

OAKLAND CITY COUNCIL

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RESOLUTION No. _____ C.M.S.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 SEP 30 AM 8:08

RESOLUTION OF INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL
YEAR 2005/06 FOR THE ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT,
APPROVING THE ANNUAL REPORT OF THE ROCKRIDGE BUSINESS IMPROVEMENT
DISTRICT ADVISORY BOARD, AND SCHEDULING A PUBLIC HEARING FOR
NOVEMBER 16, 2004

WHEREAS, the State of California allows for the formation of business assessment districts under Street and Highways Code Section 36500 et seq. [Senate Bill 1424]; and

WHEREAS, the City Council approved a Neighborhood Business Improvement District ("NBID") Program pursuant to Oakland City Council Resolution No. 75323, dated November 9, 1999, to provide technical and financial assistance to stakeholder groups of business owners in the City to assist in the formation of such districts; and

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

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

WHEREAS, the Plan was prepared in accord with the provisions of the law overseeing the formation of the District as referenced above, and has been filed with the City; and

WHEREAS, pursuant to the requirements of the law the Rockridge Business Improvement District was established by the City Council on December 12, 2000 pursuant to Ordinance Number 12301; and

WHEREAS, the Annual Assessment Report has been prepared by the Rockridge Business Improvement District Advisory Board and filed with the City Clerk, and the City Council approves the Report, and the City Council wishes to levy the annual assessment for the Rockridge Business Improvement District;

NOW, THEREFORE, the Council of the City of Oakland does resolve as follows:

1. The Rockridge Business Improvement District was established in the Rockridge area of the City of Oakland, California as a parking and business improvement area pursuant to Street and Highways Code section 36500 et seq with the boundaries as specified in the Plan on file with the City Clerk.
2. The Annual Assessment Report for the District is approved, and the City Council declares its intent to levy and collect the assessments for the 2005/06 fiscal year as provided for in the Annual Assessment Report and pursuant to the assessment formula as provided for in the Plan, if the requested assessments are approved by the City Council after the Public Hearing scheduled by this Resolution of Intention.
3. The boundaries of the District shall remain the same as specified in the Plan on file with the City Clerk and there are no changes to the boundaries or benefit zones.
4. The types of the improvements and activities proposed to be funded by the levy of assessments on businesses in the area are those specified above in this Resolution and more specifically as described in the Plan and the Annual Assessment Report on file with the City Clerk. No substantial changes in the improvements or activities for the District are proposed to be made. Please refer to the Plan and Report on file with the City Clerk for a full and detailed description of the improvements and activities to be provided for the 2005/06 fiscal year, the boundaries of the area and any benefit zones within the area, and the proposed assessments to be levied upon the businesses within the area for the 2005/06 fiscal year.
5. The proposed method and basis of levying the assessments to be levied against each business in the District are those specified in the Plan and Annual Assessment Report on file with the City Clerk. For the fiscal year 2004/2005 assessment a sub-classification of businesses that earn annual gross receipts of \$25,000 or less is proposed to be created with a temporarily reduced fee for that assessment year of \$60. Such sub-classification is proposed to be temporarily created to reduce the number and expense of processing hardship partial fee waiver requests, and the reduced fee amount would not apply to future assessment years unless renewed in the annual assessment resolution for such future years.
6. A Public Hearing is set for November 16, 2004, to hear all public comments, protests, and take final action as to the levying of the proposed assessments for the District for the fiscal year 2005/06.
7. The City Clerk is directed to give notice of the Public Hearing by causing the Resolution of Intention to be published once in a newspaper of general circulation in the City of Oakland for not less than seven days before the Public Hearing.

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8. At the Public Hearing the testimony of all interested persons for or against the proposed assessments will be heard and written and oral protests may be made. The form and manner of protests shall comply with Sections 36524 and 36525 of the Streets and Highways Code.
9. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
10. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
11. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business.
12. A written protest which does not comply with the requirements stated above shall not be counted in determining a majority protest.
13. If written protests are received by the owners of businesses in the proposed area which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent, the proposed assessment shall not be levied.

OCT 19 2004

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 200__.

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, CHANG, BROOKS, NADEL, REID, QUAN, WAN and PRESIDENT DE LA FUENTE —8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:

Cecilia Simmons for
CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

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EXHIBIT A

(to the resolution of intention to approve the Rockridge BID
annual report and levy the FY 05/06 assessment)

**ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT TO THE NEIGHBORHOOD COMMERCIAL
REVITALIZATION PROGRAM/CEDA FOR FISCAL YEAR 2005-2006**

Section 36533

(b)(1)

There are no proposed changes in the boundaries of the parking and business improvement area or in benefit zones in the area;

(b)(2)

Please see the attached budget, which will outline the improvements and activities to be funded and provided in the upcoming year through December 31, 2005.

(b)(3)

Please see attached budget.

(b)(4).

The Rockridge Business Improvement District proposes to change the classification of businesses by creating a subcategory for businesses that earn annual gross receipts of \$25,000.00 or less. Businesses which fall into this subcategory would pay an annual assessment fee of \$60.00.

(b)(5)

A cash basis net profit is carried over from 2003 in the amount of \$1,441.96.

(b)(6)

The Rockridge District Association will seek funds from corporations for sponsorship of the annual street festival and holiday promotional activities.

Annual Renewal Notice:

"Per Council adoption of the Rockridge ordinance in November 2000, the Governing Council (Advisory Board) of the Rockridge BID shall annually 45 days before the anniversary of the establishment of the Rockridge Business Improvement Management District Ordinance give the assesseees of the District written notice of their rights to disestablish the district and the process therefore, and shall report that they have done so each year in the annual report to the Council." The notice will be given as required by the ordinance.

Please contact Louise Rothman-Riemer Secretary of Rockridge B.I.D., should you have any questions regarding this report.

August 23, 2004

Rockridge District Association **Proposed Budget Overview** January through December 2005

Cash Basis

	Jan - Dec 05
Income	
Event Income	
Out&About/Wellness	2,500.00
Santa House/Trolley	200.00
Total Event Income	2,700.00
BID Revenues	138,000.00
Total Income	140,700.00
Expense	
Marketing & Promotions	
Brochure Design, Production	2,500.00
Website	3,000.00
Special Events	
Santa House/Trolley	6,000.00
Out&About/Wellness	13,500.00
Winter Holiday Breakfast	500.00
Total Special Events	20,000.00
Advertising	3,000.00
Total Marketing & Promotions	28,500.00
Design	
Street Improvements	4,000.00
Total Design	4,000.00
Organization	
Postage	1,500.00
Small Equipment Purchase	500.00
Professional	
Event Consulting	8,000.00
Administrative Consulting	30,000.00
Accounting	3,000.00
Total Professional	41,000.00
Board Meetings/Annual Meeting	500.00
Taxes & City Collection Costs	25.00
Insurance	
Directors/Officers	2,500.00
General Liability/Property	950.00
Total Insurance	3,450.00
Training & Development	250.00
Bank Charges	250.00
Newsletter	1,500.00
Operating Supplies	
Office Supplies	1,200.00
Photocopying	600.00
Total Operating Supplies	1,800.00
Communications -Telephone & Fax	900.00
Total Organization	51,675.00
Economic Restructuring Comm.	
Security, Public Safety	14,400.00
Sidewalk, St Cleanup, Landscape	42,000.00
Total Economic Restructuring Comm.	56,400.00
Total Expense	140,575.00
Net Income	125.00