004.83	1
Koreatown	9-684-5-1		404 26 <sup>th</sup> Street	\$ 697.00	1
Lake Merritt	8-623-6-1	City	1731 Franklin (Franklin St Garage)	\$ 18,073.93	1
Lake Merritt	8-635-1	City	274 19 <sup>th</sup> St (Snow Park)	\$ 20,392.75	1
Lake Merritt	8-649-5	City	2025 Broadway (Paramount Theater)	\$ 8,188.08	1
Lake Merritt	8-655-6	City	Grand Ave (foot of Valdez)	\$ 1,808.89	1
Lake Merritt	10-768-4	City	200 Grand Ave (Veterans Memorial Bldg)	\$ 10,122.04	1
Lake Merritt	8-673-1	City	2500 Broadway (Plaza)	\$ 1,211.56	1
Lake Merritt	8-716-58	City	1911 Telegraph (Vacant)	\$ 7,998.16	3
Temescal	14-1219-3	City	5205 Telegraph Ave (Temescal Library)	\$ 1,909.15	1
Jack London	18-425-4-1	City	Embarcadero	\$ 152.61	1
			<b>CITY TOTAL</b>	\$ \$284,441.38	
Downtown Oakland	2-1010-1	ORSA	989 Franklin	\$ 2,604.27	5
Koreatown	8-649-10	ORSA	2016 Telegraph Ave	\$ 743.38	6
Lake Merritt	8-649-9	ORSA	490 Thomas L. Berkeley Way	\$ 1,217.84	6

			<b>ORSA TOTAL</b>	\$ 4,565.49	
			<b>GRAND TOTAL</b>	\$289,006.87	

\*See below table for corresponding Fund Source Numbers.

Funds to pay FY 2019-20 assessments on City and ORSA properties include a combination of the following funding sources in the approximate amounts shown in **Table 2** below:

**Table 2: List of Funding Sources for Payment of FY 2019-20 BID Assessments on City and ORSA Properties:**

Fund Source No.	Coding Block	Amount
1	General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50)	\$243,240.02
2	Central City East TA Bonds Series 2006A-T (Taxable) Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments Account (53511)/ CCE Land Acquisition Project (1000151)/Central City East Program (SC18)	\$ 1,724.60
3	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13).	\$ 14,008.16
4	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13);	\$ 25,468.60
5	SRA Unrestricted Land Sales Proceeds Fund (9711)/Central District Redevelopment Organization (85245)/Rental: Miscellaneous Account (53219)/88 Franklin Garage - ROPS 84 Project (1001359)/Oakland Redevelopment Successor Agency Program (ORSA)	\$ 2,604.27
6	SRA Redevelopment Planning Fund (9708)/OSRA General Operations Organization (95911)/Contract Contingencies Account (54011)/DPCIP Administrative Project (1000023)/Oakland Redevelopment Successor Agency Program (ORSA).	\$ 1,961.22

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

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

Regarding collection of the assessments, the City Treasury Division will directly bill tax exempt entities, not on the County Assessor's property tax roll. For taxable entities, the County of Alameda will add the assessment as a line item to the annual property tax bill of each affected property owner and remit the amount collected to the City, less the County's collection fee of approximately 1.7 percent of total assessments billed. The City, in turn, will disburse the funds to the district, less a one percent City cost recovery administrative fee to be deposited into the General Purpose Fund (1010) primarily to offset the cost of staffing support from the City's Finance Management Bureau and the Economic and Workforce Development Department. This administrative fee is pursuant to written agreements between the City and each applicable district's designated non-profit management corporation.

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

### **PUBLIC OUTREACH / INTEREST**

For the City Council to adopt the proposed resolutions, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform outreach necessary to secure advisory board consensus sufficient to generate the proposed annual reports and proposed FY 2019-20 district budgets (contained in **Exhibit A** to the proposed City resolution).

### **COORDINATION**

The City Budget Bureau of the Finance Management Department and the Office of the City Attorney were consulted in the preparation of this report and/or its attachments and exhibits.

**SUSTAINABLE OPPORTUNITIES**

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

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

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



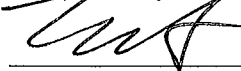
**ACTION REQUESTED OF THE CITY COUNCIL**

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

- 1) The City Council Adopt A Resolution (A) Approving The Fiscal Year 2018-19 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 Advisory Boards; (B) Confirming The Continuing Annual Assessment For Each Said District For Fiscal Year 2019-20; And (C) Authorizing Payment Of The City's Cumulative Fiscal Year 2019-20 Fair Share Assessment In An Approximate Amount Of \$284,441.38 For City-Owned Properties In The Fruitvale District, The Jack London District, The Temescal District, The Koreatown District 2017, The Downtown Oakland Community Benefit District 2018, And The Lake Merritt-Uptown Community Benefit District 2018; AND
  
- 2) The Oakland Redevelopment Successor Agency (ORSA) Governing Body Adopt a Resolution Authorizing Payment Of ORSA's Cumulative Fiscal Year 2019-20 Fair Share Assessment In An Approximate Amount Of \$4,565.49 For Three Oakland Redevelopment Successor Agency-Owned Properties In The Koreatown/Northgate Community Benefit District 2017, The Downtown Oakland Community Benefit District 2018, And The Lake Merritt-Uptown Community Benefit District 2018.

For questions regarding this report, please contact Maria Rocha, BID Program Coordinator, at 510-238-6176.

Respectfully submitted,



MARK SAWICKI

Director, Economic and Workforce Development

Reviewed by:

Micah Hinkle,

Deputy Director/Business Development Manager

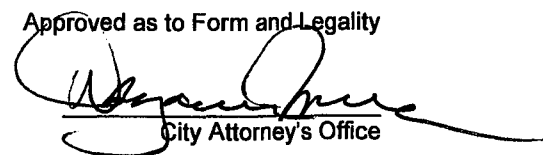
Prepared by:

Maria Rocha, BID Program Coordinator

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2019 JUN 13 PM 3:51

Approved as to Form and Legality



City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

**RESOLUTION (A) APPROVING THE FISCAL YEAR 2018-2019 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 ADVISORY BOARDS; (B) CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH SAID DISTRICT FOR FISCAL YEAR 2019-2020; AND (C) AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2019-2020 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF \$284,441.38 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-APTOWN DISTRICT**

**WHEREAS**, the City of Oakland Business Improvement Management District (BIMD) Ordinance allows for the formation of business improvement management districts (Chapter 4.48, Ordinance 12190. 1999); and

**WHEREAS**, affected property owners petitioned to form the Fruitvale Property Business Improvement District of 2011 ("Fruitvale BID"), the Lakeshore/Lake Park Business Improvement Management District of 2012 ("Lakeshore BID"), the Jack London Improvement District ("Jack London BID"), the Temescal/Telegraph Business Improvement District 2015 ("Temescal BID"), the Laurel Business Improvement District 2015 ("Laurel BID"), the Koreatown/Northgate Community Benefit District 2017 ("Koreatown CBD"), the Downtown Oakland Community Benefit District 2018 ("Downtown Oakland CBD"), and the Lake Merritt-Uptown Community Benefit District 2018 ("Lake Merritt CBD") (together, the "Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

**WHEREAS**, the Plans provide for enhanced services such as new security, crime prevention, beautification, parking resolution, sidewalk sweeping, economic development, lighting, and marketing activities with the intent of creating a positive atmosphere in the District areas (as more specifically identified in their respective Plans); and

**WHEREAS**, the Plans were prepared in accordance with the provisions of the law overseeing the formation of the Districts as referenced above, and have been filed with the City; and

