

Wednesday, April 2, 2025

BID Annual Report 2024

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

BID Name Lakeshore Avenue BID

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Carol Knight

Email carol@lakeshoreavenue.com

Phone Number (510) 508-0253

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	0
Cleaning Ambassadors/workers	1
Public Safety Officers/Security Ambassadors	1
Hospitality/Business Outreach Ambassadors	0
Other Seasonal/Part-time staff	2
Volunteers (not counting your board members)	0

Notes about staffing numbers

We have 2 Admins that share the job and are both part time.

How many parcels in your BID? 48

How many businesses in your BID? 79

Approximately how many residents in your BID? 0

Approximately how many occupied storefronts in your district? 76

Approximately how many vacant storefronts in your district? 13

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

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

Cleaning

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Power Washing

Graffiti removal - public property

Graffiti removal - private property

Gum, sticker and Flyer Removal

Street furniture and trashcan maintenance and sanitization

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

	Number per year
Number of incidents of graffiti removed	70
Number of bags of trash collected	2000
Pounds of trash collected (if you measure trash in pounds not bags)	0

	Number per year
Number of Incidents of illegal dumping removed	25
Number of 311 requests made	156
Number of hours of pressure washing	208
Number of stickers/posters removed	100

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

Carol 510-508-0253, Abebe 510-355-6554 ,Carol@lakeshoreavenue.com , Phing 510-912-8489

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

5

Cleaning Outputs & Operations

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

28

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

Yes

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

No

What types of work are done by your safety staff?

Street patrol/ambassadors

Coordination with OPD

Walking safety escorts

On call for all merchants, we do not have an ambassador program for Lakeshore.

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	696
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	2900

	Number
Number of merchant checks	2100
Number of 911 calls made by the BID	52
Number of non-emergency calls made by the BID	52
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	0

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	10:00 AM	06:00 PM
Tuesday	10:00 AM	06:00 PM
Wednesday	10:00 AM	06:00 PM
Thursday	10:00 AM	06:00 PM
Friday	10:00 AM	06:00 PM
Saturday	10:00 AM	06:00 PM

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

0

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

Yes

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

Install/maintain planters and/or hanging baskets

Install/maintain Big Belly trashcans

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	15
Number of tree wells maintained	0
Number of banners on street/light poles installed/maintained	0
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	0
Number of Big Belly trashcans Installed and maintained	3
Number of public plazas installed/maintained	0
Number of public art pieces installed/maintained	0

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

Yes

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

Social media posts (non-promoted)

Flyers & posters

Email newsletters

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

Produce BID events

Maintain Event calendar on BID website

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

Facebook

Instagram

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	14	12	76	0
Facebook	886	105	306	3
Instagram	910	105	2700	11
Twitter	0	0	0	0
Tiktok	0	0	0	0
WhatsApp	0	0	0	0
YouTube	0	0	0	0

What is the average email open rate in 2024 as a percentage? 76.2

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

	Number
Number of events produced by the BID	3
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	0
Amount (\$\$) of Event sponsorship provided in 2024	0
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	55

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

Social Events (e.g. networking events, meet & greets, sector meet-ups)

In-person Merchant outreach & contacts

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	78
Number of business support events coordinated by or supported by the BID for your businesses in 2024	0
Annual total number of your business attendees at business support events coordinated by or supported by the BID	20

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

Accomplishment/New activity description
One of our most impactful projects this year was the trimming of the large city-maintained trees that line Lakeshore Avenue. These trees had not been serviced in over a decade, creating not only visual blight but a real safety hazard to pedestrians and parked vehicles. Our BID took it upon ourselves to advocate for and fund the trimming of these overgrown trees—ensuring that broken limbs, blocked signage, and falling branches are no longer a threat to our businesses or the public. This long-overdue work immediately enhanced sight lines, sidewalk safety, and the overall walkability of our corridor. For nearly three decades, our BID has been proud to host three cornerstone events for the neighborhood: the Easter Parade, Halloween Parade, and Christmas Stroll. These beloved traditions continued in 2024 and were more vibrant than ever. Each event brings families, neighbors, and visitors together to celebrate community, creativity, and small business. They also provide a valuable boost to our merchants, increasing foot traffic and creating meaningful moments of connection between businesses and the broader public. We understand that visibility and communication are essential for our merchants to thrive. That’s why in 2024, we continued to publish a monthly community blog and collaborated with Splash Pad News to highlight what’s happening across Lakeshore. This includes: • In-store promotions and special events • New product arrivals • Grand openings and new business spotlights • Seasonal offerings and neighborhood updates We personally reach out to each merchant to gather updates, ensuring everyone has the opportunity to be represented and supported. These updates are then shared widely with residents and subscribers throughout the community, keeping Lakeshore top-of-mind as a shopping and dining destination.
Paid 6k to have the city owned garage steam cleaned & power washed.
Donated 20k towards the repair of the elevator in the city owned garage as the city has no budget for maintenance or replacement and it has become a hazard. Per ADA requirements the elevator needs to be operational to allow access to the upper level of the garage.

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

New program/activity description
We are hoping to be able to add weekend street cleaning but we don't have the money currently
We would like to host an art walk or similar event in the summer but as of right now we don't have the budget. Our board members are in their 90's so new events are hard to get them to agree to spending money on.
A monthly community clean up initiative that includes gardening, cleaning trash up off the sidewalks, cleaning off graffiti. Working together as a community to bridge the gap between the building owners, businesses and neighbors to work together for the betterment of the avenue.


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

 2024 year end PL.pdf

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

No surplus

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:

 LABID 2025 Budget.pdf

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
8000	Tree Trimming contribution from building owners

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

5

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

250717.94

Business Support

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

Our BID operates a July to June fiscal year. Our meetings are held the 3rd Monday of every month with an Annual meeting in June. All stakeholders are mailed an invitation to meeting. Ballots are also mailed with the option to vote yes or no on the increase. In combination there is also an in person vote during the meeting discussion for those who choose to vote in person in lieu of by mail.

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Victoria Fong	Property Owner/Rep		President	Current
Barry Gilbert	Property Owner/Rep		President	Current
Terri Ellis	Property Owner/Rep		Treasurer	Current
Phing Yamamoto	Property Owner/Rep	Colonial Donuts	VP	Current
Marissa Betts	Property Owner/Rep	Ken Betts Chevron	Other Officer	Current
Kelsey Heath	Property Owner/Rep		Secretary	Current
James Breeden	Community Member/Rep	Lakeshore Homes Association	Other Officer	Current
Joe Hawkins	Business Owner/Rep	LGBTQ Center	Other Officer	Current

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

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

LAKESHORE/LAKE PARK BID						
BUDGET FOR BID 2024						
Description				BUDGETED	ACTUAL	
Income						
Estimated Bid Collections (FY 23/24 Assessment roll total) 5% INCREASE				\$226,855.00	\$226,152.46	
Carry Forward from 2023 (Reserve for Nonpayment) (Interest Bearing)				\$0.00		
Community Raised Funds (1.39% of Budget)				\$3,198.00	\$7,707.12	
Total Available Funds				\$230,053.00	\$233,859.58	
Expenditures						
Environmental/Clean/Safe/Beautiful						
Security				(\$106,700.00)	(\$111,484.60)	
Street Maintenance (includes elevator repair/ steam clean garage), Tree Trimming (27)				(\$50,000.00)	(\$79,367.92)	
Gardners/ Beautification				(\$10,025.00)	(\$10,595.17)	
Economic Vitality						
Promotions/ Facebook/ Instagram				(\$3,150.00)	(\$1,270.96)	
Banners				(\$2,500.00)		
Administration/Reserve Fees						
Administration				(\$31,313.00)	(\$26,299.13)	
Office (\$1700)/ Annual Meeting (\$1800)				(\$3,500.00)	(\$5,707.74)	
Bid Renewal (annual reserve) (business registration on budget)				(\$2,000.00)		
Profesional Expenses (Accounting \$2500/ Insurance \$4562/ Bookkeeping \$4000)				(\$7,065.00)	(\$9,866.49)	
City Fees 3% and County Fees 3% based upon \$226855 (business ex on budget)				(\$13,800.00)		
Total Expenses				(\$230,053.00)	(\$244,592.01)	
Reserve For Nonpayment (Year-End Balance)				\$0.00	\$0.00	
Total Expenditures				(\$230,053.00)	(\$244,592.01)	

Lakeshore Avenue Business Improvement District

Profit and Loss

January - December 2024

	TOTAL
Income	
400 Program Income	226,152.46
401 Investments	
402 Interest-Savings, Short-term CD	1,076.11
Total 401 Investments	1,076.11
403 Other Types of Income	
404 Contributions	600.00
Total 403 Other Types of Income	600.00
407 Uncategorized Income	7,707.12
Total Income	\$235,535.69
Expenses	
501 Administration	26,299.13
502 Beautification	320.17
504 Gardeners	10,275.00
Total 502 Beautification	10,595.17
505 Business Expenses	213.72
508 Contract Services	14,375.00
509 Accounting Fees	6,825.00
512 Security	111,484.60
514 Street Maintenance	36,992.92
Total 508 Contract Services	169,677.52
515 Donation	28,750.00
516 Facilities and Equipment	
518 Office Expenses	3,165.02
Total 516 Facilities and Equipment	3,165.02
520 Other Types of Expenses	
521 Insurance	2,284.00
522 Rent	2,600.00
Total 520 Other Types of Expenses	4,884.00
524 Professional Services	441.49
525 Banking Fees	45.00
Total 524 Professional Services	486.49
526 Promotions	520.96
Total Expenses	\$244,592.01
NET OPERATING INCOME	\$ -9,056.32
NET INCOME	\$ -9,056.32

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

LAKESHORE/LAKE PARK BID	
BUDGET FOR BID 2025	
Description	BID RENEWAL
<i>Income</i>	
Estimated Bid Collections (FY 24/25 Assessment roll total) 5% INCREASE	<u>\$238,778.99</u>
Carry Forward from 2024 (Reserve for Nonpayment) (Interest Bearing)	<u>\$0.00</u>
Community Raised Funds (1.39% of Budget)	<u>\$3,319.03</u>
Total Available Funds	<u>\$242,098.02</u>
<i>Expenditures</i>	
Environmental/Clean/Safe/Beautiful	
Security	(\$117,370.00)
Street Maintenance	(\$50,340.65)
Gardners	(\$10,025.00)
Economic Vitality	
Promotions/Facebook/Instagram	(\$3,150.00)
Banners	(\$2,500.00)
Administration/Reserve Fees	
Administration	(\$31,320.63)
Office (\$1700)/ Annual Meeting (\$1800)	(\$3,500.00)
Bid Renewal (annual reserve) (business registration on budget)	(\$2,000.00)
Profesional Expenses (Accounting \$3000/Insurance \$4562)	(\$7,565.00)
City Fees 3% and County Fees 3% based upon \$238779 (business ex on budget)	(\$14,326.74)
Total Expenses	(\$242,098.02)
Reserve For Nonpayment (Year-End Balance)	\$0.00
Total Expenditures	(\$242,098.02)

BID Annual Report 2024

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BID Name Jack London Improvement District

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Savlan Hauser

Email savlan@jacklondonoakland.org

Phone Number (510) 388-4412

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	3
Cleaning Ambassadors/workers	8
Public Safety Officers/Security Ambassadors	3
Hospitality/Business Outreach Ambassadors	1
Other Seasonal/Part-time staff	0
Volunteers (not counting your board members)	6

How many parcels in your BID? 1447

How many businesses in your BID?	550
Approximately how many residents in your BID?	5000
Approximately how many occupied storefronts in your district?	85
Approximately how many vacant storefronts in your district?	13

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

Yes

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

Block By Block, Downtown Streets Team, Swords to Ploughshares, planned partnership with Center For Employment Opportunities

Cleaning

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Power Washing
- Graffiti removal - public property
- Graffiti removal - private property
- Gum, sticker and Flyer Removal
- Street furniture and trashcan maintenance and sanitization
- Landscaping services and plant watering
- Event-related Waste/recycling/compost sorting/collection
- Illegal dumping removal
- Planting/maintenance of median planters, planting/maintenance of hanging flower baskets, cleaning of bus shelters, maintenance of light pole banners, wayfinding and safety signage installation and maintenance

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

	Number per year
Number of incidents of graffiti removed	1628
Number of bags of trash collected	14920
Pounds of trash collected (if you measure trash in pounds not bags)	373000
Number of Incidents of illegal dumping removed	1348
Number of 311 requests made	240
Number of hours of pressure washing	1336
Number of stickers/posters removed	2700

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

savlan@jacklondonoakland.org, josh@jacklondonoakland.org, richie@jacklondonoakland.org, josh@smsholdings.com

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

7

Cleaning Outputs & Operations

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

360

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

Yes

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

Same as cleaning staff

What types of work are done by your safety staff?

Crime prevention workshops

Street patrol/ambassadors

Coordination with OPD

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

Walking safety escorts

responding to video retrieval requests, homeless outreach, coordination with MACRO and other relevant

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	8320
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	6240
Number of merchant checks	9005
Number of 911 calls made by the BID	31
Number of non-emergency calls made by the BID	56
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	40
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	8
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	16

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	12:00 PM	07:00 PM
Tuesday	12:00 PM	07:00 PM
Wednesday	12:00 PM	07:00 PM
Thursday	12:00 PM	09:00 PM
Friday	12:00 PM	09:00 PM
Saturday	12:00 PM	09:00 PM

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2025 40

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install / maintain banners on street/light poles

Install/maintain public art pieces

Install/maintain dog poo bag dispensers, install/maintain historic signage program litter receptacles, wayfinding signage

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	48
Number of tree wells maintained	580
Number of banners on street/light poles installed/maintained	98
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	0
Number of Big Belly trashcans Installed and maintained	0
Number of public plazas installed/maintained	0
Number of public art pieces installed/maintained	25

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

Yes

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

- Print news advertising (e.g. EBX, East Bay times, etc.)
- Digital advertising (e.g. Oaklandside, Google, etc.)
- Social media advertising (e.g. promoted posts and/or Facebook, Instagram ad campaigns, partnering with influencers, etc.)
- Social media posts (non-promoted)
- Physical advertising (billboards, bus shelters, BART stations, etc.)
- Direct mailings
- Flyers & posters
- Email newsletters
- Publish press releases
- Partner organization newsletters (D2 & D3, Visit Oakland, etc)

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

- Produce BID events
- Sponsor/in-kind support to events produced by businesses and non-BID entities in the District
- Maintain Event calendar on BID website
- Input (non-BID) events in District onto BID/Visit Oakland event calendar
- Produce District Guides/maps (including digital or printed)
- Welcome goody bags to entice district neighbors and workers to explore and patronize local community and buisnesses

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

- Facebook
- Twitter
- Instagram
- LinkedIn
- Next Door

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	1388	17	6933	1003
Facebook	830	81	12800	794

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Instagram	6138	606	40700	4792
Twitter	0	0	0	0
Tiktok	0	0	0	0
WhatsApp	0	0	0	0
YouTube	0	0	0	0

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

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

	Number
Number of events produced by the BID	6
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	18
Amount (\$\$) of Event sponsorship provided in 2024	3400
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	48000

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

- Information Sessions on federal/state/city regulations or programs
- Social Events (e.g. networking events, meet & greets, sector meet-ups)
- Educational Events (e.g. speaker series, panels, roundtables, best practice sharing)
- Workshops & Trainings (e.g. financial management, marketing, accounting)
- In-person Merchant outreach & contacts

Direct merchant grants to improve safety design and recover from vandalism, assistance with permitting for businesses in process of opening, expanding, or establishing outdoor improvements, sponsorship of business' special events

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	190
Number of business support events coordinated by or supported by the BID for your businesses in 2024	14
Annual total number of your business attendees at business support events coordinated by or supported by the BID	260

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

Accomplishment/New activity description
Produced 6 original events and festivals featuring dozens of Jack London businesses and drawing thousands of new visitors
Commissioned 3 new original public art pieces in the District
Fiscal sponsor for Downtown Corridor Safety Grant for coordination/operationalization of cameras in entire downtown geography across 6 BIDs--over 40 new cameras installed in Jack London alone.
Successfully advocated for intervention and closure of two dangerous encampments at critical gateway sites Castro and Broadway
Launched new flagship event engaging dozens of local merchants, First Saturdays
Deployed new equipment including electric golf cart for efficient service delivery and environmentally responsible pressure washing procedure

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

New program/activity description
New collaboration with Oakland Roots + Ballers to bring additional public art and activations of businesses and events to the District
New Jack London Food & Beverage Festival planned summer 2025
Thanks to additional new staff capacity in public space management, adding homelessness service tracking and advocacy to more effectively address the needs of unsheltered in our district

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

 Budget vs Actual Report 2024.pdf

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

Surplus to be spent on deferred equipment investments and facilities improvements in Q1 2025

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:

 Jack London 2025 budget.pdf

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
20000	Sponsorship

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

5

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

1747951

Business Support

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

May 13 2025 Board Meeting – all ratepayers to be notified via USPS mail with explanation of purpose and process.