**WHEREAS**, pursuant to the requirements of the law the Districts were established as follows:

- the Fruitvale BID on July 19, 2011 pursuant to Resolution No. 83500 C.M.S.; and
- the Lakeshore BID on July 17, 2012 pursuant to Resolution No. 84004 C.M.S.; and
- the Jack London BID on July 16, 2013, pursuant to Resolution No. 84534 C.M.S.; and
- the Temescal BID on July 29, 2014, pursuant to Resolution No. 85148 C.M.S.; and
- the Laurel BID, July 7, 2015, pursuant to Resolution No. 85682 C.M.S.; and
- the Koreatown CBD, July 18, 2017, pursuant to Resolution No. 86864 C.M.S.; and
- the Downtown Oakland CBD, July 24, 2018, pursuant to Resolution No. 87323 C.M.S.; and
- the Lake Merritt CBD, July 24, 2018, pursuant to Resolution No. 87324; and

**WHEREAS**, the FY 2018-2019 Annual Reports (attached in *Exhibit A*) have been prepared by the Fruitvale BID, Lakeshore BID, Jack London BID, Temescal BID, Laurel BID and Koreatown CBD District Advisory Boards and filed with the City Clerk; and

**WHEREAS**, the FY 2018-2019 Annual Report for the Fruitvale BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2019-2020 for the Fruitvale BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2018-2019 Annual Report for the Lakeshore BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2019-2020 for the Lakeshore BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2018-2019 Annual Report for the Jack London Improvement District includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2019-2020 for the Jack London Improvement District, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2018-2019 Annual Report for the Temescal BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2019-2020 for the Temescal BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2018-2019 Annual Report for the Laurel BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2019-2020 for the Laurel BID, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the FY 2018-2019 Annual Report for the Koreatown CBD includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2019-2020 for the Koreatown CBD, which is within the maximum annual assessment increase set forth in the approved plan; and

**WHEREAS**, the City Council desires to approve and confirm the FY 2018-2019 Annual Reports, and the continuing annual assessments for the Districts for fiscal year 2019-2020; and

**WHEREAS**, the City owes a cumulative fiscal year 2019-2020 fair share assessment of \$284,441.38 for the following City-owned properties:

**Table 1: List of City properties subject to FY 2019-2020 BID Assessment Levies**

<b>District</b>	<b>APN</b>	<b>Site Description</b>	<b>Annual Assessment</b>
Downtown	2-97-45	1327 Broadway	\$ 4,048.85
Downtown	3-65-9-2	250 Frank H. Ogawa Plz	\$25,474.65
Downtown	3-67-2	City Hall Plaza	\$10,772.66
Downtown	3-67-3	1 Frank H. Ogawa Plaza	\$17,919.86
Downtown	3-67-4	1414 Clay (Garage)	\$10,769.39
Downtown	8-619-8-1	150 Frank H. Ogawa Plaza	\$24,826.55
Downtown	8-620-9-3	524 16 <sup>th</sup> St	\$ 1,961.15
Downtown	8-641-8-5	540 17 <sup>th</sup> St (Ice Center)	\$25,468.60
Downtown	1-199-1	620 Washington (Police Admin Bldg)	\$30,222.10
Downtown	2-98-1	Clay St (Scotlan Convention Ctr)	\$30,113.51
Downtown	2-97-39	11 <sup>th</sup> St (T 5/6 Development Site)	\$ 4,106.67
Downtown	2-97-40	11 <sup>th</sup> St (T 5/6 Development Site)	\$ 3,032.95
Fruitvale	25-722-26	Josie de la Cruz Park	\$ 8,517.90
Fruitvale	33-2130-35-2	3510 International Blvd.	\$ 824.48

Fruitvale	33-2135-26-2	Foothill Blvd	\$ 5,025.69
Fruitvale	32-2084-51	3600 Foothill Blvd	\$ 1,084.85
Fruitvale	32-2115-37-1	3566 Foothill Blvd	\$ 667.85
Fruitvale	25-719-7-1	3050 International Blvd	\$ 3,320.07
Fruitvale	32-2084-50	3614 Foothill Blvd	\$ 510.30
Fruitvale	32-2115-38-1	3550 Foothill Blvd	\$ 1,214.30
Koreatown	8-648-16-3	2100 Telegraph	\$ 4,004.83
Koreatown	9-684-5-1	404 26 <sup>th</sup> Street	\$ 697.00
Lake Merritt	8-623-6-1	1731 Franklin (Franklin St Garage)	\$ 18,073.93
Lake Merritt	8-635-1	274 19 <sup>th</sup> St (Snow Park)	\$ 20,392.75
Lake Merritt	8-649-5	2025 Broadway (Paramount Theater)	\$ 8,188.08
Lake Merritt	8-655-6	Grand Ave (foot of Valdez)	\$ 1,808.89
Lake Merritt	10-768-4	200 Grand Ave (Veterans Memorial Bldg)	\$ 10,122.04
Lake Merritt	8-673-1	2500 Broadway (Plaza)	\$ 1,211.56
Lake Merritt	8-716-58	1911 Telegraph Ave (Vacant)	\$ 7,998.16
Temescal	14-1219-3	5205 Telegraph Ave (Temescal Library)	\$ 1,909.15
Jack London	18-425-4-1	Embarcadero	\$ 152.61
		<b>CITY TOTAL</b>	<b>\$284,441.38</b>

; and

**WHEREAS**, it is possible that additional properties will be transferred to City of Oakland ownership during fiscal year 2019-2020, thus increasing the City's fair share assessments; and

**WHEREAS**, funds to pay the assessments owed by the City will be budgeted as follows:

For assessor parcel numbers 3-65-9-2, 3-67-2, 3-67-3, 3-67-4, 8-619-8-1, 1-199-1, 2-98-1, 2-97-39, 2-97-40, 25-722-26, 33-2130-35-2, 33-2135-26-2, 32-2084-51, 32-2115-37-1, 25-719-7-1, 8-623-6-1, 8-635-1, 8-649-5, 8-655-6, 10-768-4, 8-673-1, 14-1219-3 9-684-5-1, 8-648-16-3, and 18-425-4-1 funds will be budgeted in General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50).

For assessor parcel numbers 32-2084-50 and 32-2115-38-1 funds will be budgeted in Central City East TA Bonds Series 2006A-T (Taxable) Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments Account (53511)/CCE Land Acquisition Project (1000151)/Central City East Program (SC18).

For assessor parcel numbers 2-97-45, 8-620-9-3 and 8-716-58 funds will be budgeted in Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13).

For assessor parcel number 8-641-8-5 funds will be budgeted in Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13); and

**WHEREAS**, until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the Districts in Miscellaneous Trusts Fund (7999)/Treasury Operations Organization (08721)/Pass Thru Assessments Account (24224)/DP080 Administrative Project (1000007); now, therefore, be it

**RESOLVED:** That the City of Oakland does hereby find that the Advisory Boards for the Fruitvale BID, the Lakeshore BID, the Jack London BID, the Temescal BID, the Laurel BID, and the Koreatown CBD were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2018-2019 fiscal year as required by law; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Reports and the continuing annual assessments for the Fruitvale BID, the Lakeshore BID, the Jack London BID, the Temescal BID, the Laurel BID, and the Koreatown CBD for the 2018-2019 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formulas as provided for in the six Annual Reports and the Plans on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the continuing annual assessments for the Downtown Oakland CBD and the Lake Merritt CBD are hereby confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Downtown Oakland CBD and Lake Merritt CBD Plans on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Report and the continuing annual assessments for the Fruitvale BID for the 2019-2020 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Fruitvale BID Advisory Board, beginning in fiscal year 2019-2020 and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Report and the continuing annual assessments for the Lakeshore BID for the 2019-2020 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of

annual assessments recommended by the Lakeshore BID Advisory Board, beginning in fiscal year 2019-2020 and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Report and the continuing annual assessments for the Jack London Improvement District for the 2019-2020 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Jack London Improvement District Advisory Board, beginning in fiscal year 2019-2020 and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Report and the continuing annual assessments for the Temescal BID for the 2019-2020 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Temescal BID Advisory Board, beginning in fiscal year 2019-2020 and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Report and the continuing annual assessments for the Laurel BID for the 2019-2020 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Laurel BID Advisory Board, beginning in fiscal year 2019-2020 and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the FY 2018-2019 Annual Report and the continuing annual assessments for the Koreatown CBD for the 2019-2020 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Koreatown CBD Advisory Board, beginning in fiscal year 2019-2020 and the City Council does hereby levy and direct the collection of the assessments for the 2019-2020 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

**FURTHER RESOLVED:** That the proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed or modified and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law; and be it

**FURTHER RESOLVED:** That the assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plans, through a special municipal billing; and be it

**FURTHER RESOLVED:** That the boundaries of the Districts shall remain the same as specified in the Plans on file with the City Clerk and there are no changes to the boundaries or benefit zones; and be it

**FURTHER RESOLVED:** That the types of the improvements and activities proposed to be funded by the levy of assessments on property in the BIDs are those described in the Plans and the Annual Reports on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts; and be it

**FURTHER RESOLVED:** That the 2019-2020 fiscal year assessments for the Districts are as follows (including the City's fair share assessment amounts):

- Approximately \$414,425 for the Fruitvale BID; and
- Approximately \$172,340 for the Lakeshore BID; and
- Approximately \$1,051,446 for the Jack London BID; and
- Approximately \$567,894 for the Temescal BID; and
- Approximately \$207,940 for the Laurel BID; and
- Approximately \$594,508 for the Koreatown CBD; and
- Approximately \$1,957,794 for the Downtown Oakland CBD; and
- Approximately \$1,498,979 for the Lake Merritt-Uptown CBD; and be it

**FURTHER RESOLVED:** That the amount chargeable to each parcel in each District shall be as determined by the Plans and Annual Reports on file in the Office of the City Clerk; and be it

**FURTHER RESOLVED:** That the City shall pay a cumulative fiscal year 2019-2020 fair share assessment of an aggregate approximate amount of \$284,441.38 for City-owned property as more specifically described in the recitals above from the General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50) and the Central City East TA Bonds Series 2006A-T (Taxable) Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments Account (53511)/CCE Land Acquisition Project (1000151)/Central City East Program (SC18) and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13) and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13); and be it



**FURTHER RESOLVED:** That the City Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to City of Oakland ownership during fiscal year 2019-2020; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to enter into contracts and related amendments with any nonprofit corporation comprised of the assessees themselves designated by the owners through the Advisory Boards for the Districts for the security, marketing, maintenance, or other activities and improvements for the Districts, or at the request of the owners through the Advisory Boards to conduct or contract for such services and improvements as provided for in the Business Improvement Management District Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND  
PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of the  
City of Oakland, California

2773615v1

## Exhibit A

To A Resolution (A) Approving The Fiscal Year 2018-19 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 Advisory Boards; (B) Confirming The Continuing Annual Assessment For Each Said District For Fiscal Year 2019-20; And (C) Authorizing Payment Of The City's Cumulative Fiscal Year 2019-20 Fair Share Assessment In An Approximate Amount Of \$284,441.38 For City-Owned Properties In The Fruitvale District, The Jack London District, The Temescal District, The Koreatown District 2017, The Downtown Oakland Community Benefit District 2018, And The Lake Merritt-Uptown Community Benefit District 2018

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

The Lakeshore/Lake Park Avenues Business Improvement District  
3534 Lakeshore Avenue, Oakland 94610  
2018 Annual Report

1. Proposed Changes to boundaries of the BID.

None

2. Improvements and activities provided during 2018.

- 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 Guillen, 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 2019.

Services provided in 2018 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 2019..  
See attached proposed budget for 2019.

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 2019-2020. 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, one of the properties in our district, possibly two, have converted or will convert from for profit to not for profit status meaning assessments for those properties will be reduced. With the proposed 5% increase, our annual assessment rate will be \$26.985 per linear foot of frontage plus \$0.3092 per square foot. Tax exempt parcels, regardless of size, will be assessed a flat rate of \$281.14 annually.

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

We hope to carry over a surplus of approximately \$8,000.00

7. Contributions from other sources.

None.

Jim Hopkins  
President, LABID Board

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

<b>LAKESHORE/LAKE PARK BID</b>			
<b>PROPOSED BUDGET FOR 2019</b>			
Description			Amount
<b><i>Income</i></b>			
Estimated BID Collections (FY 18/19 Assessment roll total )			\$164,114.00
Carry Forward 2018 (Reserve for Nonpayment) (Interest Bearing)			\$8,000.00
Total Available Funds			\$172,114.00
<b><i>Expenses</i></b>			
Administration			(\$29,500.00)
Annual Meeting			(\$1,100.00)
Beautification	Banners	(\$2,000.00)	
	Gardeners	(\$12,824.00)	(\$14,824.00)
City (1%) & County Collections Cost (1.7%) based on \$164,114			(\$4,431.00)
Insurance			(\$1,979.00)
Maintenance: Sweepers; Steam Cleaners			(\$42,900.00)
Office Expenses			(\$2,000.00)
Professional Expenses			(\$1,200.00)
Promotions			(\$4,000.00)
Capital Improvements			(\$3,000.00)
Security			(\$70,180.00)
Total Expenses			(\$172,114.00)
Reserve For Nonpayment (Year-End Balance)			\$0.00
Total Expenditures			(\$172,114.00)

**ANNUAL REPORT FOR THE  
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK  
LONDON IMPROVEMENT DISTRICT) 2018/19  
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 2018:**

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 Program Coordinator. 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 willing to volunteer their time and skills 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:

- 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 2018:

- 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 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, Townsquared, NextDoor, and Instagram. Townsquared and Instagram are also integrated with the District website platform.
- 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 2019:

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

In 2019, Jack London Improvement District will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements through BBB as the primary service provider and 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.
- Coordinate the identification and mapping of security cameras in the District, both on private buildings and in the public right-of-way.
- 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 2018/2019:

- 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, 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
- 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, 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 2019:**

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	60	\$600,830.85
Marketing & Economic Development	13	\$130,180.02
Administration & Government/Community Relations	19	\$190,263.10
Contingency & Collection Fees	7	\$70,096.93
<b>TOTAL</b>	<b>100%</b>	<b>\$1,001,384.75</b>

**Cost for providing improvement activities in 2018**

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	60	\$511,583
Marketing & Economic Development	13	\$125,147
Administration & Government/Community Relations	19	\$167,765
Contingency & Collection Fees	7	\$65,384
<b>TOTAL</b>	<b>100%</b>	<b>\$864,879</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 2019/2020 of 5% over the 2018/2019 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 2019 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 amount of \$65,587.

**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 \$10,014 of non-BID revenues through donations and grant funding in calendar year 2019 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 2018

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

There have been no changes to the TTBID boundaries since the 2017 annual report, nor are there any future changes contemplated to the boundaries of the TTBID.

## **II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING CALENDAR YEAR 2018:**

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 BID committees by residents, businesses and property owners.
- Conducted regular email campaigns to property owners and merchants to inform them of BID activities.
- Held Annual Meeting on April 25<sup>th</sup> at Memorial Tabernacle Church in Zone 2 of the District; 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 third annual survey of stakeholder perception of the Temescal area and the BID organization to determine the BID's performance over time and guide the organizational priorities.
- Hired part-time Marketing & Program Assistant to increase organizational capacity.
- 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.
- Conduct continual outreach to the residential neighborhood through attending Temescal Neighborhood Council meetings.
- Maintain regular email campaigns to property owners and merchants to inform them of BID activities.

## **ECONOMIC DEVELOPMENT**

- Trained Temescal businesses to use the BID's website to publicize events and sales
- Supported new independent businesses through the city permitting process, like Prima Materia Wine Tasting Room.
- Conducted outreach and offered support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings.
- Met with new merchants to explain the BID's services and offer support with permitting and publicity with opening their new business.
- Initiated semi-annual informational email blasts 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.
- 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.