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Greg Pasquali	Property Owner/Rep	Carmel Partners/ Fourth Street East	Director	Current
Michael Carilli	Property Owner/Rep	101 Broadway	Director	Current
Kim Cole	Business Owner/Rep	Kim Cole Real Estate	Director	Current
Melody Hultgren	Business Owner/Rep	Nova Real Estate	Director	Current
Lisa Villhauer	Property Owner/Rep	Arthaus Jack London	Director	Current
Jonathan Fong	Community Member/Rep		Treasurer	Current
Ener Chiu	Property Owner/Rep	EBALDC	Director	Past
Peter Gertler	Condo Owner/Rep		Director	Current
Keith Stephenson	Property Owner/Rep	Purple Heart	Director	Current
Izamar Hernandez Hook	Property Owner/Rep	CIM/Jack London Square	Director	Current
Dorcia Darling White	Business Owner/Rep	Everett & Jones BBQ	Director	Current
John Eric Henry	Business Owner/Rep	Pinnacle Drone Light Show	Director	Current

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

Jack London Improvement District
Simplified View: Budget vs Actuals 2024
As of December 31, 2024

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$1,493,625	\$1,617,800
8700 Contingency allowance for uncollected assessments		-\$92,821
Total Revenue	\$1,493,625	\$1,524,979
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$537,563	\$559,346
7150 & 7200 Subtotal- Port Share	\$268,082	\$251,362
7400 Maintenance Operations	\$187,557	\$212,392
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$993,201	\$1,023,100
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$121,706	\$147,000
7800 Special Projects	\$70,910	\$78,500
Total 7700 MED Marketing & Economic Development	\$192,616	\$225,500
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$98,032	\$126,227
8510-8580 Office Operations	\$56,590	\$61,115
Total 8000 AGCR Administration & Government/Community Relations	\$154,623	\$187,341
Total 8600 Collection Fees	\$21,091	\$68,496
Total Expenditures	\$1,361,531	\$1,504,437
Gross Difference	\$132,094	\$20,542

Percentage Allocation by area of Work	Management Plan	2024 - Budget
Maintenance & Beautification	60%	63%
Marketing & Economic Development	15%	14%
Administration & Government	15%	12%
Contingency & Collection	10%	10%
Budget Management. The management corporation may reallocate funding within the service categories, not to exceed 10 percent of the annual budgeted amount for each category consistent with the Management District Plan.		

**Jack London Improvement District:
Operating Budget 2025**

	2024 Budget	2025 Proposed
Revenue		
Total 4000 Assessment Income	\$1,617,800	\$1,664,716
8700 Contingency allowance for uncollected assessments	-\$92,821	-\$99,883
Budgeted Revenue	\$1,524,979	\$1,564,833
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$557,346	\$560,000
7150 & 7200 Subtotal- Port Share	\$251,362	\$263,930
7400 Maintenance Operations + Management	\$207,392	\$217,762
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$1,016,100	\$1,041,692
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$147,000	\$150,150
7800 Special Projects	\$78,500	\$81,933
Total 7700 MED Marketing & Economic Development	\$225,500	\$232,083
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$126,227	\$146,679
8510-8580 Office Operations	\$61,115	\$62,855
Total 8000 AGCR Administration & Government/Community Relations	\$187,341	\$209,534
Total 8600 Collection Fees	\$68,496	\$70,324
Total Expenditures	\$1,504,437	\$1,564,833
Gross Difference	\$113,363	\$99,883

Percentage Allocation by area of Work	Management Plan	2024 - Budget	2025 - Budget
Maintenance & Beautification	60%	63%	63%
Marketing & Economic Development	15%	14%	14%
Administration & Government	15%	12%	13%
Contingency & Collection	10%	10%	10%

Budget Management. The management corporation may reallocate funding within the service categories, not to exceed 10 percent of the annual budgeted amount for each category consistent with the Management District Plan.

2024 Operating Budget Notes: Three new staff positions including two new Ambassador positions and a Public Space Manager, supporting equipment including bikes and branded clean/safe program equipment. Staff positions are more accurately funded by time allocation within work categories.

BID Annual Report 2024

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

BID Name Temescal Telegraph Business Improvement District (TTBID)

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Daniel Swafford

Email administration@temescaldistrict.org

Phone Number (510) 860-7327

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	1.25
Cleaning Ambassadors/workers	3
Public Safety Officers/Security Ambassadors	.75
Hospitality/Business Outreach Ambassadors	.25
Other Seasonal/Part-time staff	.75
Volunteers (not counting your board members)	10

Notes about staffing numbers

The staffing totals in 2023 were counted twice. There are six staff members that serve as both Safety

Ambassadors and Hospitality/Business Ambassadors.

How many parcels in your BID? 613

How many businesses in your BID? 320

Approximately how many residents in your BID? 5000

Approximately how many occupied storefronts in your district? 295

Approximately how many vacant storefronts in your district? 25

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

Yes

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

No

Cleaning

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Power Washing
- Graffiti removal - public property
- Graffiti removal - private property
- Gum, sticker and Flyer Removal
- Street furniture and trashcan maintenance and sanitization
- Landscaping services and plant watering
- Event-related Waste/recycling/compost sorting/collection
- Illegal dumping removal
- Auto glass clean up

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

	Number per year
Number of incidents of graffiti removed	1331

	Number per year
Number of bags of trash collected	8125
Pounds of trash collected (if you measure trash in pounds not bags)	0
Number of Incidents of illegal dumping removed	60
Number of 311 requests made	215
Number of hours of pressure washing	156
Number of stickers/posters removed	1828

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

jleonard@blockbyblock.com, distrcitambassador2022@gmail.com, swafforddaniel@gmail.com, joey@temescaldistrict.org, administration@temescaldistrict.org, lneel510@gmail.com

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

6

Cleaning Outputs & Operations

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

48

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

Yes

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

No

What types of work are done by your safety staff?

Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors

Walking safety escorts

Coordination with OPD

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	250
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	1092
Number of merchant checks	1008
Number of 911 calls made by the BID	50
Number of non-emergency calls made by the BID	120
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	0

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

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

Estimated number of security cameras 8
to be installed by or in coordination
with the BID in the District in 2025

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install / mantain banners on street/light poles

Install pedestrian-oriented lighting (including stand-alone light poles and lights on private buildings that illuminate the public right of way)

Install/maintain public art pieces

Medians

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	74
Number of tree wells maintained	250
Number of banners on street/light poles installed/maintained	124
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	0
Number of Big Belly trashcans Installed and maintained	0
Number of public plazas installed/maintained	0
Number of public art pieces installed/maintained	20

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

Yes

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

- Print news advertising (e.g. EBX, East Bay times, etc.)
- Digital advertising (e.g. Oaklandside, Google, etc.)
- Social media advertising (e.g. promoted posts and/or Facebook, Instagram ad campaigns, partnering with influencers, etc.)
- Social media posts (non-promoted)
- Physical advertising (billboards, bus shelters, BART stations, etc.)
- Flyers & posters
- Email newsletters
- Publish press releases

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

- Produce BID events
- Sponsor/in-kind support to events produced by businesses and non-BID entities in the District
- Maintain Event calendar on BID website
- Input (non-BID) events in District onto BID/Visit Oakland event calendar
- Produce District Guides/maps (including digital or printed)

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

- Facebook
- Instagram

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	3350	35	44192	2354
Facebook	4000	190	33664	1012
Instagram	9000	190	100992	3036
Twitter	0	0	0	0
Tiktok	0	0	0	0
WhatsApp	0	0	0	0
YouTube	0	0	0	0

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

54

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

	Number
Number of events produced by the BID	3
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	30
Amount (\$\$) of Event sponsorship provided in 2024	0
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	20000

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

Social Events (e.g. networking events, meet & greets, sector meet-ups)

Educational Events (e.g. speaker series, panels, roundtables, best practice sharing)

In-person Merchant outreach & contacts

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	700
Number of business support events coordinated by or supported by the BID for your businesses in 2024	4
Annual total number of your business attendees at business support events coordinated by or supported by the BID	80

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

Accomplishment/New activity description
Temescal Street Fair TTBID brought back the Temescal Street Fair in 2024 welcoming 10,000 patrons to the district to experience four stages of live entertainment with 100 performers as well as 100 vendors and artisans.


Accomplishment/New activity description
Halloween The longstanding tradition of trick or treating for neighborhood children at district merchants continued this year. The TTBID handed out reusable cloth treat bags and coordinated with merchants to supply candy and craft activities. An adult evening component was added this year with The Avenue and Artichoke Pizza for an evening spooktacular with karaoke and DJ.
Holidays Temescal welcomed the holidays with More Joy—a shop, stroll, taste and sip event on December 14th on Telegraph Ave and Temescal Alley as well as a comprehensive Holiday Gift Guide.
Collaboration with NCPC/Temescal Neighbors - Safety resources and meet the new Chief
Updated inventories on all streetscape infrastructure
Added overnight security patrols, 24/7 security guard response, and day time security guard walking patrol
Initiated strategic planning for 1, 5, and 10 years
Accomplished successful 10 year district renewal
Advertised in Oakland Inspiration Guide

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

New program/activity description
Panther Plaza Plans are underway for the Black Panther Plaza—a dedicated event and community gathering space around the former Kasper's building at 46th & Telegraph, and anchored by a historical tribute to the Black Panthers. The plaza will be activated for all of our community events including the Temescal Street Fair, Taste of Temescal and holiday events, providing outdoor dining and live entertainment.
40th St Block Party - Working with area merchants to reconstitute this home grown destination street fair
40th St Median Revitalization In collaboration with Temescal Neighbors/NCPC 12X, the TTBID are planning to revitalize three neglected 40th Street medians between Telegraph and Webster over a three year period. Landscaping with drought-tolerant and California native plants will transform this barren landscape to create a vibrant, walkable neighborhood that promotes local businesses.
Redesign and replace approximately 124 street pole banners
In celebration of Earth Day, the TTBID and Temescal Neighbors will be replanting 13 of 56 planters as well as refreshing tree wells
Mitigate longstand issues of crime and unsafe conditions at multiple encampments

New program/activity description
Taste of Temescal Taste of Temescal will return to the district on April 23rd, 2025. Highlighting the very best of the neighborhood's award winning restaurants, we anticipate 500 ticketed patrons to visit 30+ merchants offering delicious samples of their cuisine, libations and more.
Halloween We plan to build on the success of last year's Halloween for family friendly trick or treating in the commercial district and night time destination for adult revelers
Temescal Street Fair Coordinating the 19th Annual FREE-Family Friendly Temescal Street Fair with a goal of bringing 15,000 patrons to the district to experience four stages of live entertainment with 100 performers as well as 100 vendors and Oakland artisans.

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


2024 Final Budget to Actual TTBITD Ci... .xlsx

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

\$150,000 (Capital improvement projects previously deferred - see 2025 Budget notes on budget xls)

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:


2025 Budget to Actual-2026 Propose... .xlsx

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
90000	Event Income
5000	Panther Tour Income
5000	Individual Charitable Donations
5000	Interest Income

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

5

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

832610

Business Support

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

May 2025

Members to be noticed via electronic communications to all property owners, publicly posted board meeting agenda and notification at public board meetings.

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Pat Smith	Property Owner/Rep		President	Current
Daniel Chung	Business Owner/Rep	Root'd in the 510	VP	Current
Jordie Bornstien	Community Member/Rep	Urban Habitat	Other Officer	Current
Don MacCleavey	Property Owner/Rep		Treasurer	Current
Tom Murphy	Property Owner/Rep		Secretary	Current
Shawn Granberry	Community Member/Rep	HipHopTV	Other Officer	Current
Tom Ames	Community Member/Rep	Ames Studio Architecture	Director	Current
Jessica Arline	Business Owner/Rep	Children's Hospital,	Director	Current
Andres Florez	Business Owner/Rep	Snail Bar	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Alex Schafran	Community Member/ Rep	Schafran Strategies	Director	Current
Sara Sens	Business Owner/Rep	Temescal Works	Director	Current
Seung-Yen Hong	Business Owner/Rep	BART	Director	Past
Adriana Valencia	Community Member/ Rep		Director	Past

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

**2024 Budget to Actual Final
City of Oakland Annual Budget**

[illegible]