## **CLEAN/SAFE**

- Increased Block by Block's cleaning, maintenance, and graffiti-removal services in the district to include a full-time working Operations Manager and a two-person team working a total of 120 hours a week.
- Continued regular power washing of hot spots in district to maintain health and safety of visitors.
- Weekly watering to include 101 BID planters and 3 medians on 40<sup>th</sup> St.
- Quarterly weeding and maintenance of 40<sup>th</sup> Street medians.
- Removed 4,824 stickers, 366 pieces of graffiti, and 372 bags of trash February – July 2018.
- Monitored monthly metrics reporting BBB performance over time.
- Enhanced communication and cooperation with the OPD Community Resources Officer and Walking Officer for Temescal.
- Adjust BBB Ambassador cleaning schedule to provide presence in the evenings and weekends during the December holiday season to enhance merchant and customer security.
- Maintain strong communication and cooperation with the new OPD Community Resources Officer and Walking Officer for Temescal.
- Advocate for increased police presence in Temescal.
-

## DESIGN

- Maintained BID-branded trashcan doors through regular graffiti abatement efforts
- Assigned ownership of the BID's 83 new pedestrian lights throughout the District over to the City of Oakland.
- Partnered with and funded local artists to decorate 14 utility boxes throughout the District.
- Negotiated and signed contract to install 14 new pedestrian lights on Telegraph Ave from 40<sup>th</sup> St to West MacArthur Blvd with \$170,000 in developer contributions. Initiated construction of those 14 lights, to be completed by end of the year.
- Worked with Groundworks Design to create three draft design concepts, and completed a robust community outreach process to solicit feedback via three community meetings and an online survey with over 500 responses to create a vibrant, unique and attractive 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).
- Supported the Idora Park Project at 56<sup>th</sup> Street through lobbying elected officials to change the Caltrans copyright requirement to allow for public art on Caltrans property.
- Supported Lori Fischer, an independent local artist with permitting and securing funding to successfully install her RISE mural at the Brignole building (on east side of Shattuck south of 47<sup>th</sup> St).
- Created and implemented a "Repave Telegraph" campaign with a 30 foot wide banner installed across Telegraph, 600+ signatures on an online petition and a robust email and social media campaign. This campaign rallied the community and elected officials, and successfully convinced the City to put Telegraph Ave on the repaving schedule for Spring 2019.
- 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 Telegraph Ave, as well as solicit their feedback on the various redesign options for the street.
- Installed holiday decorations and lights across Telegraph Ave for the holiday shopping season.
- Created and submitted two projects for the City's new Paint the Town program to paint temporary murals on the street to enhance safety and beautify the street; received approval to paint a mural on Shattuck Ave between 45<sup>th</sup> and 46<sup>th</sup> St, the site of the BID's future pedestrian plaza.
- Conducted a pilot program of replacing high water need plants in 25 planters with low maintenance, drought tolerant agaves and succulents, and monitored to determine the best plants to be installed moving forward.
- Paint all 53 BID Planters to deter graffiti and provide a unified look across the district streetscape.
- 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.
- Fundraise and 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.
- Complete the 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 plaza design that fulfills the needs of diverse Temescal stakeholders and reflects thorough community outreach.

- Replant 10 additional BID sidewalk planters with low maintenance, drought tolerant agaves and succulents.
- Work with local artist Kelly Ording and the Friends of Idora Park to support them in the process to permit and fund an Idora Park mural on the BART columns at 56<sup>th</sup> Street and Telegraph.

## **PROMOTION**

- Held 15th annual Temescal Street Fair on Sunday, June 11<sup>th</sup>, which drew 20,000 attendees and generated \$2,500 in positive fund balance for the BID.
- Held the first District-wide Plaid Friday event on Friday, November 25, 2017 to encourage shoppers to patronize independent Temescal businesses.
- Held third annual Temescal Holiday Fair in December '17 highlighting local businesses and craft vendors.
- Held the 9th Annual Taste of Temescal restaurant-stroll event on April 23<sup>rd</sup>, drawing over 500 visitors to the district.
- Held third annual 40<sup>th</sup> Street Block Party on July 15<sup>th</sup>, drawing 3,000 attendees to the expansion area of the district, showcasing local businesses and music.
- Created Temescal BID Art Map showcasing 97 pieces of public art.
- Produced a Walking Tour Launch event for the new Art map led by community artists highlighting Temescal art galleries, public art, and local artists.
- Completed the redesign of the BID website with a mobile-friendly and pleasing design, dynamic events calendar, and accessible business directory.
- Telegraph Avenue street banner at 49<sup>th</sup> continues to promote events including Temescal Street Fair, Temescal Street Flicks, and holiday decorations.
- 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.
- Hold the 10th annual outdoor movie series in Temescal, Temescal Street Flicks, every Thursday in September.
- Hold the 11<sup>th</sup> annual safe Temescal Trick or Treat, highlighting the nighttime safety of Temescal, and also showcasing local businesses.
- Hold the fourth annual Temescal Holiday Art Fair to showcase local fine art organizations and individual artists, and draw patrons to local merchants and restaurants.
- Initiate an effective Holiday Marketing Campaign to draw shoppers to Temescal's independent business during the holiday season.
- Continue to promote Temescal businesses and events through daily Facebook posts, twitter and Instagram.

### **III. IMPROVEMENTS AND ACTIVITIES TO BE PROVIDED FOR CY 2019:**

- See attached 2019 budget.

**IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR CY 2019:**

- Please see the attached budget for 2019.

**V. METHOD AND BASIS OF LEVYING THE ASSESSMENT:**

The Board of Directors of the Temescal Telegraph Business Improvement District worked with staff to prioritize services, and evaluate budget projections and service cost increases for the next year. After thorough evaluation and deliberation, the Board found that additional funding is necessary. A 5% increase in assessments for the 2019/2020 tax year will enable the TTBID to continue to provide increased maintenance services to the District to respond to the increasing amounts of trash. These additional assessments will also enable the BID to increase its staff 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 (3.2% in 2017) to maintain current service levels. Therefore, the Temescal BID Advisory Board is recommending and requesting a 5% increase to the FY 19/20 BID assessment rate.

**The FY 2019/2020 rates, including the above recommended 5% increase, are as follows:**

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
<b>Lot Size</b>	0.068	0.068	0.023
<b>Building Size</b>	0.091	0.034	0
<b>Linear Frontage</b>	9.083	3.402	17.031
<b>Condo Fee</b>	0.227	0.227	0.227

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

The TTBID will carry forward \$118,500 of reserve funds into CY2019. A prudent amount of budgeted reserves of \$100,000 will be maintained to cover 2-4 months of operating expenses, in addition to the planned reserve budget:

<i>TTBID Reserves budget</i>	<i>Amount</i>
IDORA PARK	\$13,500
ZONE 2 CAPITAL IMPROVEMENT	\$5,000
<b>TOTAL</b>	<b>\$18,500</b>

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

See attached 2019 budget.