Total 100 PROWSA (Clean & Safe Operations) Expenses	\$ 492,148	\$ 445,401	\$ 46,747		\$ 322,768	\$ 288,643	\$ 68,533	\$ 61,287	\$ 33,161	\$ 29,655	\$ 17,686	\$ 15,816
16.21% BID Assessments Marketing Identity Enhancements (per Management Plan)	\$ 137,480	\$ 127,314	\$ 10,166		\$ 100,360	\$ 92,939	\$ 21,309	\$ 19,734	\$ 10,311	\$ 9,549	\$ 5,499	\$ 5,093
Non-BID Funds Allocated to District Identity (Marketing & Identity E	\$ 35,000	\$ 20,000	\$ 15,000		\$ 25,550	\$ 14,600	\$ 5,425	\$ 3,100	\$ 2,625	\$ 1,500	\$ 1,400	\$ 800
Total Promotions and Design (District Identity) Income	\$ 172,480	\$ 147,314	\$ 25,166		\$ 125,910	\$ 107,539	\$ 26,734	\$ 22,834	\$ 12,936	\$ 11,049	\$ 6,899	\$ 5,893
200 Marketing & Identity Enhancement												
Executive Director Fees	\$ 1,122		\$ 1,122		\$ 819		\$ 174		\$ 84		\$ 45	
Marketing Decor												
Marketing Ped Lighting Debt Service (has in 100 Prowsa as well)	\$ 3,478	\$ 808	\$ 2,670		\$ 2,539	\$ 590	\$ 539	\$ 125	\$ 261	\$ 61	\$ 139	\$ 32
Events												
Taste of Temescal	\$ 20,086		\$ 20,086	event could not be held in 2024	\$ 14,663		\$ 3,113		\$ 1,506		\$ 803	
Temescal Street Fair	\$ 87,035	\$ 112,119	\$ (25,084)		\$ 63,536	\$ 81,847	\$ 13,490	\$ 17,378	\$ 6,528	\$ 8,409	\$ 3,481	\$ 4,485
40th St Block Parties												
Farmers Market (Freeform FM and Urban Village)		\$ 75	\$ (75)			\$ 55		\$ 12		\$ 6		\$ 3
Halloween Event	\$ 3,000	\$ 829	\$ 2,171		\$ 2,190		\$ 465		\$ 225		\$ 120	
Holiday Event	\$ 3,000	\$ 5,330	\$ (2,330)	Offset by event	\$ 2,190		\$ 465		\$ 225		\$ 120	
Black Panther Tours												
Banners Street Poles (new banners)												
Banners Street Poles and Cross Street (rotation/annual maintenance)												
Holiday Decorations	\$ 7,000	\$ 3,247	\$ 3,753		\$ 5,110		\$ 1,085		\$ 525		\$ 280	
PR2 - Admin Assistant												
PR3 - Events Assistant												
Other	\$ 5,600	\$ 200	\$ 5,400		\$ 4,088		\$ 868		\$ 420		\$ 224	
Printing		\$ 8,545	\$ (8,545)	used 5400 from		\$ 6,238		\$ 1,324		\$ 641		\$ 342
Special Projects Expense	\$ 4,667		\$ 4,667		\$ 3,407		\$ 723		\$ 350		\$ 187	
Website, Logo, Walking Map, Dining & Shopping Guide	\$ 35,000	\$ 24,612	\$ 10,388		\$ 25,550	\$ 17,967	\$ 5,425	\$ 3,815	\$ 2,625	\$ 1,846	\$ 1,400	\$ 984
Paid District Advertising [non-event]												
Management Contract (Marketing) [NEW]												
Advertising/ Marketing Design Services												
Public Relations												
TOTAL 200 Marketing & Identity Enhancement	\$ 169,988	\$ 155,765	\$ 14,224		\$ 124,092	\$ 106,696	\$ 26,348	\$ 22,655	\$ 12,749	\$ 10,962	\$ 6,800	\$ 5,846
10.89% BID Assessments Administration & Government/Comm Relations	\$ 115,773	\$ 107,212	\$ 8,561		\$ 84,514	\$ 78,265	\$ 17,945	\$ 16,618	\$ 8,683	\$ 8,041	\$ 4,631	\$ 4,288
Non-BID Funds Allocated to Administration & Government/Comm Relations					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Administration & Government/Comm Relations Income	\$ 115,773	\$ 107,212	\$ 8,561		\$ 84,514	\$ 78,265	\$ 17,945	\$ 16,618	\$ 8,683	\$ 8,041	\$ 4,631	\$ 4,288
300 Administration & Corporate Operations												
BID Storage Container	\$ 2,111	\$ 2,368	\$ (257)		\$ 1,541	\$ 1,729	\$ 327	\$ 367	\$ 158	\$ 178	\$ 84	\$ 95
Food for meetings	\$ 548	\$ 820	\$ (272)		\$ 400	\$ 599	\$ 85	\$ 127	\$ 41	\$ 61	\$ 22	\$ 33
Insurance	\$ 1,860		\$ 1,860		\$ 1,358		\$ 288		\$ 140		\$ 74	
Legal, Tax & Accounting	\$ 35,655	\$ 17,385	\$ 18,270		\$ 26,028	\$ 12,691	\$ 5,526	\$ 2,695	\$ 2,674	\$ 1,304	\$ 1,426	\$ 695
Management Contract (Admin) [NEW]												
Moving Expenses	\$ 5,000	\$ -	\$ 5,000	did not need to	\$ 3,650		\$ 775		\$ 375		\$ 200	
Office												
Bank Charges & Processing Fees	\$ 138	\$ 1,435	\$ (1,297)		\$ 101	\$ 1,048	\$ 21	\$ 222	\$ 10	\$ 108	\$ 6	\$ 57
Copies	\$ 26		\$ 26		\$ 19		\$ 4		\$ 2		\$ 1	
IT/Online Services & Subscriptions	\$ 4,000	\$ 1,005	\$ 2,995		\$ 2,920	\$ 734	\$ 620	\$ 156	\$ 300	\$ 75	\$ 160	\$ 40
Office Programs	\$ 5,244	\$ 5,772	\$ (528)		\$ 3,828	\$ 4,214	\$ 813	\$ 895	\$ 393	\$ 433	\$ 210	\$ 231
Parking/Travel	\$ 35		\$ 35		\$ 26		\$ 5		\$ 3		\$ 1	
Postage	\$ 85		\$ 85		\$ 62		\$ 13		\$ 6		\$ 3	
Printing	\$ 212		\$ 212		\$ 155		\$ 33		\$ 16		\$ 8	
Supplies	\$ 103		\$ 103		\$ 75		\$ 16		\$ 8		\$ 4	
Other - Administrative Fees	\$ 25,000	\$ 22,000	\$ 3,000		\$ 18,250		\$ 3,875		\$ 1,875		\$ 1,000	
Phone, Internet & Utilities	\$ 1,336	\$ 1,079	\$ 257		\$ 975	\$ 788	\$ 207	\$ 167	\$ 100	\$ 81	\$ 53	\$ 43
PR1 - Executive Director Fees												
PR2 - Admin Assistant												
Professional Development	\$ 104		\$ 104		\$ 76		\$ 16		\$ 8		\$ 4	
Professional Services	\$ 13,000	\$ 29,700	\$ (16,700)		\$ 9,490	\$ 21,681	\$ 2,015	\$ 4,604	\$ 975	\$ 2,228	\$ 520	\$ 1,188
Rent at Temescal Works	\$ 17,595	\$ 14,215	\$ 3,380		\$ 12,844	\$ 10,377	\$ 2,727	\$ 2,203	\$ 1,320	\$ 1,066	\$ 704	\$ 569
Website		\$ 300	\$ (300)			\$ 219		\$ 47		\$ 23		\$ 12
Workers Compensation Insurance	\$ 3,168	\$ 2,628	\$ 540		\$ 2,313	\$ 1,918	\$ 491	\$ 407	\$ 238	\$ 197	\$ 127	\$ 105

TOTAL 300 Administration & Corporate Operations	\$ 115,219	\$ 98,707	\$ 16,512		\$ 84,110	\$ 55,996	\$ 17,859	\$ 11,890	\$ 8,641	\$ 5,753	\$ 4,609	\$ 3,068
Payroll Expenses												
Non-BID Funds Allocated to Payroll Expenses		\$ 22,000	\$ (22,000)		\$ 16,060		\$ 3,410		\$ 1,650		\$ 880	
Total Payroll Expenses Income		\$ 22,000	\$ (22,000)		\$ 16,060		\$ 3,410		\$ 1,650		\$ 880	
Balance Due		\$ 100	\$ (100)		\$ 73		\$ 16		\$ 8		\$ 4	
Company Contributions												
Health Insurance	\$ 2,805	\$ -	\$ 2,805		\$ 2,048		\$ 435		\$ 210		\$ 112	
Taxes	\$ 14,511	\$ 6,601	\$ 7,910		\$ 10,593	\$ 4,819	\$ 2,249	\$ 1,023	\$ 1,088	\$ 495	\$ 580	\$ 264
Wages		\$ 2,454	\$ (2,454)			\$ 1,791		\$ 380		\$ 184		\$ 98
Reimbursements	\$ 3,000	\$ -	\$ 3,000		\$ 2,190		\$ 465		\$ 225		\$ 120	
Unapplied Cash Bill Payment Expenditures												
Uncategorized Expenditure					\$ -		\$ -		\$ -		\$ -	
TOTAL Payroll Expenses	\$ 20,316	\$ 9,155	\$ 11,162		\$ 14,831	\$ 6,683	\$ 3,149	\$ 1,419	\$ 1,524	\$ 687	\$ 813	\$ 366
TOTAL EXPENSES	\$ 797,671	\$ 709,027	\$ 88,644		\$ 545,800	\$ 458,018	\$ 115,889	\$ 97,250	\$ 56,075	\$ 47,057	\$ 29,907	\$ 25,097
TOTAL INCOME	\$ 761,455	\$ 746,319	\$ 15,136		\$ 555,862	\$ 510,507	\$ 118,026	\$ 108,395	\$ 57,109	\$ 52,449	\$ 30,458	\$ 27,973
TOTAL EXPENSES	\$ 797,671	\$ 709,027	\$ 88,644		\$ 545,800	\$ 458,018	\$ 115,889	\$ 97,250	\$ 56,075	\$ 47,057	\$ 29,907	\$ 25,097
INCOME LESS EXPENSES	\$ (36,217)	\$ 37,292	\$ (73,508)	\$ -	\$ 10,062	\$ 52,489	\$ 2,136	\$ 11,145	\$ 1,034	\$ 5,393	\$ 551	\$ 2,876
Contingency & Reserve (per Management Plan)												
Less General Benefit												
NET [CARRY OVER OR (ADD'L FUNDS FOR RESERV	\$ (36,217)	\$ 37,292	\$ (73,508)	\$ -	\$ 10,062	\$ 52,489	\$ 2,136	\$ 11,145	\$ 1,034	\$ 5,393	\$ 551	\$ 2,876

TEMESCAL TELEGRAPH AVENUE

2025 Budget to Actual - 2026 Proposed Budget
City of Oakland Annual Report

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Management District Plan (MDP)	2025 Budget Adjusted Feb25	2025 Districtwide Actual To Date (Jan-Feb)	2025 Districtwide Variance	2025 Notes	2025 Zone 1 Budget [73%]	2025 Zone 2 Budget [11.5%]	2025 Zone 3 Budget [6%]	Condo Zone Budget [9.5%]		2026 Budget	2026 Notes
Income											
BID Assessments	\$ 832,610		\$ 832,610		\$ 607,805	\$ 95,750	\$ 49,957	\$ 79,098		\$ 873,075	
Total Non-BID Sources of Funds	\$ 255,000	\$ 170	\$ 254,830		\$ 186,150	\$ 29,325	\$ 15,300	\$ 24,225		\$ 139,687	
40th Street Event Income			\$ -								
5490 Miscellaneous Revenue			\$ -								
Event Income			\$ -		\$ -	\$ -	\$ -	\$ -		\$ 70,000	
Public Events	\$ 90,000		\$ 90,000	TSF 65K; other 5K; Taste 30K	\$ 65,700	\$ 10,350	\$ 5,400	\$ 8,550		\$ 30,000	
Individual Charitable Contributions	\$ 5,000		\$ 5,000		\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 5,000	
Grants	\$ 5,000		\$ 5,000	Panther Tour Income	\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 25,000	
Special Projects Revenue	\$ -		\$ -								
Interest Income	\$ 5,000	\$ 170	\$ 4,830	**improve fund management	\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 3,000	
Uncategorized Revenue			\$ -								
Carry Forward + Reserve	\$ 150,000		\$ 150,000	Reserve fund activation (113K); Carryover	\$ 109,500	\$ 17,250	\$ 9,000	\$ 14,250		\$ 6,687	
Total Income	\$ 1,087,610	\$ 170	\$ 1,087,440		\$ 793,955	\$ 125,075	\$ 65,257	\$ 103,323		\$ 1,012,762	
Expenses			\$ -								
68.1% Clean & Safe Operations (per Management Plan)	\$ 566,968		\$ 566,968		\$ 413,887	\$ 65,201	\$ 34,018	\$ 53,862		\$ 606,656	
Non-BID Funds Allocated to PROW (Clean & Safe Ops)	\$ 20,000		\$ 20,000		\$ 14,600	\$ 2,300	\$ 1,200	\$ 1,900		\$ 46,000	
Total Economic Restructuring/PROW Income	\$ 586,968	\$ -	\$ 586,968		\$ 428,487	\$ 67,501	\$ 35,218	\$ 55,762		\$ 652,656	
100 PROWSA (Clean & Safe Operations)			\$ -								
BID Renewal Costs	\$ 3,000		\$ 3,000	Consultant as needed	\$ 2,190	\$ 345	\$ 180	\$ 285		\$ 1,000	
Improvement Mini Grants			\$ -								
Cleaning/Maintenance Contract	\$ 284,000		\$ 284,000	10K reserve allocation for 2024 unpaid wage increase	\$ 207,320	\$ 32,660	\$ 17,040	\$ 26,980		\$ 284,000	
Management Contract (PROWSA) [NEW]	\$ 50,000		\$ 50,000	Admin Contract	\$ 36,500	\$ 5,750	\$ 3,000	\$ 4,750		\$ 50,000	Admin Contract
PR1 - Executive Director Fees (also in Admin)			\$ -								
PR2 - Admin Assistant (also in Admin)	\$ 40,000		\$ 40,000	Admin Contract	\$ 29,200	\$ 4,600	\$ 2,400	\$ 3,800		\$ 40,000	Admin Contract
PR4 - Operations Director	\$ 55,900		\$ 55,900	Jan 2025 40 hrs	\$ 40,807	\$ 6,429	\$ 3,354	\$ 5,311		\$ 54,000	
PR2 Operations Director (different on 2024 Budget vs Actuals)			\$ -								
Project Management			\$ -								
PROWSO Ped Lighting Debt Service	-										
Maintenance and Landscaping	[see streetscape for specific landscape]									\$ 10,000	
Streetscape			\$ -	1X projects includes 15% administrative overhead for project management staff							
Graffiti Abatement and Prevention (ie Murals)	\$ 30,000		\$ 30,000	20K reserve allocation: Graffiti (5K); Prevention (25K)	\$ 21,900	\$ 3,450	\$ 1,800	\$ 2,850		\$ 10,000	
40th Gateway Landscaping Medians and Sidewalks	\$ 50,000		\$ 50,000	50K reserve allocation: 3 Medians (40K); Gateway (5K); Sidewalk tree wells (5K)	\$ 50,000						
Planters	\$ 20,000		\$ 20,000	10K reserve allocation: Re-Plant and Re-Locate as needed	\$ 14,600	\$ 2,300	\$ 1,200	\$ 1,900		\$ 2,000	
Plaza Phased Development	\$ 20,000		\$ 20,000	20K reserve allocation: 5K facilitation of Kaspers encroachment and public space activation; 15K Panther Plaza design and fundraising	\$ 20,000					\$ 40,000	20K from grants or direc
Environmental Design Encampment Mitigation	\$ 10,000		\$ 10,000	10K reserve allocation	\$ 7,300	\$ 1,150	\$ 600	\$ 950		\$ 8,000	