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT		
Approved 2019 Budget		
	1-Year Expense Increase	3.0%
	Approved Assessment Revenue Increase	3.0%
	Projected Assessment Revenue Calculation	540,853
	Total 1-Year Revenue	540,853
<b>PUBLIC RIGHTS OF WAY SIDEWALK OPERATIONS</b>		
	2018	2019
	<b>Total Prowso Revenue</b>	<b>313,485</b>
		<b>324,512</b>
Prowso Expenditures		
	40th St Median Mntnce	(5,000)
		(2,500)
	Cleaning/maintenance contract	(194,000)
		(235,500)
	Executive Director Salary & Benefits	(17,238)
		(18,961)
	Loan service on Ped lighting	(81,004)
		(81,004)
	Ped Light Capital Reserves	0
		0
	Security measures	(5,000)
		0
	Trash Can Doors Maintenance	(2,000)
		(2,000)
	Assistant	(10,000)
		(18,000)
	<b>Total Prowso Expenditures</b>	<b>(314,242)</b>
		<b>(357,965)</b>
	<b>Prowso Pro Forma Surplus/(Deficit)</b>	<b>(757)</b>
		<b>(33,454)</b>
<b>MARKETING &amp; IDENTITY ENHANCEMENT</b>		
	2018	2019
Marketing Revenue		
	Allocated Marketing Revenue	99,270
		102,762
	Taste of Temescal*	15,000
		16,000
	Temescal Street Fair*	70,000
		75,000
	Temescal Street Flicks*	2,250
		2,500
	<b>Total Marketing Revenue</b>	<b>186,520</b>
		<b>196,262</b>
Marketing Expenditures		
	Cross-Telegraph Banner	(2,000)
		(2,000)
	Holiday Decorations	(5,000)
		0
	Pole Banners	(1,000)
		(2,000)
	Tree Lights	(4,000)
		0
	40th St. Block Party	(5,000)
		(5,000)
	Art Support	(2,500)
		(4,000)
	East Bay Express Ads	(1,000)
		0
	Executive Director Salary & Benefits	(13,954)
		(15,350)
	Assistant	0
		(6,000)
	Halloween Event	(250)
		(258)
	Holiday Fair	(5,000)
		(5,150)
	Loan Service on Ped lighting	(41,900)
		(41,900)
	Paint Planters	(500)
		0
	Taste of Temescal*	(15,000)
		(15,450)
	Temescal Street Fair*	(65,000)
		(66,950)
	Temescal Street Flicks*	(10,250)
		(10,558)
	Upper Telegraph Event	(2,500)
		(2,500)
	Website, Logo, Maps, Dng-Shp Guide	(6,000)
		(4,000)
	Plaid Friday	0
		(550)
	<b>Total Marketing Expenditures</b>	<b>(180,854)</b>
		<b>(181,665)</b>
	<b>Marketing Pro Forma Surplus/(Deficit)</b>	<b>5,666</b>
		<b>14,597</b>
<b>ADMINISTRATION</b>		
	2018	2019
Administration Revenue		
		<b>83,596</b>
		<b>86,536</b>
Administration Expenditures		
	Bookkeeping / Accounting	(7,500)
		(7,725)
	Executive Director Salary & Benefits	(50,892)
		(55,981)
	Food for meetings	(2,350)
		(2,421)
	Insurance	(3,000)
		(3,090)
	Office Supplies and Other	(2,000)
		(2,060)
	Phone and Internet	(2,000)
		(1,260)
	Professional Development	(1,500)
		(1,545)
	Assistant	0
		(6,000)
	BID Storage Container	0
		(2,280)
	Rent	(10,500)
		(12,360)
	<b>Total Administration Expenditures</b>	<b>(79,742)</b>
		<b>(94,722)</b>
	<b>Administration Pro Forma Surplus/(Deficit)</b>	<b>3,854</b>
		<b>(8,185)</b>
<b>CONTINGENCY</b>		
	2018	2019
Contingency Revenue		
		<b>26,124</b>
		<b>27,043</b>
<b>SUMMARY</b>		
	2018	2019
Total Revenue		
		<b>609,725</b>
		<b>634,353</b>
Total Expenditures		
		<b>(574,838)</b>
		<b>(634,352)</b>
	<b>Pro Forma Surplus/(Deficit)</b>	<b>34,887</b>
		<b>1</b>
	Cumulative Reserves from previous year	199,425
		234,312
	<b>Total Surplus + Reserves by EOY</b>	<b>234,312</b>
		<b>234,313</b>
*Note: These events have corresponding revenue and expense line items in Marketing.		





LAUREL DISTRICT ASSOCIATION (PBID)  
ANNUAL REPORT TO CITY COUNCIL FY 18-19

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 2018:

DISTRICT IDENTITY (DISI)

PUBLIC EVENTS

- Shop with Soul, Shop Laurel holiday campaign, included the Santa Stroll, and Light up the Laurel. Laurel emphasizes on the marketing, branding, and integration of Laurel District so that we can foster a true sense of community and pride.
- Coordinated 2018 Lion Dance Parade and Blessing of Businesses.
- Facilitated Monthly Makers Market series April-October.
- Established Small Event Grant Fund to support merchant activities and Oakland artists.

LAUREL STREET FAIR

- **Continued Success** - The Laurel Street Fair continues to grow 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 19th Annual Laurel Street Fair (2018). 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

- **Launch New Website** - Launch of 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 Montclairian on multiple occasions, items were also covered in the Oakland Tribune.
- District Marketing Campaign promoted the Laurel District 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 2018:

#### 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**

- Maintain rotation of two seasonal banner sets.

##### **Public Events**

- Continue the annual Laurel Street Fair, Halloween, Lunar New Year Lion Dancing, 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 (17) 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.
- 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 2019:.**

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 ordinance - Laurel Business Improvement District 2018.
- Assessment Increase of 5%: Pursuant to the City Council Resolution 85682 dated July 7, 2015 and the City of Oakland's Management District Plan provide that 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 2019-2020 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 was no surplus or deficit carry over from 2018.

**VII. Contributions from other sources.**

See attached budget for details.

Laurel District Association Proposed Annual Budget by Category  
 Board Approved July 16, 2018  
 Calendar Year 2019

Revenue

Assessment Revenue 100% Collection	\$ 198,038.38
Carry Forward	\$0
Non-BID Income to Cover District General Benefits - From donations to the 501ciii (3%)	\$5,941
Assessment Revenue 94% Collection	\$186,156
<b>Total Income</b>	<b>\$192,084</b>

Expenses

<b>Category of Special Benefit Service</b>	<b>Estimated Percentage</b>	<b>Estimated Amount</b>
PROW/ SOBO (Public Rights Of Way)	37%	\$ 71,071
DISI (District Identity)	35%	\$ 67,229
Organization	25%	\$ 48,021
Reserve	3%	\$ 5,763
<b>Total Expenses</b>	<b>100%</b>	<b>\$ 192,084</b>



2301 Telegraph Avenue, Oakland, CA 94612

## **KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT**

### **ANNUAL REPORT TO THE CITY COUNCIL – 2018**

#### **1. Proposed Changes in boundaries of the BID/CBD. None**

#### **2. Improvements and activities provided in 2018 calendar year**

After operating for a successful ten years (2007-2017) in the KONO district, the KONO CBD 501c3 association was approved for another ten years through a voting ballot which included an expansion of the geographic boundaries. An overwhelming majority of the district property owners agreed to pay the special assessment for the next ten years (2018-2028). KONO now has a total of 362 property owners and 449 parcels.

Now in our eleventh year, the association has successfully proven its value as an economic regenerator for the district on Telegraph Avenue between 20<sup>th</sup> and 35<sup>th</sup> Streets in Oakland, CA. The expanded boundaries now include 25<sup>th</sup>, 26<sup>th</sup>, and 27<sup>th</sup> Streets between Telegraph and Broadway; Thomas L. Berkeley Way (20<sup>th</sup> St.), 21<sup>st</sup>, 22<sup>nd</sup>, W. Grand Ave, and 23<sup>rd</sup> St between Telegraph Ave and MLK Jr. Way and San Pablo Ave; and the West side of San Pablo Ave between 19<sup>th</sup> and 20<sup>th</sup>-Street (See map in appendix).

We have been excited to see new businesses arrive, existing businesses thrive and property valuations improve. We are now eager to witness the building of over eight development projects within our boundaries including a seven story hotel, 1135 new residential units, 100,000 sq. ft. of retail commercial space, and 880,000 sq. ft. of office space. Also, just outside the KONO boundaries, there are 21 more development projects which include over 3,300 more residential units, over 201,000 sq. ft. of retail space, and 23,000 sq. ft. of office space. These projects, once completed, will dramatically transform KONO and the city of Oakland's downtown landscape. The projected increase of foot traffic from almost five thousand new, much needed, residential units within one half a mile of the center of the KONO district will radically enhance the districts economic vitality.

In the first ten years of the CBD, the KONO district transformed from a state of urban blight with mostly vacant commercial storefronts to one of Oakland's premier shopping, dining and living



destinations as well as a tourist destination for the art venues and for the monthly arts, craft and music event, the Oakland First Fridays events, which attracts between 30,000 to 50,000 attendees each month. This transformation is attributable to the CBD's work in business attraction and retention through marketing efforts, beautification projects, security and maintenance of the area and a fixed contribution to the production of the Oakland First Fridays monthly community event.

For the next ten years, KONO will continue to work towards developing an informed, green and safe community. We also aim to continue to support the districts cultural diversity and promote economic inclusiveness. We have already begun implementing district services including the expanded areas. These services include garbage pickup, weed abatement, graffiti removal, and marketing businesses in the district. We also connect homeless citizens with resources, produce community events, advocate for KONO businesses, and create more public beautification projects and preserve and grow our community partnerships.

### **About The CBD**

The KONO nonprofit 501c3 association is funded by a special property tax approved by the property owner's votes with a plan to accelerate the economic development and improve the quality of life in the district. The CBD (Community Benefit District) works to ensure the district is safe, clean and promoted. The non-profit Board of Directors is property owners (2/3), business owners, and community residents within the district and all serve a two year term as volunteers.

As evidenced by the renaissance of this community, the association has been extremely successful in its efforts. KONO is eager to work with the community to continue the revitalization work in the district.

## **Accomplishments**

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### **Best Bay Area Cultural Arts Event – Fixed Contribution by CBD to Oakland First Fridays Events**

Oakland First Fridays is the winner of the 2018 East Bay Express Best of Award. KONO has successfully produced the Oakland First Fridays Event since 2013 (5 years) and the CBD made a fixed contribution to the event in 2018. This community event started in 2006 (12 years ago) on one small block at 23<sup>rd</sup> Street by Rock Paper Scissors. The event now spans 10 city blocks and is still growing in popularity. KONO has been successful working with the community to maintain their vision and mission; to strive to be the premier Oakland First Fridays Event as the epicenter for the community to come together to celebrate, sustain & support the arts. To preserve Oakland First Fridays as an all-inclusive, safe and vital community-driven platform to showcase the emerging artists, makers, gourmet food vendors, musicians, cypher circles (dance battles, spoken word), drumming circles, acrobats, magicians, and many uniquely talented street performers.

In an effort to keep the event affordable for the local arts and crafts vendors, KONO has strived to find various funding sources to cover the event's expenses.

## Oakland First Fridays Testimonials

Oakland First Fridays has been an entrepreneurial incubator for Oakland and the Bay Area's artists, craft makers and food vendors.

### Oakland First Fridays 2017-2018

## Vendor Testimonials

#### Mercedes Martin of Tres Mercedes, Retail Vendor

"Oakland First Friday is a great event that creates an environment for creatives like myself to share with our Oakland community on a monthly bases. I don't have a brick and mortar location. This event allows a small business owner like myself - with only an Etsy online store and consignment at local boutiques - an opportunity to constantly talk face-to-face with my customers and get direct feedback on what they like and dislike, and well as reach new audiences. Being a constant vendor since 2014, I have business relationships turned friend relationships with vendors and customers. Being at First Friday I have networked with photographers, models, make-up artists, stylists, fellow-makers, lawyers and folks visiting from out of town who want to get some unique Oakland 'souvenirs.' My favorite is when someone who is hosting an event and needs vendors reaches out to me after stopping by my booth."

#### La Toya Allen of Regnum Mentis, Retail Vendor

"FF has provided a venue that we can utilize to establish business to consumer exposure. We are able to interact and establish new client relationships. It is also another market analysis resource which allows us to understand whether we are providing a product that meets the needs of our clients."

#### Brittany Luby of Hey May Goods, Co., Retail Vendor

"First Fridays has been a true lighthouse. It has demonstrated to me that one can make art and people will enthusiastically support it. It has shown me that community matters and that humans crave it, need it, thrive in it. I have learned that we can get funding, find our footing and weather just about any storm if we work together - and that there is beauty in the journey. First Fridays is an encouraging and affirming force within Oakland and I feel lucky to finally join in."

## Vendor Testimonials

#### Imani Baylor of "Eccentric Vibes", Retail Vendor

"First Fridays has helped me build my brand so fast. I wasn't expecting to have returning customers or clients in such a short time. The atmosphere is amazing and the compliments I get on my merchandise and fashion sense makes me love what I do. First Fridays is a great place to network - and thankfully, it is, because my business wouldn't be successful without this platform."

#### Shabnam Shirvani, Artist/Retail Vendor

"I am grateful to First Fridays for the platform to show my work and for the opportunity to meet all the interesting people that attend."

#### Tori Hunter of BMJ Art Shop

"When people talk about creating their own business no one ever talks about the financial side. First Friday has helped me get my brand out there. More people will be able to see my artwork and request commissions. Regulars will come and be able to find me and tell friends."

## **How Oakland First Fridays Supports the Community**

### **Music Artist and Art Installations**

- Hosted local music artist Fantastic Negrito for his first album release and he is recently nominated for a Grammy award.
- Paid local artists to perform and set up interactive art installations through a grant from the Cultural Arts Organization City of Oakland.

### **Violence Prevention Program**

- Partnered with "Stop the Violence" program in Oakland with a performance by Old Town Passions.

### **Increasing diversity and promoting Inclusive**

- Partnered with Mario B Productions - LGBT+ fashion show
- Partnered with Oakland Pride Woman's Stage and donated \$500.00 in exchange for volunteers to work the event.
- Provides vendor space for mobile HIV testing

### **Help Reduce Recidivism**

- Partnered with the Day Reporting Center (Center Point) in KONO to provide jobs for their clients for the past 8 months.
- Partnered with St. Vincent De Paul twice to provide a \$500.00 donation each time to their program in exchange for volunteers at our event.

### **Support and Partnerships with diverse Youth Programs**

- SAE (Sound Arts Institute) (merged with Expressions College) - we provide opportunity for live sound experience and mentorship
- College Fund Street Band- we provide opportunity to collect funds for college expenses for the youth.
- Nomadic Press, Oakland Youth Poet Laureates - we provide these youth groups with a performance platform
- Turf Inc. was provided space to perform and collect funds for their program which works to provide positive platform for Oakland Youth Dancers.
- Partnered with the non-profit EOBA (East Oakland Boxing Association) to help fund a new roof for their space and donated \$500.00 in exchange for volunteers at the event.
- Works with the Lao Family Community Development organization helping low income families with job placement for the past two years - we hired 6 interns and one has been hired on as an employee.

### **Assist Veterans**

- Provides disabled veterans with jobs and discounted vendor space

## **Volunteer Opportunity**

- In 2016 Oakland First Fridays has had over 70 volunteers totaling over 600 hours as of Dec 21, 2016.

## **Korean CultureFest 2018**

KONO successfully held our annual Korean Culturefest within the Oakland First Fridays event in June 2018. 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 and the District 3 Councilmember, Lynette Gibson MacElhane.

## **Alliance**

KONO's Executive Director has participated in the Oakland BID/CBD Alliance, whose members are the ED and Managers of the Oakland Business Improvement Districts and whose mission it is to share resources, assist with communications, and create a unified voice for Oakland's small businesses and property owners in order to advocate and facilitate two way communication with the city government and other private and public entities. In January 2018 the Oakland BID Alliance (OBA) held a meeting with 34 different city government department heads in an effort to create a smoother working relationship between the BID/CBD directors and the City of Oakland.

## **B-Shuttle Funding Meeting with Councilmember Kaplan**

KONO ED participated in a meeting with Councilmember Kaplan and other stakeholders to discuss new ideas on funding sources for the Free Broadway Shuttle.

## **Marketing**

The CBD assisted a KONO property owner in advertising the residential spaces in their new development, Town 29, including posting their banner on the KONO website and sending out the information in a newsletter to the database as well as on social media.

The CBD's ED and Marketing Director participated in a podcast interview on "The Round Table" podcast for Black History Month and the theme of Black Arts. It aired on February 24, 2018.