Security	\$ 130,000	\$ 6,160	\$ 123,840	12K/month beginning April; 10K to roll over into full 2026 term	\$ 94,900	\$ 14,950	\$ 7,800	\$ 12,350		\$ 148,000	
Security Camera Program	\$ 10,000		\$ 10,000	10K reserve allocation for gateway coverage pilot program	\$ 7,300	\$ 1,150	\$ 600	\$ 950		\$ 4,000	
Public Improvement Design Services	[see streetscape]										
Equipment Rentals	\$ 1,200		\$ 1,200	rent storage container	\$ 876	\$ 138	\$ 72	\$ 114		\$ 1,200	
Total 100 PROWSA (Clean & Safe Operations) Expenses	\$ 704,100	\$ 6,160	\$ 697,940		\$ 532,893	\$ 72,922	\$ 38,046	\$ 60,240		\$ 652,200	
16.21% BID Assessments Marketing Identity Enhancements (per Management Plan)	\$ 134,946		\$ 134,946		\$ 98,511	\$ 15,519	\$ 8,097	\$ 12,820		\$ 144,392	
Non-BID Funds Allocated to District Identity (Marketing & Identity Enhancements)	\$ 55,000		\$ 55,000		\$ 40,150	\$ 6,325	\$ 3,300	\$ 5,225		\$ 55,000	
Total Promotions and Design (District Identity) Income	\$ 189,946		\$ 189,946		\$ 138,661	\$ 21,844	\$ 11,397	\$ 18,045		\$ 199,392	
200 Marketing & Identity Enhancement			\$ -								
Executive Director Fees			\$ -								
Marketing Decor			\$ -								
Marketing Ped Lighting Debt Service (has in 100 Prowsa as well)			\$ -								
Events			\$ -								
Taste of Temescal	\$ 10,000		\$ 10,000		\$ 7,300	\$ 1,150	\$ 600	\$ 950		\$ 10,000	
Temescal Street Fair	\$ 100,000	\$ 16,971	\$ 83,029		\$ 73,000	\$ 11,500	\$ 6,000	\$ 9,500		\$ 100,000	
40th St Block Parties	\$ 7,000		\$ 7,000		\$ 5,110	\$ 805	\$ 420	\$ 665		\$ 7,000	
Farmers Market (Freeform FM and Urban Village)	\$ 3,000		\$ 3,000		\$ 2,190	\$ 345	\$ 180	\$ 285		\$ 5,000	
Halloween Event	\$ 4,000		\$ 4,000		\$ 2,920	\$ 460	\$ 240	\$ 380		\$ 5,000	
Holiday Event	\$ 4,000	\$ 1,487	\$ 2,513		\$ 2,920	\$ 460	\$ 240	\$ 380		\$ 5,000	
Black Panther Tours	\$ 5,000		\$ 5,000	** Net \$0	\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 5,000	
Banners Street Poles (new banners)	\$ 20,000		\$ 20,000	20K reserve allocation: design (5K);	\$ 14,600	\$ 2,300	\$ 1,200	\$ 1,900			
Banners Street Poles and Cross Street (rotation/annual maintenance)	\$ 6,000		\$ 6,000	Rotate cross street banner 3x per year	\$ 4,380	\$ 690	\$ 360	\$ 570		\$ 6,000	
Holiday Decorations	\$ 5,000		\$ 5,000							\$ 2,000	
PR2 - Admin Assistant			\$ -								
PR3 - Events Assistant	\$ 25,000		\$ 25,000	Admin Contract	\$ 18,250	\$ 2,875	\$ 1,500	\$ 2,375		\$ 25,000	Admin Contract
Other			\$ -								
Printing			\$ -								
Special Projects Expense			\$ -								
Website, Logo, Walking Map, Dining & Shopping Guide		\$ 350	\$ (350)								
Paid District Advertising [non-event]	\$ 5,000		\$ 5,000		\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 5,000	
Management Contract (Marketing) [NEW]	\$ 25,000		\$ 25,000	Admin Contract	\$ 18,250	\$ 2,875	\$ 1,500	\$ 2,375		\$ 25,000	Admin Contract
Advertising/ Marketing Design Services	\$ -		\$ -	Admin Contract						\$ -	Admin Contract
Public Relations	\$ -		\$ -	Admin Contract						\$ -	Admin Contract
TOTAL 200 Marketing & Identity Enhancement	\$ 219,000	\$ 18,808	\$ 200,192		\$ 156,220	\$ 24,610	\$ 12,840	\$ 20,330		\$ 200,000	
10.89% BID Assessments Administration & Government/Comm Relations	\$ 90,696		\$ 90,696		\$ 66,208	\$ 10,430	\$ 5,442	\$ 8,616		\$ 97,045	
Non-BID Funds Allocated to Administration & Government/Comm Relations	\$ 15,000		\$ 15,000		\$ 10,950	\$ 1,725	\$ 900	\$ 1,425		\$ 4,000	
Total Administration & Government/Comm Relations Income	\$ 105,696		\$ 105,696		\$ 77,158	\$ 12,155	\$ 6,342	\$ 10,041		\$ 101,045	
300 Administration & Corporate Operations			\$ -								
			\$ -								
BID Storage Container	\$ 1,200	\$ 198	\$ 1,002	** moved lot rental to PROW	\$ 876	\$ 138	\$ 72	\$ 114		\$ 1,200	
Food for meetings	\$ 1,000		\$ 1,000		\$ 730	\$ 115	\$ 60	\$ 95		\$ 1,000	
Insurance	\$ 4,000	\$ 1,208	\$ 2,792	added employee theft per COO contract	\$ 2,920	\$ 460	\$ 240	\$ 380		\$ 4,000	
Legal, Tax & Accounting	\$ 20,000	\$ 4,005	\$ 15,995	** need breakdown	\$ 14,600	\$ 2,300	\$ 1,200	\$ 1,900		\$ 16,000	
Management Contract (Admin) [NEW]			\$ -								
Moving Expenses			\$ -								
Office			\$ -								
Bank Charges & Processing Fees	\$ 500	\$ 440	\$ 60		\$ 365	\$ 58	\$ 30	\$ 48		\$ 500	
Copies	\$ 100	\$ 26	\$ 74		\$ 73	\$ 12	\$ 6	\$ 10		\$ 100	
IT/Online Services & Subscriptions	\$ 4,000		\$ 4,000		\$ 2,920	\$ 460	\$ 240	\$ 380		\$ 4,000	
Office Programs	\$ 1,000	\$ 2,149	\$ (1,149)	** need 2024 breakdown	\$ 730	\$ 115	\$ 60	\$ 95		\$ 1,000	
Parking/Travel	\$ 50		\$ 50		\$ 37	\$ 6	\$ 3	\$ 5		\$ 50	
Postage	\$ 100		\$ 100		\$ 73	\$ 12	\$ 6	\$ 10		\$ 100	

Printing	\$ 500		\$ 500		\$ 365	\$ 58	\$ 30	\$ 48		\$ 500	
Supplies	\$ 500		\$ 500		\$ 365	\$ 58	\$ 30	\$ 48		\$ 500	
Other - Administrative Fees		\$ 78	\$ (78)								
Phone, Internet & Utilities	\$ 900	\$ 130	\$ 770	** need 2024 breakdown	\$ 657	\$ 104	\$ 54	\$ 86		\$ 900	
PR1 - Executive Director Fees	\$ 50,000		\$ 50,000	Admin Contract	\$ 36,500	\$ 5,750	\$ 3,000	\$ 4,750		\$ 50,000	
PR2 - Admin Assistant			\$ -								
Professional Development			\$ -								
Professional Services	\$ 5,000	\$ 9,000	\$ (4,000)		\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 5,000	
Rent at Temescal Works	\$ 12,000	\$ 1,711	\$ 10,289		\$ 8,760	\$ 1,380	\$ 720	\$ 1,140		\$ 12,000	
Website	\$ 1,000		\$ 1,000		\$ 730	\$ 115	\$ 60	\$ 95		\$ 1,000	
Workers Compensation Insurance	\$ 3,168	\$ 500	\$ 2,668		\$ 2,313	\$ 364	\$ 190	\$ 301		\$ 3,168	
TOTAL 300 Administration & Corporate Operations	\$ 105,018	\$ 19,445	\$ 85,573		\$ 76,663	\$ 12,077	\$ 6,301	\$ 9,977		\$ 101,018	
Payroll Expenses			\$ -								
Non-BID Funds Allocated to Payroll Expenses	\$ 13,000		\$ 13,000		\$ 9,490	\$ 1,495	\$ 780	\$ 1,235		\$ 15,000	
Total Payroll Expenses Income	\$ 13,000		\$ 13,000		\$ 9,490	\$ 1,495	\$ 780	\$ 1,235		\$ 15,000	
Balance Due			\$ -								
Company Contributions	\$ 5,000		\$ 5,000	total salaries reduced	\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 5,000	
Health Insurance	\$ 2,805		\$ 2,805	** need 2024 breakdown	\$ 2,048	\$ 323	\$ 168	\$ 267		\$ 2,805	
Taxes	\$ 5,000	\$ 823	\$ 4,177	** need 2024 breakdown	\$ 3,650	\$ 575	\$ 300	\$ 475		\$ 5,000	
Wages		\$ 9,810	\$ (9,810)	PROW has wages							
Reimbursements			\$ -								
Unapplied Cash Bill Payment Expenditures			\$ -								
Uncategorized Expenditure		\$ 4,000	\$ (4,000)								
TOTAL Payroll Expenses	\$ 12,805	\$ 14,633	\$ (1,827)		\$ 9,348	\$ 1,473	\$ 768	\$ 1,217		\$ 12,805	
TOTAL EXPENSES	\$ 1,040,924	\$ 59,046	\$ 981,877		\$ 775,124	\$ 111,081	\$ 57,955	\$ 91,763		\$ 966,024	
TOTAL INCOME	\$ 1,087,610	\$ 170	\$ 1,087,440		\$ 793,955	\$ 125,075	\$ 65,257	\$ 103,323		\$ 1,012,762	
TOTAL EXPENSES	\$ 1,040,924	\$ 59,046	\$ 981,877		\$ 775,124	\$ 111,081	\$ 57,955	\$ 91,763		\$ 966,024	
INCOME LESS EXPENSES	\$ 46,687	\$ (58,876)	\$ 105,563	\$ -	\$ 18,831	\$ 13,994	\$ 7,301	\$ 11,560		\$ 46,738	\$ -
Contingency & Reserve (per Management Plan)	\$ 40,000	\$ 40,000	\$ -	**Spending down reserve in 2025	\$ 29,200	\$ 4,600	\$ 2,400	\$ 3,800		\$ 40,000	
Less General Benefit			\$ -		\$ (12,156)	\$ (1,915)	\$ (999)	\$ (1,582)			
NET [CARRY OVER OR (ADD'L FUNDS FOR RESERV	\$ 6,687	\$ (98,876)	\$ 105,563		\$ 1,787	\$ 11,309	\$ 5,900	\$ 9,342		\$ 6,738	\$ -

BID Annual Report 2024

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

BID Name Laurel District Association

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Daniel Swafford

Email laureldistrictassociation@gmail.com

Phone Number (510) 530-3222

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	.6
Cleaning Ambassadors/workers	.7
Public Safety Officers/Security Ambassadors	.75
Hospitality/Business Outreach Ambassadors	.1
Other Seasonal/Part-time staff	.5
Volunteers (not counting your board members)	35

Notes about staffing numbers

Volunteers primarily contribute to the free public events produced by the LDA.

How many parcels in your BID? 102

How many businesses in your BID? 110

Approximately how many residents in your BID? 100

Approximately how many occupied storefronts in your district? 94

Approximately how many vacant storefronts in your district? 16

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

Is there a workforce development component to the hiring and/or training of your cleaning staff? (either in-house or with a partner organization) No

Cleaning

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Power Washing
- Graffiti removal - public property
- Graffiti removal - private property
- Gum, sticker and Flyer Removal
- Street furniture and trashcan maintenance and sanitization
- Landscaping services and plant watering
- Event-related Waste/recycling/compost sorting/collection
- Illegal dumping removal

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

	Number per year
Number of incidents of graffiti removed	235
Number of bags of trash collected	1000
Pounds of trash collected (if you measure trash in pounds not bags)	0
Number of Incidents of illegal dumping removed	45
Number of 311 requests made	65
Number of hours of pressure washing	25
Number of stickers/posters removed	100

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

distrcitambassador2022@gmail.com, swafforddaniel@gmail.com, lneel510@gmail.com, laureldistrictassociation@gmail.com

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

7

Cleaning Outputs & Operations

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

28

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

Yes

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

No

What types of work are done by your safety staff?

Installing security cameras

Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors

Coordination with OPD

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

Walking safety escorts

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	500
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	2625
Number of merchant checks	1500
Number of 911 calls made by the BID	25
Number of non-emergency calls made by the BID	35
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	38
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	56
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	150

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

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

Estimated number of security cameras 7
to be installed by or in coordination
with the BID in the District in 2025

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install / maintain banners on street/light poles

Install pedestrian-oriented lighting (including stand-alone light poles and lights on private buildings that illuminate the public right of way)

Install/maintain public art pieces

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	80
Number of tree wells maintained	40
Number of banners on street/light poles installed/maintained	54
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	1
Number of Big Belly trashcans Installed and maintained	0
Number of public plazas installed/maintained	0
Number of public art pieces installed/maintained	65

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

Yes

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

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

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

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

Social media posts (non-promoted)

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

Flyers & posters

Email newsletters

Publish press releases

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

Produce BID events

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

Maintain Event calendar on BID website

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

Produce District Guides/maps (including digital or printed)

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

Facebook

Instagram

Next Door

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	1732	50	24046	2754
Facebook	2900	182	47800	1632
Instagram	4900	182	95760	110000

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Twitter	0	0	0	0
Tiktok	0	0	0	0
WhatsApp	0	0	0	0
YouTube	0	0	0	0

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

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

	Number
Number of events produced by the BID	13
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	35
Amount (\$\$) of Event sponsorship provided in 2024	0
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	35000

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

- Social Events (e.g. networking events, meet & greets, sector meet-ups)
- Educational Events (e.g. speaker series, panels, roundtables, best practice sharing)
- In-person Merchant outreach & contacts

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	1000

	Number
Number of business support events coordinated by or supported by the BID for your businesses in 2024	20
Annual total number of your business attendees at business support events coordinated by or supported by the BID	55

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

Accomplishment/New activity description
Mural Tour The Laurel District Association helped to facilitate the creation and promotion of murals found throughout our vibrant commercial corridor which spans Oakland's MacArthur Boulevard from 35th Avenue to High Street. In 2024, we launched a self-guided mural tour on our website featuring 12 of those murals with interviews with each of the artists and a map to explore our beautiful neighborhood. Each mural has a plaque mounted on it that has a QR code to link the viewer to the featured mural. https://www.laureldistrictassociation.org/mural-tour
Laurel StreetFair World Music Festival - August 10, 2024 Coordinating the 24th Annual FREE-Family Friendly Laurel StreetFair World Music Festival with a goal of bringing 15,000 patrons to the district to experience three stages of live entertainment with 175 performers as well as 150 vendors and Oakland artisans.
Security Ambassador Program - Shop Safe Holiday Initiative Employed private security guard services to patrol the district 4 days/week during the day and 6 days/week overnight from November 29-January 3 to foster a safer and more welcoming environment in The Laurel.
Lunar New Year Over 30 businesses and 100+ members of the public participated in our annual Lunar New Year Lion Dance Procession. The Buk Sing Choy Lay Fut Kung Fu Academy led dancers and drummers the length of MacArthur Blvd to offer blessings (and lots of fireworks) to each participating business. The day culminated with a community celebration, lion dance and potluck dinner at the Taoist Center.
Live in the Laurel (LITL) & Make Music Day Events The Laurel hosted a summer series of seven live, free, community music events between April and October in 2024. Each month featured some rising stars and local favorites as they performed in intimate venues along MacArthur Blvd. The series accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur. The LDA collaborated with Make Music Day on both solstice days. The community was invited to several sites to listen to pop up musicians and areas play bucket drums, harmonica lessons and generally make merry. The event accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur.