The CBD collaborated with *Visit Oakland* to install Art Month street banners in KONO district for May 2018.

The CBD created and distributed monthly newsletters which featured KONO businesses.

## **Beautification in Public Right of Way**

### **• Mosaic Art on Litter Containers**

KONO has been successful in obtaining two grants, two years in a row from the Flieshackker Foundation in the amount of \$5,000.00 each year to place mosaic art on the litter containers. In 2018, the CBD organized a community group, The Street Art Committee, to decide on the images for the art. After getting approval through the Adopt a Spot program in the City of Oakland, KONO hired a local artist, Juan Lopez, to place the mosaic art on six litter containers on Telegraph Ave. This is in addition to our existing five mosaic litter

containers from 2017. KONO also held two fundraisers and received two business sponsors (Commonwealth Café and Blind Tiger) to help fund the work.

- **Greening KONO Tree Wells**

KONO partnered with another local nonprofit organization, Planting Justice, a non-profit food justice organization based in *Oakland* whose mission is to empower people impacted by mass incarceration and other social inequities with the skills and resources to cultivate food sovereignty, economic justice, and community healing. KONO has signed a one year contract for watering and weeding. PJ has planted native shrubs, pollen friendly and drought tolerant plants and utilized free grey water through EBMUD and placed mulch in the tree wells between 20<sup>th</sup> and 27<sup>th</sup> Street on Telegraph Ave and maintains the tree wells on a regular basis.

### **Planter Boxes Disaster**

City of Oakland, DOT, placed 70 self-watering planter boxes strategically in the beige areas of the protected bike lanes to improve the safety of the bike lane design by preventing autos from parking in restricted areas. KONO obtained a maintenance contract for these planter boxes with Peralta Services. Unfortunately this project did not work out as planned. The planter boxes, which weighed 900 lbs. with the water, were pushed out of the beige zones and ended up scattered all over the streets. KONO had to work with the DOT to have the planter boxes removed.

### **Protected Bike Lane Changes and Challenges**

The new protected bike lane impacted both the KONO businesses and the Oakland First Fridays event space.

### **Economic Development**

- **Parking:** The creation of the protected bike lane reduced the number of parking spaces in the district by 30. In addition, the demand for parking has increased due to the reduction in commercial vacancies and the development of new housing. KONO is currently working with a property owner (Kaiser) and the city of Oakland to encourage them to open up a parking structure in the district that has not been utilized for many years and has over 500 spaces.
- **KONO District Development Projects in the Pipeline:** As mentioned above, there are currently over eight development projects within our boundaries including a seven story hotel with Tidewater Investments, 1135 new residential units, 100,000 sq. ft. of retail commercial space, and 880,000 sq. ft. of office space. One of these housing units is 100% affordable housing (62 units) for veterans. Also, just outside the KONO boundaries, there are 21 more development projects which include over 3,300 more residential units, over 201,000 sq. ft. of retail space, and 23,000 sq. ft. of office space. The KONO CBD has met with several of the developers and had them present their plans to the Board of Directors and any community members who decide to attend.
- **Homeless Navigation Center (Northgate Community Cabins):** KONO supported the City's decision to open the homeless navigation center at 27<sup>th</sup> and Northgate and communicated with the district stakeholders.
- **Assisted Business in Obtaining a new Loading Zone:** KP Market and some residents were having issues with the delivery trucks double parking and blocking residents. KONO was

successful in working with the owners, residents, Uptown CBD, and the City of Oakland's DOT in getting a new Loading Zone for the business.

- **Assisted Business to move a litter container for new outdoor seating:**  
Commonwealth café was seeking to add outdoor seating and needed KONO's assistance in moving a litter container and assistance in advocating for an encroachment permit. KONO ED submitted a letter of support and was successful in getting public works to relocate the litter container.
- **Conducted a KONO Business Survey:** Summer intern conducted a survey of all the KONO businesses including in the new expanded zones. The purpose of the survey was to obtain contact information for them and the property owners. The second purpose was to determine their top three concerns for their business and the top three things they would like to see improved in the district. The results showed that 42% of respondents listed parking as the number one concern. Some other concerns are cleaning & graffiti, safety and marketing.
- **Protected Bike Lane Business Survey:** KONO collaborated with Laurel BID to conduct a survey of the KONO businesses by a Mills College Student on the impact to the KONO small businesses of the new protected bike lane.
- **Shared information and resources from the City of Oakland with KONO small businesses:**
  - Shared survey questions with KONO businesses about Small Business week from the City of Oakland.
  - Assisted the City of Oakland in noticing our business owners about a tax payer appreciation Day (by email and door to door flyers).
  - Shared race disparity study survey with KONO businesses.
  - Shared employer workshop with KONO business presented by City of Oakland and business service providers.
  - Shared notice for a call for Food and Beverage Concessions (RFP) at the Oakland International Airport with our Oakland First Fridays vendor database.
  - Collaborated with City to bring in 10 Kiva recipients to the OakFF event in May for National Small Business Week.

**Maintenance and Security:** KONO CBD has continued to work with the locally owned company, Safety1st, for our security and maintenance work. From January to September 2018, Safety1st has collected over 118.5 yards of trash and abated over 488 incidents of graffiti on both public and private property. The amount of trash and graffiti abatement is projected for 2018 at 163.5 yards and 643 incidents of graffiti abatement based on the averages. The ambassadors also communicate with the businesses on a regular basis and attend the neighborhood community crime prevention meetings with the Oakland Police Department and the neighborhood residents.

**KONO Neighborhood Clean Up Day:** Pulled weeds and put down mulch on the tree wells from 27<sup>th</sup> Street to 35<sup>th</sup> Street on Telegraph Ave. on April 21, 2018.

**Zero Waste Events:** Worked with Oakland's Recycle Department to make Oakland First Fridays a zero waste event.

**Mandatory Recycling:** KONO held free workshops for KONO businesses on mandatory recycling in collaboration with Waste Management and City of Oakland's Recycle Department.

### **Some Partnerships in the Community**

1. **Planting Justice:** a non-profit food justice organization based in *Oakland* whose mission is to empower people impacted by mass incarceration – One year contract to maintain KONO tree wells.
2. **Day Reporting Center:** KONO works with this nonprofit program to pay a stipend to formally incarcerated citizens to work at the Oakland First Fridays event.
3. **CIEE:** A student study abroad program for internships
4. **AIC (Academic Internship Council) UC Berkeley**
5. **Lao Family**
6. Fundraiser for Flexi-funds for the homeless
7. **Oakland Street Team:** To plant more street trees in the district
8. **Peralta Services:** Maintain planter boxes (boxes were removed due to movement problems)
9. **Flax Art and Design:** In-kind Sponsor for Oakland First Fridays and collaborated on Oakland Art Month
10. **Art Murmur:** Collaborated on May Art Month in City of Oakland
11. **Visit Oakland:** Collaborated on May Art Month
12. **City of Oakland: Sierra Club:** Trees and Recycle program for OakFF event
13. **Waste Management**
14. **Keep Oakland Clean and Beautiful:** Held free workshops for KONO businesses on mandatory recycling.
15. **ATM's Unlimited** – revenue share for OakFF event
16. **Bike East Bay:** Protected bike lane
17. **KPFA Radio** (in progress)
18. **LinkedIn** (in progress)

### **3. Improvements and activities planned for 2019 calendar year.**

#### **Update KONO Website**

KONO is currently in search of a Marketing and Communications Coordinator staff person to fill the need for both KONO and the Oakland First Fridays monthly event. KONO will update both websites and get back to producing a monthly newsletter. This will help us keep our stakeholders updated on all the changes in the district.

#### **More Mosaic Litter Containers**

KONO has a total of 17 aggregate litter containers and will only have six more containers to place art on. The goal is to raise funds through grants, sponsorships, donations, and utilize some of the KONO assessment funds in order to complete the remaining six cans.

#### **Seek out more Partnerships**

KONO plans to explore new community partnerships, including the possibility of working with CAP (Community Ambassador Program) who provide stipends to homeless people to help pick up litter.

## Schedule Regular meetings with City Council member District 3

As the KONO ED I plan to set up regular meetings with the district councilmember in order to communicate the districts progress and challenges.

## Special Street Sweeping Equipment

Due to the city of Oakland’s first protected bike lane design; the street sweeper truck cannot fit between the curb and the delineators for the bike lane. KONO will work with the appropriate city department to solve this issue.

**Wayfinding Kiosk Ike:** KONO is working with the creators of the IKE Kiosk, the Oakland BID Alliance and the Oakland Chamber to determine if we will install an IKE Wayfinding Kiosk in the district. The biggest concern for the BID Managers is the maintenance schedule for the kiosk.

**KONO Board Recruitment:** KONO ED and current Board members will strategically work to recruit more Board members October to December 2018.

**Strategic Planning:** In 2018 the KONO Board of Directors will attend a half day retreat with a hired consultant to work on a three year strategic plan for 2019-2021.

**BRT Bus Platforms:** KONO will work with AC Transit and the Department of Transportation to make sure the temporary platforms are maintained by reporting any damage to PW.

**Paint Street Light Polls:** KONO will utilize the adopt-a-spot program to paint the street light polls.

**Art & Murals:** KONO will continue to identify sites to add more art in the public right of way.

## 4. Estimated costs of providing improvement and activities in 2019.

<b>KONO Community Benefit District CALENDAR YEAR 2019 BUDGET</b>					
FY 18/19 Assessments	\$	566,197	\$	566,197.00	
Outside funds 4.47% of operating costs	\$	18,982	(percentage of funds required by MDP to fund general benefit services)		
Total Revenue	\$	585,179		\$	438,884 Operating Costs
Total Other Revenue	\$	-		\$	146,295 Incidental Costs
<b>GRAND TOTAL REVENUE</b>	<b>\$</b>	<b>585,179</b>	<b>\$</b>	<b>585,179</b>	<b>\$ 585,179 Total Operating and Incidental</b>
		<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	
<b>ALLOCATION PER CBD MANAGEMENT PLAN</b>		<b>66.00%</b>	<b>14.00%</b>	<b>20.00%</b>	<b>100.00%</b>
PROWSO	55.0%	36.3%	7.7%	11.0%	55.00%
Marketing	15.0%	9.9%	2.1%	3.0%	15.00%
Admin	25.0%	16.5%	3.5%	5.0%	25.00%
Reserve	5.0%	3.3%	0.7%	1.0%	5.00%
<b>Total</b>	<b>100.0%</b>	<b>66.0%</b>	<b>14.0%</b>	<b>20.0%</b>	<b>100.00%</b>



<b>PROWSO</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>
Allocated PROWSO Revenue	212,420	45,059	64,370	321,848
Total PROWSO Expenditures	(204,660)	(43,944)	(63,146)	(311,535)
<b><u>PROWSO Pro Forma Surplus / (Deficit)</u></b>	<b><u>\$ 7,760</u></b>	<b><u>\$ 1,115</u></b>	<b><u>\$ 1,224</u></b>	<b><u>\$ 10,313</u></b>
<b>MARKETING AND IDENTITY</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>
Allocated Marketing & ID Revenue	57,933	12,289	17,555	87,777
Other Revenue – See Detail	-	-	-	-
Total Marketing and ID Expenditures	(56,585)	(13,715)	(14,450)	(84,750)
<b><u>Marketing Pro Forma Surplus / (Deficit)</u></b>	<b><u>\$ 1,348</u></b>	<b><u>\$ (1,426)</u></b>	<b><u>\$ 3,105</u></b>	<b><u>\$ 3,027</u></b>

<b>ADMINISTRATION</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>
Allocated Administration Revenue	96,555	20,481	29,259	146,295
Total Administration Expenditures	(93,766)	(19,890)	(28,414)	(142,070)
<b><u>Administration Pro Forma Surplus / (Deficit)</u></b>	<b><u>\$ 2,788</u></b>	<b><u>\$ 591</u></b>	<b><u>\$ 845</u></b>	<b><u>\$ 4,225</u></b>

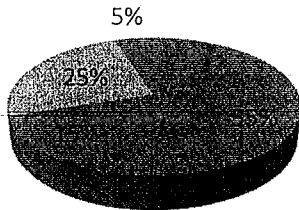
<b>CONTINGENCY</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>
<b><u>Allocated Revenue</u></b>	<b><u>\$ 19,311</u></b>	<b><u>\$ 4,096</u></b>	<b><u>\$ 5,852</u></b>	<b><u>\$ 29,259</u></b>

	\$	\$	\$	\$
<b>GRAND TOTAL REVENUE</b>	<b>386,218</b>	<b>81,925</b>	<b>117,036</b>	<b>585,179</b>
Check	66.0%	14.0%	20.0%	100.0%
	\$	\$	\$	\$
<b>TOTAL PROPOSED EXPENDITURES</b>	<b>(355,011)</b>	<b>(77,549)</b>	<b>(106,010)</b>	<b>(538,355)</b>
Check	65.9%	14.4%	19.7%	100.0%
	\$	\$	\$	\$
<b><u>TOTAL PRO FORMA SURPLUS / (DEFICIT)</u></b>	<b><u>31,207</u></b>	<b><u>4,376</u></b>	<b><u>11,026</u></b>	<b><u>46,824</u></b>

<b>Total</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
\$ 321,848.45	\$ 212,419.98	\$ 45,058.78	\$ 64,369.69
\$ 87,776.85	\$ 57,932.72	\$ 12,288.76	\$ 17,555.37
\$ 146,294.75	\$ 96,554.54	\$ 20,481.27	\$ 29,258.95
\$ 29,258.95	\$ 19,310.91	\$ 4,096.25	\$ 5,851.79
\$ 585,179.00	\$ 386,218.14	\$ 81,925.06	\$ 117,035.80

## KONO Budget 2019

- Security & Operations (Public Rights of Way and Sidewalk Operations)
- Marketing and Identity
- Administration, personnel and non-personnel
- Contingency



### 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" ("Plan") on file in the Office of the City Clerk.

The Koreatown/Northgate CBD Advisory Board is recommending and requesting a 5% increase to the FY 19/20 assessment rate due to the increased cost of security and maintenance services as follows:

**Security Costs:** There has been a big increase in the number of auto burglaries in the KONO district. Captain Bolton stated that KONO has the most auto burglaries in city of Oakland and especially on 26<sup>th</sup> Street and 27<sup>th</sup> Street between Telegraph Ave and Broadway. We also have a large number of homeless individuals, drug dealers, individuals with mental health issues, and drug users loitering in the district every day. Because of the above mentioned, KONO needs to increase the hours and quality of security in the districts. The goal is to dedicate 48 hours per week to security patrol.

**Maintenance Costs:** KONO has experienced an increase in foot traffic which also generates more litter and dirty sidewalks. KONO plans to dedicate 48 hours to maintenance and a full time Operations Manager at 40 hours.

In addition, due to the increase in the number of tree wells in the district, KONO has had a hard time keeping the tree wells landscaped. We need more funds to help maintain the tree wells (approximately 150 tree wells). We recently had to replace six trees and many of our trees still need watering during the dry months. We purchased a meter from EBMUD to access water from the fire hydrants to water the trees to assure our investment is not lost. This is an extra cost to the district for the water, the weeding and the landscaping.

KONO is considering a new maintenance and security company. The increase in cost is \$106,258 per year. The balance of the funds will be taken from other areas of the budget to the extent permitted.

**Bike Lane:** KONO has been asked by the DOT to paint the bike lane with art. This cost will include paint, labor and maintenance of the art.

**6. Surplus or deficit to be carried over from 2018 to 2019 calendar year.**

The carry forward amount from 2018 to the 2019 year is anticipated to be approximately \$151,122

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

Contributions from other sources include a combination of grants and donations (online and fundraiser).