Accomplishment/New activity description
Halloween A spooky fair was held in the parking lot of Communité Table where families gathered for crafts, candy, games and a DJ Dance party with Halloween music. Volunteer students from Northeastern University helped with kids crafts and trick or treating. Laurel merchants were the highlight of the day. Over 250 costumed children plus their adults attended. The event accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur.
Santa Stroll The Laurel celebrated the holidays with a Santa (Jose Ortega of Supreme MMA in The Laurel), elves, and minstrels (two groups of carollers) singing up and down MacArthur. Frequent stops were made as it was a wet and wild day, but spirits were not dampened. Mischieff hosted Santa, Sing-alongs and, of course, candy canes. Approximately 100 additional visitors came to the commercial district. The event accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur.
Advertised in the Oakland Inspiration Guide
Installed one lighting element--added of string lights approximately 1000 feet in length with 1 bulb per 12-18". in advance of the holiday season for safety and ambiance in response to 29 cobrahead and pedestrian light poles not functioning (an ongoing safety problem dating to July 2024).
Mayor Meeting Sheng Thao LDA board, merchants and city leadership met to discuss district security issues—funding the Ambassador Safety Program and prioritizing commercial districts and Tier 2 (property) crimes. Topics included increased security and/or OPD presence; addressing safe and walkable commercial districts (high rates of speed on MacArthur, reckless driving, unprotected intersections); and public/ private partnerships for resource allocation to protect and revitalize unique commercial districts (regulations and penalties for vacant commercial property, zoning/use policy, facade improvement / broken window funds).

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

New program/activity description
Security Ambassador Program continuing through June 2025
Camera Installation at high traffic intersection
Empty Storefront Activation - Work with community stakeholders and professionals to overcome obstacles preventing long standing vacancies from being filled
Holiday Street Pole Banner - Design and print
Add Decorative and Safety Lighting to district.

New program/activity description
Support NCPC for community involved public safety initiatives
Mural Walking Tours We look to expand our website mural tour to include walking tours led by one or more of the featured artists. We look to expand the website tour to include more of the over 50 public art pieces including sculpture, 11 custom painted trash cans and many planters.
Renewal The Laurel District Association launched the Renewal of the LDA in 2024 with a holiday merchant mixer at Sequoia Diner. A guided mural tour started the evening followed by dinner, drinks and mingling with merchants, board members, security and LDA staff.
2025 Events Continuing an event calendar with activity throughout the year: Laurel Lunar New Year, Live In The Laurel, Laurel StreetFair World Music Festival, Halloween Trick-or-Treat, Santa Stroll, Make Music Day, and more

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


2024 Budget to Actuals Final - 2025 B...xlsx

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

\$10,000 - See Budget, disbursed throughout categories

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:


2024 Budget to Actuals Final - 2025 B...xlsx

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
180000	Grants
100000	Event Income
5000	Individual Contributions
5000	Interest Income
20000	Reserve (Renewal)

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

No

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

232828

Business Support

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

Yes, changing the boundaries of the district

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Jain Williams	Property Owner/Rep	State Farm	President	Current
Joanne Wong-Lam	Property Owner/Rep		Secretary	Current
Dorothy Okamoto	Property Owner/Rep		Treasurer	Current
Alysia Gritz	Business Owner/Rep	Marquardt Property Management	Director	Current
Kao Saelee	Business Owner/Rep	Jo's Modern Thai	Director	Current
Lorie Mata	Business Owner/Rep	Manos Care Home	Director	Current
Zinzi Zareef	Business Owner/Rep	Mizaan Boutique,	Director	Current
Danny Tomasello	Community Member/Rep		Director	Current
Vincent Phua	Property Owner/Rep		Director	Past

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

LAUREL DISTRICT ASSOCIATION (LDA)					
2024 Budget to Actuals Final - 2025 Budget to Actuals					
	2024 Budget	2024 Actual	2025 Budget	2024 Notes	2025 Notes
Sources					
BID Assessments	\$232,828	\$233,392	\$232,828		
Less City and County Fees	\$225,378	\$225,933	\$225,378	USE THIS AMOUNT FOR % MDP CATEGORIES	
Total Non-BID Sources of Funds	\$164,000	\$271,497	\$320,000		
Grants	\$50,000	\$92,312	\$180,000	City of Oakland Ambassador grant; Oakland Recycles Education grant	City of Oakland Safety Ambassador grant
Events	\$100,000	\$104,182	\$100,000	Event total revenue; see expenses below	Event total revenue; see expenses below
Estimated Income from Other Sources - Interest	\$10,000	\$4,995	\$10,000	5K interest	
Carryover	\$4,000	\$8,008	\$10,000		
Use of reserve for renewal		\$62,000	\$20,000		
Total Sources of Funds	\$389,378	\$497,430	\$545,378		
PROWSO Sidewalk Operations, Beautification and Order (SOBO)					
33% BID Assessments	\$76,833	\$77,019	\$76,833		
Non-BID Funds Allocated to PROWSO / SOBO	\$0	\$0	\$5,000		Anticipating growing security demand
Total PROWSO Sidewalk Operations, Beautification and Order (SOBO) Income	\$76,833	\$77,019	\$81,833		
Maintenance and Landscaping	\$43,000	\$44,385	\$56,000		Maintenance contractor rate increase
Capital Improvements Unallocated	\$28,000	\$9,193	\$25,000	Trash can refurbish	Facade Improvements; Lighting
Total PROWSO Sidewalk Operations, Beautification and Order (SOBO) Expenses	\$71,000	\$53,578	\$81,000		
PROWSO Sidewalk Operations, Beautification and Order (SOBO) Income - Expenses	\$5,833	\$23,441	\$833		
District Identity and Streetscape Improvement (DISI) General					
40% BID Assessments	\$90,151	\$90,373	\$90,151		
Non-BID Funds Allocated to DISI	\$110,000	\$170,743	\$205,000	Ambassador Grants	Ambassador Grants
Total District Identity and Streetscape Improvement (DISI) General Income	\$200,151	\$261,116	\$295,151		
Website & Graphic Design	\$3,000	\$3,000	\$4,000		
Directory	\$2,000	\$65	\$1,000		
Signage/Banners/Artwork/Decorations*	\$16,000	\$26,901	5000		
Merchant & Social Media	\$5,000	\$6,000	\$4,000		
Special Events & Marketing	\$20,000	\$20,351	\$25,000		
Street Festival	\$100,000	\$105,652	\$110,000		
Advertising	\$7,400	\$7,000	\$6,000		
Security	\$45,000	\$92,147	\$140,000	Ambassador Grants	Ambassador Grants
Unallocated					

Total District Identity and Streetscape Improvement (DISI) General Expenses	\$198,400	\$261,116	\$295,000		
District Identity and Streetscape Improvement (DISI) General Income - Expenses	\$1,751	\$0	\$151		
22% BID Assessments	\$49,583	\$49,705	\$49,583		
Non-BID Funds Allocated to Organization/Administration/Management Services	\$40,000	\$115,552	\$105,000		
Total Organization/Administration/Management Services Income	\$89,583	\$165,257	\$154,583		
Rent	\$ 2,100	\$2,100	\$2,100		
Staffing	\$52,000	\$77,431	\$100,000	Project; Ambassador; and Event Admin	Project; Ambassador; and Event Admin
Payroll Expenses	\$2,500	\$1,404	\$2,500		
Grant Program Administration	\$15,000	\$9,412	\$15,000	Reusable Admin	Reusable Admin; Grants (non-Ambassador)
Telephone & Fax	\$900	\$1,200	\$1,200		
Internet	\$0				
Insurance	\$6,000	\$9,615	\$10,000	added services for ambassadors	added services for ambassadors
Accounting & Taxes	\$2,500	\$1,400	\$5,900	CPA Review in 2025	CPA Review in 2025
Bank Charges/Interest		\$128	\$130		
Annual Dinner/Merchant Meetings/Memberships	\$1,000	\$614	\$1,000		
Office Supplies	\$1,000	\$254	\$1,000		
Postage	\$300	\$146	\$300		
Printing	\$3,500				
Unallocated/Misc	\$0	\$61,553	\$15,000	BID Renewal	BID Renewal
Total Organization/Administration/Management Services Expenses	\$86,800	\$165,257	\$154,130		
Organization/Administration/Management Services Income - Expenses	\$2,783	\$0	\$453		
OTHER					
County Fee (1.7%)	\$3,958	\$3,967	\$3,958		
City Fee	\$3,492	\$3,492	\$3,492	confirm new coo fee	
Suspense	\$9,785			see carryover below	see carryover below
Subtotal	\$17,235	\$7,459	\$7,450		
Contingency Reserves					
Total Income	\$389,378	\$497,430	\$545,378		
Total Expenses	\$373,435	\$487,410	\$537,580		
Net	\$15,943	\$10,020	\$7,798		
Carryforward/Reserve \$ -		\$10,020	\$7,798		

BID Annual Report 2024

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

BID Name

Koreatown Oakland

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Shari Godinez

Email shari@koreatownnorthgate.org

Phone Number (510) 343-5439

General Information & District Composition

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

Property Based BID

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

	Number of FTE
General/Admin Staff	4
Cleaning Ambassadors/workers	3
Public Safety Officers/Security Ambassadors	0
Hospitality/Business Outreach Ambassadors	1
Other Seasonal/Part-time staff	1
Volunteers (not counting your board members)	120

Notes about staffing numbers

Two staff are full time for KONO. One staff splits her time between KONO and First Fridays. One staff is

full time for First Fridays. One staff is very part-time for First Fridays. Ambassador team has 4 staff with 3 cleaners and 1 hospitality. They clean six days a week on Telegraph Ave.

How many parcels in your BID?	450
How many businesses in your BID?	171
Approximately how many residents in your BID?	672
Approximately how many occupied storefronts in your district?	159
Approximately how many vacant storefronts in your district?	12

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

Is there a workforce development component to the hiring and/or training of your cleaning staff? (either in-house or with a partner organization)	No
---	----

Cleaning

What types of work are done by your cleaning staff?	Sidewalk sweeping and clearing gutters	
	Power Washing	Graffiti removal - public property
	Graffiti removal - private property	
	Gum, sticker and Flyer Removal	
	Street furniture and trashcan maintenance and sanitization	
	Landscaping services and plant watering	
	Event-related Waste/recycling/compost sorting/collection	
	Illegal dumping removal	
	Respond to call from merchants for assistance with homeless people	

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

	Number per year
Number of incidents of graffiti removed	1596
Number of bags of trash collected	9017
Pounds of trash collected (if you measure trash in pounds not bags)	225425
Number of Incidents of illegal dumping removed	1771
Number of 311 requests made	176
Number of hours of pressure washing	632
Number of stickers/posters removed	450

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

rhall@streetplus.net

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

6

Cleaning Outputs & Operations

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

168

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

Yes

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

No

What types of work are done by your safety staff?

Coordination with OPD

Walking safety escorts

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	260

	Number
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	0
Number of merchant checks	5770
Number of 911 calls made by the BID	24
Number of non-emergency calls made by the BID	0
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	96
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	75
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	12

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

As grant funds allow

Safety Services

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

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install / mantain banners on street/light poles

Install/maintain public art pieces

Clean city trash cans

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	5
Number of tree wells maintained	100
Number of banners on street/light poles installed/maintained	100
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	0
Number of Big Belly trashcans Installed and maintained	0
Number of public plazas installed/maintained	0
Number of public art pieces installed/maintained	2

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

Yes

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

- Print news advertising (e.g. EBX, East Bay times, etc.)
- Digital advertising (e.g. Oaklandside, Google, etc.)
- Social media advertising (e.g. promoted posts and/or Facebook, Instagram ad campaigns, partnering with influencers, etc.)
- Social media posts (non-promoted)
- Physical advertising (billboards, bus shelters, BART stations, etc.)
- Direct mailings
- Flyers & posters
- Email newsletters
- Publish press releases
- Live News interviews

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

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

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

Produce District Guides/maps (including digital or printed)

Banners, IKE kiosk, Billboards

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

Facebook

Twitter

Instagram

LinkedIn

YouTube

TikTok

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	7009	143685	46985	698
Facebook	19000	373	101314	2928
Instagram	36094	540	228952	20078
Twitter	1273	23		172
Tiktok	700	23	702	1376
WhatsApp	0	0	0	0
YouTube	70	4	13762	1243

What is the average email open rate in 2024 as a percentage? 33.4

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

	Number
Number of events produced by the BID	10
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	1
Amount (\$\$) of Event sponsorship provided in 2024	59255
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	136000

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

Social Events (e.g. networking events, meet & greets, sector meet-ups)

In-person Merchant outreach & contacts

Shared information on workshop from city, chambers, and other organizations for small businesses

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	500
Number of business support events coordinated by or supported by the BID for your businesses in 2024	12
Annual total number of your business attendees at business support events coordinated by or supported by the BID	570

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

Accomplishment/New activity description
Community Safety Initiatives Crime Impact on Businesses Survey: In 2024 I took the 2023 50-question survey on the impact of crime on Oakland businesses and compiled and analyzed the findings into a detailed summary report shared with key stakeholders, including the Oakland BID Alliance, media, the Mayor’s Office, City Council, and Governor Newsom. Advocated using the report’s data, which contributed to the deployment of 120 CHP officers to Oakland and additional prosecutors from the California National Guard and the State’s Department of Justice to enhance crime prosecution efforts in Alameda County.

Accomplishment/New activity description
<p>Public Safety Improvements Through Camera Systems. KONO has made significant strides in enhancing public safety by expanding and upgrading its camera systems, fostering partnerships, and advocating for strategic crime prevention measures. In 2024 KONO added 21 new cameras to the system covering three new intersections, expanding our coverage to 96 cameras across ten intersections. Through partnerships with the Oakland BID Alliance and the Mayor’s Office, KONO secured \$145,592 in grant funding to expand its camera system and integrate it into a unified video hub with five downtown Business Improvement Districts (KONO, Uptown, Downtown, Chinatown, Jack London). This initiative streamlines OPD’s access to real-time footage, improving response times and investigative capabilities. These cameras have directly supported investigations into seven homicides and a sex trafficking case, underscoring their value in public safety. Additionally, persistent advocacy for increased CHP patrols, OPD traffic stops, and dedicated Foot Patrol officers contributed to an 84% reduction in auto break-ins. By combining advanced surveillance technology with strategic partnerships and community engagement, KONO continues to lead the way in crime prevention and public safety improvements.</p>
<p>Mural Expansion In 2022, KONO facilitated a \$75,000 partnership between Kaiser and 333Arts for graffiti abatement, resulting in a mural on the Northgate parking structure. In 2024, additional funding was secured to extend the mural onto adjacent fencing, with Kaiser investing further to enhance the project and beautify the district.</p>
<p>Business Sales Tax Growth: In 2024 KONO obtained sales tax data that revealed an 8.4% increase in sales tax revenue from 2022 to 2023, the highest growth among all Oakland BID districts. This contrasts with Oakland’s citywide decline of 5.5%, showcasing KONO’s resilience and strategic economic contributions despite broader economic challenges.</p>
<p>Worked with an Ad-Hoc Committee to draft a three-year strategic plan approved by the full Board.</p>
<p>Mailed 383 invitations to property owners to participate in the Open House events and Board activities. Recruited two new Board members for 2025.</p>
<p>Partnerships & Promotions Visit Oakland Collaboration – Partnered with Visit Oakland to feature local murals in their magazine publications, showcasing KONO’s vibrant arts scene. IKE Kiosks Partnership – Secured free advertising for KONO events and initiatives through the city’s new IKE kiosks, enhancing community visibility.</p>

Accomplishment/New activity description

Resource Guide for the Unhoused Community: Developed a resource guide for the unhoused community on the KONO website. The next step is to create a postcard or booklet with a QR code linking to the guide, ensuring the information remains current and easily accessible.

Distributed bi-monthly newsletters to over 1,000 contacts, keeping the community informed about KONO district events and providing valuable resources for businesses and property owners. The newsletter boasts an above-average open rate of 33.6%.

Secured \$211,492 in gross income through October 2024: \$37,125 in sponsorships; \$31,000 in individual donations; \$99,313 in vendor fees; \$18,629 in alcohol sales

New program/activity description

Crime Mapping Overlay Project KONO launched a crime mapping initiative to track auto glass cleanup incidents by address, led by Streetplus Operations Supervisor Ramon Hall. This data will be overlaid with reported auto break-in statistics to address underreporting and provide a more accurate crime representation. By identifying true crime hotspots, this project will guide the strategic placement of additional surveillance cameras, improving public safety and resource allocation in KONO.

KONO Crime Reporting & Safety Initiative Objective: Enhance crime reporting among businesses to ensure accurate crime data, improve police resource deployment, and increase community safety. Key Actions: Business Engagement & Education Hold regular in-person meetings with business owners and staff to emphasize the importance of reporting crimes. Provide training on KONO's enhanced crime reporting process and how businesses can participate. Address concerns, including anonymity, response times, and follow-ups. Incident Reporting System Assess the best methods for submitting reports to OPD (dedicated personnel, software, optimal reporting times). Explore digital reporting tools or centralized reporting hubs for efficiency. Collaboration with OPD Work with OPD leadership to ensure reported data influences police deployment strategies. Advocate for targeted patrols at high-crime locations identified through incident reports. Community Outreach & Promotion Launch a "Report to Protect" campaign through flyers, social media, and business networks. Provide businesses with crime log templates and direct contacts for swift reporting. By improving reporting and data accuracy, this initiative strengthens police-business collaboration, leading to better crime prevention and resource allocation in KONO.

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

New program/activity description
Enhancing Parking Availability Objective: Expand access to secure parking for Oakland First Fridays while generating revenue to support the KONO District. Key Actions: Secure Additional Parking – Explore options for obtaining access to the city-owned parking lot on 21st St. for event use. Redirect Parking Revenue – Advocate for parking fee revenue from the lot to be allocated to KONO to support district initiatives. Collaboration & Negotiation – Engage with city officials to formalize agreements and address logistical concerns. By increasing parking availability and revenue retention, this initiative will improve accessibility for event attendees while strengthening KONO's financial sustainability.
Enhancing the Financial Viability of Oakland First Fridays To ensure the long-term sustainability of Oakland First Fridays, we will: Partner with local and regional organizations to expand engagement and strengthen community ties. Secure new sponsorships through targeted outreach to corporations, foundations, and local businesses, offering a tiered sponsorship system. Increase vendor participation by attracting new vendors from diverse sectors and offering incentives for participation. Seek alternative funding sources through grants, crowdfunding, and community-driven support. Invest in marketing and event enhancements to boost attendance and create an unforgettable experience for attendees. These strategies will help Oakland First Fridays remain a thriving, financially viable cultural event.
Generate a referral list of unhoused community members who voice they are ready to accept services and share with organizations that provide temporary housing. Identify the appropriate nonprofits that will partner with KONO and Streetplus can identify the individuals who are ready.

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



KONO Revenue and Expense Summar... .pdf

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

KONO had a deficit of -\$51,472.00 at the end of 2024.
KONO anticipates a deficit each year through the renewal date of 2027.

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:



KONO Revenue and Expense Summar... .pdf

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
10000	Grants

Estimated Amount (\$)	Source of Contribution
21000	Donations
10420	interest

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

5

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

738074

Business Support

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

The KONO Board of Directors Meeting had both a discussion item and an action item on the agenda on the assessment increase for the 2025/26 assessment year on March 18, 2025. This agenda was emailed out to all the property owners, business owners and residents that are in our email database. It was also sent to the city clerk and records departs 72 hours in advance of the meeting and posted on their bulletin board. The vote was to increase the assessment by 5% with nine board members in approval and one opposition vote. The next step is to send a mail out to all property owners letting them know about the proposed increase before it goes to city council.

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Joseph Jung	Property Owner/Rep		President	Current
Curt Haven	Property Owner/Rep		VP	Current
Alan Wilk	Property Owner/Rep		Treasurer	Current

	Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
	Don Mayberry	Community Member/ Rep		Secretary	Current
	Nick Myerhoff	Property Owner/Rep		Director	Current
	Mike Thaler	Property Owner/Rep		Director	Past
	Mindy Landmark	Business Owner/Rep			Past
	Keun Bae Yoo			Director	Current
	Gidget	Community Member/ Rep		Director	Current
	Hye Kyung (Bo) Allen	Property Owner/Rep		Director	Current
	Charles Long	Property Owner/Rep		Director	Current
	Mustafaa Alsugaa	Property Owner/Rep		Director	Current
	Liz Einwiller	Business Owner/Rep		Director	Current
	Shakira Scott	Community Member/ Rep		Director	Past
	Toni Blackstone	Community Member/ Rep		Director	Past
	Nia Jones	Community Member/ Rep		Director	Past
	Alex Hahn	Property Owner/Rep		Director	Past

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

KONO Community Benefit District 2024/25			
	Percentages	2024	2025
Admin	25	27%	30%
Marketing	15	12%	10%
Security & Maintenance	60	61%	60%
Total	100	100%	100%

FY 2025 Budget

January 1-December 31, 2024

Financial Recap		Actual	Budget	Over (Under) Budget	Percent of Budget	2025 Budget		
Operating Budget		\$ 669,119.04	\$ 652,824.64	\$ 16,294.40	102%	\$ 697,251.58		
Expenses		\$ 720,591.33	\$ 741,167.34	-\$ 20,576.01	97%	\$ 756,257.04		
Net Income		-\$ 51,472.29	-\$ 88,342.70	\$ 36,870.41		-\$ 59,005.46		
		Bank Balance \$30,268	CD 1 \$80,662	CD 2 \$200,000	Accounts Payable \$6,782			

Account	Total					2025 Budget	Current Year notes	2025 Budget Notes
	Actual	Budget	Over (Under) Budget	Percent of Budget				
Income								
4010 CBD Assessments	\$ 653,916.94	\$ 668,764.02	-\$ 14,847.08	98%	\$ 702,927.92	\$ 10,808.06		
7010 Interest Revenue	\$ 6,747.94	\$ 1,192.97	\$ 5,554.97	566%	\$ 10,419.83			
Outside Funds (4.47% of assessments)								
4110 Grants								
Unrestricted	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 0.00			
Total for Unrestricted	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 0.00			
Restricted	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 0.00	95.9%	\$ 653,916.94	Assessme
Korean Culturefest	\$ 20,000.00	\$ 14,946.90	\$ 5,053.10	134%	\$ 10,000.00	1.0%	\$ 6,747.94	Interest
Total for Restricted	\$ 20,000.00	\$ 14,946.90	\$ 5,053.10	134%	\$ 10,000.00	2.9%	\$ 20,000.00	Grants
Total for 4110 Grants	\$ 20,000.00	\$ 14,946.90	\$ 5,053.10	134%	\$ 10,000.00	0.2%	\$ 1,532.50	Donation
Donation				--		100.0%	\$ 682,197.38	Total
Restricted	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 16,000.00			
Unrestricted	\$ 1,532.50	\$ 14,946.90	-\$ 13,414.40	10%	\$ 5,000.00	23.9%	\$ 6,747.94	Interest
Total for Donation	\$ 1,532.50	\$ 14,946.90	-\$ 13,414.40	10%	\$ 21,000.00	70.7%	\$ 20,000.00	Grants
Total for Outside Funds	\$ 21,532.50	\$ 29,893.80	-\$ 8,361.30	72%	\$ 31,000.00	5.4%	\$ 1,532.50	Donation
Total for Income	\$ 682,197.38	\$ 699,850.79	-\$ 17,653.41	97%	\$ 744,347.75	100.0%	\$ 28,280.44	Total outs
Fees (CBD Assessments)								

City Fees (1% fee to collect and distribute assessments)	\$	6,539.17	\$	6,687.64	-\$	148.47	98%	\$	7,029.28		
County Fees (1.7% of assessments)					\$	0.00	0%	\$	11,949.77	County fees is included in CBD Assessments	1.7% of assessments
Endowment for Renewal 1%	\$	6,539.17	\$	6,900.31	-\$	361.14	95%	\$	7,029.28	Need to transfer to a savings account in 2024	
Operating Reserves 5% in 2024			\$	33,438.20	-\$	33,438.20	0%	\$	21,087.84	2024 budgeted at 5%	Actual in 2024 was 2.7%, decreased to 3% for 2025
Total for Fees	\$	13,078.34	\$	47,026.15	-\$	33,947.81	28%	\$	47,096.17		
Total Operating Income	\$	669,119.04	\$	652,824.64	\$	16,294.40	102%	\$	697,251.58		
Carry fwd current end of yr. \$343,607.14 includes \$75k CD	-\$	51,472.29	\$	89,535.71	\$	38,063.42	-57%	\$	89,535.71	2023 cary fwd. (less 75k) Divided by 3 years = \$89,535.71 each year	
Expenses											
6450 Administration											
6120 Bank Service Charges	\$	36.99	\$	70.00	-\$	33.01	53%	\$	50.00	wire fees	
6180 Insurance											
6185 Liability Insurance	\$	3,532.96	\$	4,000.00	-\$	467.04	88%	\$	4,000.00		assumed insurance will go up
D&O	\$	1,548.40	\$	1,700.00	-\$	151.60	91%	\$	2,000.00	payment in June and Oct. Policy says \$1923	assumed insurance will go up
Worker's Compensation	\$	1,680.42	\$	1,300.00	\$	380.42	129%	\$	1,800.00	4 payments, april, may, june, aug	assumed insurance will go up
Total for 6180 Insurance	\$	6,761.78	\$	7,000.00	-\$	238.22	97%	\$	7,800.00		
6230 Licenses and Permits	\$	93.00	\$	300.00	-\$	207.00	31%		150.00		
6270 Professional Fees											
6650 Accounting	\$	14,045.00	\$	8,200.00	\$	5,845.00	171%		14,140.00	Accounting and tax return	Accounting and tax return
Audit	\$	4,000.00	\$	0.01	\$	3,999.99	40,000,000%		12,000.00	last paid \$11,500 for Financial Review of	
Total for 6650 Accounting	\$	18,045.00	\$	8,200.01	\$	9,844.99	220%	\$	26,140.00		
6655 Consulting	\$	5,579.64	\$	5,500.00	\$	79.64	101%		5,600.00	four quarters - consulting	

Total for 6270 Professional Fees	\$	23,624.64	\$	13,700.01	\$	9,924.63	172%	\$	31,740.00	
6350 Meals and Entertainment	\$	4,221.62	\$	3,000.00	\$	1,221.62	141%		7,000.00	Board dinner & open house
6380 Travel	\$	17.78	\$	0.00	\$	17.78			3,000.00	Lyft
6390 Utilities	\$	3,244.01	\$	4,200.00	-\$	955.99	77%		3,300.00	PG&E
6550 Office	\$	31.95	\$	0.00	\$	31.95				
6250 Postage and Delivery	\$	62.07	\$	100.00	-\$	37.93	62%		100.00	
6770 Supplies	\$	1,182.94	\$	4,000.00	-\$	2,817.06	30%		3,500.00	1630.00 iphone
Office alarm	\$	919.55	\$	800.00	\$	119.55	115%		900.00	includes service call
Online services	\$	5,160.81	\$	4,000.00	\$	1,160.81	129%		5,500.00	includes survey monkey one time annual fee
Water	\$	506.83	\$	942.60	-\$	435.77	54%		700.00	water
Rent	\$	30,504.00	\$	31,200.00	-\$	696.00	98%		31,382.00	averaging 2,536 per month
Telephone/internet	\$	2,844.43	\$	3,200.00	-\$	355.57	89%		4,700.00	Actual is 2572 Jan to May & 2646 June to Dec.
Office Equipment	\$	0.00	\$	500.00	-\$	500.00	0%		500.00	add 100.00 per month Shari's phone
Total for 6550 Office	\$	41,212.58	\$	44,742.60	-\$	3,530.02	92%	\$	47,282.00	
<u>Employee benefits</u>										
Health Insurance	\$	17,885.52	\$	21,000.00	-\$	3,114.48	85%		16,500.00	one less employee
Retirement plan expense	\$	14,806.56	\$	11,200.00	\$	3,606.56	132%		11,196.00	includes 7 months for GH (1,200)
Total for Employee benefits	\$	32,692.08	\$	32,200.00	\$	492.08	102%	\$	27,696.00	\$886.90 = med. vision = \$358.00 october actual x 12
Parking and Tolls	\$	115.83	\$	100.00	\$	15.83	116%		100.00	
Payroll Tax and Fees	\$	18,155.81	\$	30,000.00	-\$	11,844.19	61%		19,000.00	FF payroll taxes being charged to FF now
Repair & Maintenance	\$	1,174.49	\$	300.00	\$	874.49	391%		1,000.00	front door repair
Reconciling Adjustments	-\$	3,988.08	\$	0.00	-\$	3,988.08			0.00	
<u>Staff</u>										
Staff #MO	\$	6,501.95	\$	10,000.00	-\$	3,498.05	65%		10,400.00	8 hours week avg
Executive Assist #CR	\$	62,663.37	\$	60,361.60	\$	2,301.77	104%		63,379.68	COLA 2.5% increase + \$0.50 merit increase. \$23.9/hr+\$0.06+\$0.50 = \$25/hr 60,361.60 + COLA 2.5% increase + 2.5% merit increase

EBMUD	\$	3,702.33	\$	4,100.00	-\$	397.67	90%
Streetplus	\$	311,753.78	\$	305,723.68	\$	6,030.10	102%
Streetplus Bonus	\$	2,500.00					
Total for Security/Maintenance	\$	317,956.11	\$	309,823.68	\$	8,132.43	103%
Security & Operations;Camera Project 2	\$	9,290.00	\$	23,829.25	-\$	14,539.25	39%
Trash Services	\$	1,576.64	\$	1,500.00	\$	76.64	105%
Storage Space	\$	0.00	\$	1,000.00	-\$	1,000.00	0%
Supplies	\$	0.00	\$	0.00	\$	0.00	0%
Total for Security & Operations	\$	329,803.61	\$	337,752.93	-\$	7,949.32	98%
Total for Expenses	\$	720,591.33	\$	741,167.34	-\$	20,576.01	97%
Net Income	-\$	51,472.29	-\$	88,342.70	\$	36,870.41	

4,000.00
319,800.00
\$ 2,500.00
\$ 326,300.00
9,568.70
1,600.00
0.00
0.00
\$ 338,468.70
\$ 756,257.04
-\$59,005.46

add 2.5% COI

We had grant funds in 2024, exhausted funds. Decide on amount for 2025

QB net Income -\$ 44,933.12
 718,091.33

2025 budget draft

753,757.04

Oakland First Friday 2024/25									
	A program of KONO CBD								
		2024 Budget	Actual (12.31.24)	Over (Under) Budget	% of Budget	2025 Budget	2026 Budget	2027 Budget	
Income									
	Donations								
	Corporations	\$0	\$20,000	\$20,000	--	\$20,000	\$20,000	\$20,000	
	Foundations	\$0	\$7,266	\$7,266	--	\$7,000	\$7,000	\$7,000	
	Gates	\$4,985	\$4,857	-\$128	97%	\$5,000	\$5,000	\$5,000	
	Individuals	\$22,000	\$7,543	-\$14,457	34%	\$8,000	\$8,000	\$8,000	
	Total Donations	\$26,985	\$39,665	\$12,680	147%	\$40,000.00	\$40,000.00	\$40,000.00	
	KONO: Capital Income	\$25,000	\$25,000	\$0	100%	\$25,000	\$25,000	\$25,000	
	Sales								
	Merchandise	\$500	\$180	-\$320	36%	\$200	\$200	\$200	
	KONO Lounge (Alcohol)	\$18,470	\$19,490	\$1,020	106%	\$21,656	\$21,656	\$21,656	2024 was 9 months of income. 2025 will be 10 months.
	Total Sales	\$18,970	\$19,670	\$700	104%	\$21,856	\$21,856	\$21,856	
	Sponsorships	\$68,000	\$39,255	-\$28,745	58%	\$40,000	\$40,000	\$40,000	
	New Sponsorships					\$37,000	\$45,000	\$54,000	Additional sponsorships needed to to avoid a deficit for the year.
	Vendor Fees								2024 was 9 months of income. 2025 will be 10 months.
	Food	\$77,470	\$76,197	-\$1,273	98%	\$84,663	\$84,663	\$84,663	
	Retail (non-food)	\$52,654	\$43,065	-\$9,589	82%	\$47,850	\$47,850	\$47,850	
	Nonprofit	\$13,803	\$8,165	-\$5,638	59%	\$9,072	\$9,072	\$9,072	
	Violation Fees	\$777		-\$777	0%				
	Refunds	\$0	-\$533	-\$533	--	-500	-500	-500	
	Total vendor Fees	\$144,704	\$126,894	-\$17,810	88%	\$141,086	\$141,086	\$141,086	
	Fundraiser	\$50,000	\$0	-\$50,000	0%	0	0	0	
	Equipment Rental	\$0	\$150	\$150	--	150	150	150	
	Grants								
	Cultural Arts Commission	\$20,000	\$0	-\$20,000	0%	\$0	\$0	\$0	
	Total Grants	\$20,000	\$0	-\$20,000	0%	\$0	\$0	\$0	
	Misc								
	Interest Income	\$433	\$227	-\$205	52%	227	227	227	
Total Income		\$354,091	\$250,862	-\$103,230	71%	\$305,319	\$313,319	\$322,319	

Oakland First Friday 2024/25										
A program of KONO CBD										
			2024 Budget	Actual (12.31.24)	Over (Under) Budget	% of Budget	2025 Budget	2026 Budget	2027 Budget	
Expense										
	Advertisement		\$1,700	\$1,416	-\$284	83%	\$1,458	\$1,502	\$1,547	
	Employee Benefits		\$5,000	\$2,042	-\$2,958	41%	\$0	\$0	\$0	This should be zero. \$2,042 is incorrect journal entry.
	Memberships/Subscriptions		\$154	\$153	-\$1	100%	\$158	\$163	\$167	
	Bank Service Fees			\$56	\$56	--	\$57	\$59	\$61	
	POS Processing Fees		\$5,000	\$4,393	-\$607	88%	\$4,525	\$4,661	\$4,801	
	Sponsorship Commissions		\$1,500	\$1,768	\$268	118%	\$1,821	\$1,875	\$1,931	
	License permits fees		\$1,300	\$1,432	\$132	110%	\$1,475	\$1,519	\$1,565	
	Meals & Entertainment		\$300	\$426	\$126	142%	\$439	\$452	\$466	
	Insurance			\$647	\$647	--	\$666	\$686	\$707	
	Office supplies		\$1,250	\$3,054	\$1,804	244%	\$3,145	\$3,240	\$3,337	
	Online services		\$8,900	\$10,211	\$1,311	115%	\$10,517	\$10,833	\$11,158	Zoom, mailchimp, Google GSuite, DropBox, Canva, SmartSheet, Knack
	Telephone Services		\$1,992	\$2,445	\$453	123%	\$3,171	\$3,266	\$3,364	two cell phones and hot spot
	Parking & Tolls		\$25	\$145	\$120	581%	\$150	\$154	\$159	
	Reconciling Adjustments		\$0	-\$9,802	-\$9,802					
Staff										
	Social Media Manager		\$37,000	\$35,424	-\$1,576	96%	\$35,100	\$35,978	\$36,877	
	Festival Coordinator		\$56,000	\$32,960	-\$23,040	59%	0	0	0	
	Account Manager		\$50,800	\$32,011	-\$18,789	63%	0	0	0	
	Festival Director		\$0	\$21,690	\$21,690	--	\$58,500	\$59,963	\$61,462	
	Intern		\$0	\$2,921	\$2,921	--	\$10,792	\$11,060	\$11,336	
	Staff Bonus		\$2,000	\$1,600	-\$400	80%	\$1,600	\$1,600	\$1,600	
	Total Staff		\$145,800	\$126,606	-\$19,194	87%	\$105,992	\$108,600	\$111,275	
	Payroll Taxes		\$14,500	\$10,496	-\$4,004	72%	\$11,976	\$12,335	\$12,705	
	General Event Supplies		\$3,200	\$2,874	-\$326	90%	\$2,960	\$3,049	\$3,140	
	Fundraising Expenses		\$10,000	\$200	-\$9,800	2%	\$206	\$212	\$219	
Entertainment										

Oakland First Friday 2024/25									
A program of KONO CBD									
			2024 Budget	Actual (12.31.24)	Over (Under) Budget	% of Budget	2025 Budget	2026 Budget	2027 Budget
		Performance Stipend	\$0	\$0	\$0	--			
		Stage Manager & DJ	\$0	\$800	\$800	--	\$889	\$916	\$943
		Side Street Entertainment	\$3,018	\$3,150	\$132	104%	\$3,500	\$3,605	\$3,713
Stage		Stage rental	\$0	\$0	\$0	--			
		Sound staff stipend	\$0		\$0	--			
		Total Entertainment	\$3,018	\$3,950	\$932	131%	\$4,389	\$4,521	\$4,656
KONO Lounge									
		Staff Stipend for bar	\$6,000	\$4,700	-\$1,300	78%	\$5,222	\$5,379	\$5,540
		KONO Lounge supplies	\$7,740	\$7,247	-\$493	94%	\$8,053	\$8,294	\$8,543
		TOTAL KONO LOUNGE	\$13,740	\$11,947	-\$1,793	87%	\$13,275	\$13,673	\$14,083
Stipend Staff									
		Front Gates	\$2,200	\$2,475	\$275	113%	\$2,750	\$2,833	\$2,917
		Registration/Info/merch	\$900	\$600	-\$300	67%	\$667	\$687	\$707
		Vendor Placement			\$0	--	\$0	\$0	\$0
		Inventory/Supply Maintenance	\$3,375	\$2,575	-\$800	76%	\$2,861	\$2,947	\$3,035
		Set up and Breakdown	\$9,000	\$8,750	-\$250	97%	\$9,722	\$10,014	\$10,314
		TOTAL STIPEND STAFF	\$15,475	\$14,400	-\$1,075	93%	\$16,000	\$16,480	\$16,974
Equipment rental									
		U-haul	\$540	\$565	\$25	105%	\$628	\$646	\$666
		Lights & Generators - Cresco	\$17,900	\$10,640	-\$7,260	59%	\$11,822	\$12,176	\$12,542
		TOTAL EQUIPMENT RENTAL	\$18,440	\$11,205	-\$7,235	61%	\$12,450	\$12,823	\$13,208
SUB-CONTRACTORS									
		Port a potties	\$17,800	\$18,538	\$738	104%	\$20,597	\$21,215	\$21,852
		Street Closure - TC Rentals	\$18,810	\$17,276	-\$1,534	92%	\$19,195	\$19,771	\$20,364
		Security	\$51,795	\$48,304	-\$3,491	93%	\$53,671	\$55,281	\$56,939
		Professional Fees (payroll processing & EMT)	\$625	\$828	\$203	133%	\$920	\$948	\$976
		Recycle Services	\$12,600	\$12,568	-\$32	100%	\$13,964	\$14,383	\$14,815
		TOTAL SUB CONTRACTORS	\$101,630	\$97,513	-\$4,117	96%	\$108,348	\$111,599	\$114,947
Total Expenses		TOTAL EXPENSES	\$352,924	\$297,576	-\$55,348	84%	\$303,177	\$311,701	\$320,468
	Net Income		\$1,167	-\$46,715	-\$47,882		\$2,142	\$1,618	\$1,850

BID Annual Report 2024

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

BID Name Oakland Convention and Visitors Bureau

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Brook Yciano

Email brook@visitoakland.com

Phone Number (209) 740-6634

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	9.5
Cleaning Ambassadors/workers	0
Public Safety Officers/Security Ambassadors	0
Hospitality/Business Outreach Ambassadors	0
Other Seasonal/Part-time staff	0
Volunteers (not counting your board members)	0

Notes about staffing numbers

FTE for staffing represents the split of Visit Oakland Staff and consultants between Measure C funding

and TBID funding.

How many businesses in your BID? 23

Approximately how many residents in your BID? 0

Approximately how many occupied storefronts in your district? 0

Approximately how many vacant storefronts in your district? 0

Does your BID provide any supplemental cleaning services? (If you are unsure which services qualify as supplemental cleaning, check "yes" to view the list.) No

Cleaning

Cleaning Outputs & Operations

Does your BID provide any supplemental safety services? (If you are unsure which services qualify as supplemental safety, check "yes" to view the list.) No

Safety Services

Does your BID provide any supplemental streetscape/beautification services? (If you are unsure which services qualify as supplemental streetscape/beautification, check "yes" to view the list.) No

Safety Outputs & Operations

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

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

- Print news advertising (e.g. EBX, East Bay times, etc.)
- Digital advertising (e.g. Oaklandside, Google, etc.)

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

Social media posts (non-promoted)

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

Direct mailings

Flyers & posters

Email newsletters

Publish press releases

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

Produce BID events

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

Maintain Event calendar on BID website

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

Produce District Guides/maps (including digital or printed)

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

Facebook

Instagram

LinkedIn

YouTube

TikTok

Flickr

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	15600	36	202200	0
Facebook	34628	390	2200000	51000
Instagram	77641	338	1800000	203500
Twitter	0	0	0	0
Tiktok	3481	115	545000	36500
WhatsApp	0	0	0	0
YouTube	916	16	0	0

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

36

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

	Number
Number of events produced by the BID	9
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	35
Amount (\$\$) of Event sponsorship provided in 2024	334323
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	78579

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

Social Events (e.g. networking events, meet & greets, sector meet-ups)

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	1
Number of business support events coordinated by or supported by the BID for your businesses in 2024	1
Annual total number of your business attendees at business support events coordinated by or supported by the BID	1

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

Accomplishment/New activity description
Major Campaigns & Partnerships In 2024, Visit Oakland launched Oakland Summer Vibes, a seasonal promotional campaign running from Memorial Day to Labor Day. A dedicated landing page featured summer events, concerts, and hotel deals. We partnered with beloved local institutions including Black Food and Wine Experience, Children’s Fairyland’s Magic Kitchen, Oakland’s First Fridays, Hella Juneteenth, and the James Beard Foundation to elevate summer programming. Visit Oakland held the Think Oakland First Holiday campaign, a successful Oakland Restaurant Week and the Impact510 annual event.


Accomplishment/New activity description
Visit Oakland also introduced the Love Our Lake campaign —developed in collaboration with Children’s Fairyland, OMCA, Oakland Parks & Rec, Oakland Public Library, and the Oakland Chamber of Commerce. The campaign aimed to bring joy and vibrancy to Lake Merritt through cultural programming and community storytelling.
Expanded Oakland Style: Our five-day Oakland Style event series celebrated art, fashion, music, cuisine, and culture. The 2024 series produced seven major events and resulted in a 53% increase in attendance over 2023, with visitor participation from outside Oakland rising from 48% to 61%.
2024 Public Relations and Communications: We welcomed 16 International journalists to showcase Oakland as California’s Culinary Playground in partnership with Visit California. Visit Oakland secured a feature that included Oakland’s Chinatown neighborhood in AFAR, one of the leading travel publications that reaches 34 million readers. The story ran in 2024. Visit Oakland expanded the second annual Oakland Style event that took place October 9 – 13, 2024. Took Oakland on the road to promote “The Town” in Mexico City, New York, Los Angeles, Sacramento and other feeder markets
2024 Sales: Hosted a familiarization trip with Volaris Airlines for wholesale tour operators from San Salvador; Volaris Airlines has direct flights to OAK from El Salvador and Mexico City. Participated in Tour Connection; a travel show focusing on all aspects of the entertainment market. Hosted professional clients at an event in Sacramento promoting Oakland as a premier destination to conduct meetings and events. Conducted (17) seventeen trade shows & client events in the corporation, association, sports, entertainment, leisure and government markets. Sponsored association groups that bring group business to Oakland.
National Recognition & Awareness Oakland was named the #1 Best Food City in the U.S. by Condé Nast Traveler’s Readers’ Choice Awards. Visit Oakland launched a multi-channel awareness campaign in response, including social media, website features, community toolkits, chef spotlights, newsletters, and contests—generating over 20.3 million media impressions.

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

New program/activity description
Culinary & Cultural Tourism In 2025, Visit Oakland will host 510 in 48, a Culinary FAM trip featuring influencers from key domestic and international markets (Washington DC, Chicago, Portland, Atlanta, Mexico). This immersive experience showcases the breadth of Oakland’s culinary scene in just 48 hours.

New program/activity description
Strategic Partnerships: We are expanding destination visibility through new partnerships with the Oakland Marathon, Southwest Airlines, Volaris, and a new Bay Area art exhibit, continuing efforts to drive overnight stays through enticing promotional offers and advertising in top-performing markets.
Meetings & Events Strategy: A new campaign will be launched to promote Oakland's "unexpected" meetings and event experiences, highlighting, Team gatherings in the redwoods, Yoga at Brooklyn Basin, elegant receptions with Lake Merritt views, and concert-style events at the Fox Theatre. The campaign will target small to mid-size meetings and conventions across markets including Sacramento, Los Angeles, Arizona, Portland, Seattle, New York, and Washington, DC. We will aim to increase qualified leads by 25% year-over-year.
Major Events & Campaigns: Hosting activation programming during the NBA All-Star Weekend in February 2025. Continuing the momentum of Oakland Style, Love Our Lake, and Oakland Summer Vibes Oakland Restaurant Week, Impact510, and Think Oakland First Holiday Campaign.
Sales Tools & Digital Innovation: In 2025 we will relaunch an updated Meeting Planner Guide (MPG) in digital format (last updated in 2019). Launching "Meet in Oakland" digital ads (January 2025) across Google, LinkedIn, Facebook, and Spotify, including robust retargeting campaigns. Using Google Display Retargeting to reach planners researching competitor destinations. Content & Media Development: Publish 7 new meetings- and events-focused blogs. Conducting targeted photo shoots and media hosting Participating in 19 shows and events between January and June 2025


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

 Visit Oakland Board Approved FY 24-... .xlsx

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

3% of the surplus is set aside as a contingency to build an operating reserve fund and the remaining roll over dollars will fund FY 24-25 expenses. It still takes typically 90 days to receive an update on total revenue collected for a specific month and payments are made between 90-120 days after month end. This is why we try to be conservative and save for rollover funds and reservers.

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:

 Visit Oakland Board Approved FY 25-... .xlsx



Visit Oakland Board Approved FY 24-... .xlsx

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
160000	ticket sales, sponsorships, grant, and in-kind contributions

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

No

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

2052181

Business Support

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Dhruv Patel	Property Owner/Rep	Ridgemo nt Hospitality	President	Current
John Albrecht	Business Owner/Rep	Port of Oakland	Other Officer	Current
Peter DePeshalis	Business Owner/Rep	Southwest	Secretary	Current
John Marsh	Business Owner/Rep	District Oakland	Treasurer	Current
Marcela Barrientos	Business Owner/Rep	Kissel Hotel Upton	Director	Current

	Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
	Thomas Vanagh	Business Owner/Rep	Bandalopp	Director	Current
	Jana Pastena	Business Owner/Rep	Calavera at OAK	Director	Current
	Edward Roe	Property Owner/Rep	Claremont Club & Spa	Director	Current
	Joseph Uhi	Property Owner/Rep	Oakland Marriott City Center	Director	Current
	Kenneth Aglubat	Property Owner/Rep	Ridgemo nt Hospitalit y	Director	Current
	Dennis Berris	Property Owner/Rep	Homewo od Suites by Hilton Oakland-Waterfro nt	Director	Current
	Carl Chan	Business Owner/Rep	Oakland Chinese Chamber of Commer ce	Director	Current
	Nik Dehejia	Business Owner/Rep	Oakland Zoo	Director	Current
	Barney Fonzi	Communi ty Member/ Rep	Diablo Publicati ons		Current
	Mieko Hatano	Communi ty Member/ Rep	Oakland Symphon y	Director	Current
	Savlan Hauser	Business Owner/Rep	Jack London Improve ment District	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Tyrell Johnson	Property Owner/Rep	Courtyard Downtown Oakland	Director	Current
L. Autumn King	Business Owner/Rep	Oakland Museum of California	Director	Current
John Lauritsen	Property Owner/Rep	Oakland Moxy	Director	Current
Oscar Mejia	Property Owner/Rep	AC Hotel & Residence Inn Oakland Downtown	Director	Current
Kymberly Miller	Business Owner/Rep	Children's Fairyland	Director	Current
Bryan Osaki	Property Owner/Rep	Best Western Plus Bayside Hotel	Director	Current
Nikhil Patel	Property Owner/Rep	Westwind Lodge	Director	Current
Adam Tobin	Business Owner/Rep	Chabot Space & Science Center	Director	Current
Angela Tsay	Business Owner/Rep	Oaklandish Never Elsewhere BOSK Oakland Supply Co.	Director	Current
Eyah Valmores-Campoy	Property Owner/Rep	Holiday Inn Oakland Airport	Director	Current

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

Visit Oakland
FY 24-25

Visit Oakland FY 24-25 Consolidated Board Approved Budget vs Actuals

	2024/2025 (YTD Feb 2025)	FY 24/25 Budget	Budget Variance (\$)	Budget Variance (%)	TBID Budget	Measure C and Non-City	Total FY 24-25 Operating Budget
Income							
City of Oakland - Measure C						\$1,530,957	\$1,530,957
City of Oakland - Measure C	\$1,315,456	\$1,530,957	(\$215,501)	-14.08%		\$0	\$0
OTBID Revenue					\$1,941,939	\$0	\$1,941,939
OTBID Revenue	\$1,420,192	\$1,941,939	(\$521,747)	-26.87%		\$0	\$0
Government Grants						\$20,000	\$20,000
Government Grants	\$43,400	\$20,000	\$23,400	117.0%		\$0	\$0
Contribution Revenue						\$0	\$0
Release of TBNA - TR	(\$57,780)	\$0	(\$57,780)			\$0	\$0
Release of TBNA - UNR	\$57,780	\$0	\$57,780			\$0	\$0
Total Contribution Revenue	\$0	\$0	\$0		\$0	\$0	\$0
Co-op Marketing Support						\$5,000	\$5,000
Private Funding	\$0	\$5,000	(\$5,000)	-100.0%		\$0	\$0
Event Revenue						\$3,000	\$3,000
Restaurant Week	\$3,000	\$0	\$3,000			\$0	\$0
Ticket Sales	\$46,299	\$0	\$46,299			\$0	\$0
Total Event Revenue	\$49,299	\$0	\$49,299		\$0	\$0	\$0
Sponsorship Revenue						\$20,000	\$20,000
Sponsorship Revenue	\$24,000	\$20,000	\$4,000	20.0%		\$0	\$0
Interest Income						\$80,336	\$80,336
Interest Income	\$44,286	\$80,336	(\$36,050)	-44.87%		\$0	\$0
Other Income						\$165	\$165
Miscellaneous Income	\$165	\$0	\$165			\$0	\$0
In Kind Contributions	\$40,000	\$35,000	\$5,000	14.29%		\$35,000	\$35,000
Total Other Income	\$40,165	\$35,000	\$5,165	14.75%	\$0	\$35,000	\$35,000
Total Income	\$2,936,799	\$3,633,232	(\$696,433)	-19.17%	\$1,941,939	\$1,691,293	\$3,633,232
Expenses							
Personnel Expenses						\$570,046	\$559,458
Personnel Expenses	\$1,019,300	\$1,129,504	(\$110,204)	-9.76%		\$0	\$0
Accounting, Tax, and Audit Fees						\$51,143	\$50,193
Accounting and audit	\$77,622	\$101,336	(\$23,714)	-23.4%		\$0	\$0
Contract Labor						\$109,169	\$107,141
Contract Labor	\$216,310	\$327,948	(\$111,638)	-34.04%		\$11,355	\$11,145
IT Services	\$26,274	\$22,500	\$3,774	16.77%		\$10,094	\$9,906
Sponsorship Commission	\$0	\$20,000	(\$20,000)	-100.0%		\$0	\$0
Total Contract Labor	\$242,584	\$370,448	(\$127,864)	-34.52%	\$186,960	\$183,488	\$370,448
Freelance Consultants						\$0	\$0
Freelance consultants	\$3,000	\$0	\$3,000			\$0	\$0
Legal						\$3,702	\$3,634
Legal	\$6,275	\$7,336	(\$1,061)	-14.46%		\$0	\$0
Recruiting						\$0	\$0
Recruiting	\$1,209	\$0	\$1,209			\$0	\$0
Operating Expenses						\$29,387	\$29,037
Occupancy	\$52,354	\$58,624	(\$6,270)	-10.7%		\$58,624	\$58,624
Insurance	\$13,045	\$15,500	(\$2,455)	-15.84%		\$7,823	\$7,823
City of Oakland admin fee	\$86,499	\$86,555	(\$56)	-0.06%		\$28,012	\$28,012
Miscellaneous	\$29,171	\$2,962	\$26,179	874.97%		\$1,510	\$1,510
Board of Director expenses	\$26,031	\$31,500	(\$5,469)	-17.36%		\$15,898	\$15,898
Office expenses	\$52,561	\$83,979	(\$31,417)	-37.41%		\$42,388	\$42,388
Total Operating Expenses	\$259,661	\$489,150	(\$229,489)	-42.25%	\$125,743	\$123,407	\$489,150
Program Expenses						\$117,817	\$115,629
Business Relations & Sponsorships	\$198,804	\$233,446	(\$34,642)	-14.84%		\$117,817	\$117,817
Program Events	\$410,718	\$584,209	(\$173,491)	-29.7%		\$204,843	\$204,843
Program Expenses	\$686,219	\$776,269	(\$90,049)	-11.6%		\$381,773	\$381,773
Travel	\$110,360	\$132,500	(\$22,140)	-16.71%		\$66,671	\$66,671
Total Program Expenses	\$1,406,101	\$1,726,423	(\$320,322)	-18.55%	\$871,304	\$855,139	\$1,726,423
Total Expenses	\$3,015,752	\$3,386,157	(\$370,405)	-15.60%	\$1,808,898	\$1,775,289	\$3,584,197
Operating Surplus/Deficit	(\$78,953)	\$49,085	(\$127,988)	-261.01%	\$24,747	\$24,288	\$49,085
Change in Net Assets	(\$78,953)	\$49,085	(\$127,988)	-261.01%	\$24,747	\$24,288	\$49,085

OTBID FY 24-25 Budget

Marketing & Advertising	60%	23%	4%	7%	3%	3%	Total TBID Budget FY 24/25	Measure C and Non-City Budget	Total FY 24/25 Operating Budget
	Sales	Special Events	Admin & Ops	City Admin Fee	Contingency	Total			
							\$0	\$0	\$0
							\$0	\$0	\$0
							\$0	\$1,530,957	\$1,530,957
\$1,165,163	\$446,646	\$77,678	\$135,936	\$58,258	\$58,258	\$1,941,939	\$0	\$0	\$1,941,939
							\$0	\$0	\$0
							\$0	\$20,000	\$20,000
							\$0	\$0	\$0
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Visit Oakland

FY 25-26

	TBID Budget	Measure C and Non-City	Total FY 25-26 Operating Budget
Income			
City of Oakland - Measure C			
City of Oakland - Measure C		\$2,225,071	\$2,225,071
OTBID Revenue		\$0	\$0
OTBID Revenue	\$2,128,188	\$0	\$2,128,188
Government Grants		\$0	\$0
Government Grants		\$0	\$0
Contribution Revenue		\$0	\$0
Release of TRNA - TR		\$0	\$0
Release of TRNA - UNR		\$0	\$0
Total Contribution Revenue	\$0	\$0	\$0
Co-op Marketing Support		\$0	\$0
Private Funding		\$0	\$0
Event Revenue		\$0	\$0
Restaurant Week		\$0	\$0
Ticket Sales		\$14,000	\$14,000
Total Event Revenue	\$0	\$14,000	\$14,000
Sponsorship Revenue		\$0	\$0
Sponsorship Revenue		\$30,000	\$30,000
Interest Income		\$0	\$0
Interest Income		\$70,000	\$70,000
Other Income		\$0	\$0
Miscellaneous Income		\$0	\$0
In-Kind Contributions		\$0	\$0
Total Other Income	\$0	\$0	\$0
Total Income	\$2,128,188	\$2,339,071	\$4,467,259
Expenses			
Personnel Expenses			
Personnel Expenses	\$949,548	\$1,014,674	\$1,964,222
Accounting, Tax, and Audit Fees	\$0	\$0	\$0
Accounting and audit	\$77,831	\$83,169	\$161,000
Contract Labor	\$0	\$0	\$0
Contract labor	\$112,158	\$119,850	\$232,008
IT Services	\$0	\$0	\$0
Sponsorship Commission	\$0	\$0	\$0
Total Contract Labor	\$112,158	\$119,850	\$232,008
Freelance Consultants	\$0	\$0	\$0
Freelance consultants	\$0	\$0	\$0
Legal	\$0	\$0	\$0
Legal	\$2,901	\$3,099	\$6,000
Recruiting	\$0	\$0	\$0
Recruiting	\$0	\$0	\$0
Operating Expenses	\$0	\$0	\$0
Occupancy	\$48,036	\$51,331	\$99,367
Insurance	\$8,998	\$9,616	\$18,614
City of Oakland admin fee	\$30,864	\$32,981	\$63,845
Miscellaneous	\$6,994	\$7,473	\$14,467
Board of Director expenses	\$13,052	\$13,948	\$27,000
Office expenses	\$68,338	\$73,024	\$141,362
Total Operating Expenses	\$176,282	\$188,373	\$364,655
Program Expenses	\$0	\$0	\$0
Business Relations & Sponsorships	\$145,959	\$155,969	\$301,928
Program Events	\$287,020	\$306,705	\$593,725
Program Expenses	\$348,211	\$372,093	\$720,304
Travel	\$89,032	\$95,138	\$184,170
Total Program Expenses	\$870,221	\$929,906	\$1,800,127
Total Expenses	\$2,188,941	\$2,339,071	\$4,528,012
Operating Surplus/Deficit	(\$60,753)	\$0	(\$60,753)
Change in Net Assets	(\$60,753)	\$0	(\$60,753)

OTBID FY 25-26 Budget

60%	23%	4%	7%	3%	3%	Total TBID Budget FY 25/26	Measure C and Non-City Budget	Total FY 25/26 Operating Budget
Marketing & Advertising	Sales	Special Events	Admin & Ops	City Admin Fee	Contingency			
						\$0	\$0	\$0
						\$0	\$2,225,071	\$2,225,071
						\$0	\$0	\$0
\$1,276,913	\$489,483	\$85,128	\$148,973	\$63,846	\$63,846	\$2,128,188	\$0	\$2,128,188
						\$0	\$0	\$0
						\$0	\$0	\$0
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\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
						\$0	\$14,000	\$14,000
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$14,000	\$14,000
						\$0	\$0	\$0
						\$0	\$30,000	\$30,000
						\$0	\$0	\$0
						\$0	\$70,000	\$70,000
						\$0	\$0	\$0
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						\$0	\$0	\$0
						\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$1,276,913	\$489,483	\$85,128	\$148,973	\$63,846	\$63,846	\$2,128,188	\$2,339,071	\$4,467,259
						\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$569,729	\$218,396	\$37,982	\$66,468	\$28,486	\$28,486	\$949,548	\$1,014,674	\$1,964,222
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$46,699	\$17,901	\$3,113	\$5,448	\$2,335	\$2,335	\$77,831	\$83,169	\$161,000
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$67,295	\$25,796	\$4,486	\$7,851	\$3,365	\$3,365	\$112,158	\$119,850	\$232,008
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$67,295	\$25,796	\$4,486	\$7,851	\$3,365	\$3,365	\$112,158	\$119,850	\$232,008
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$1,740	\$667	\$116	\$203	\$87	\$87	\$2,901	\$3,099	\$6,000
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$28,822	\$11,048	\$1,921	\$3,363	\$1,441	\$1,441	\$48,036	\$51,331	\$99,367
\$5,399	\$2,070	\$360	\$630	\$270	\$270	\$8,998	\$9,616	\$18,614
\$18,518	\$7,099	\$1,235	\$2,160	\$926	\$926	\$30,864	\$32,981	\$63,845
\$4,196	\$1,609	\$280	\$490	\$210	\$210	\$6,994	\$7,473	\$14,467
\$7,831	\$3,002	\$522	\$914	\$392	\$392	\$13,052	\$13,948	\$27,000
\$41,003	\$15,718	\$2,734	\$4,784	\$2,050	\$2,050	\$68,338	\$73,024	\$141,362
\$105,769	\$40,545	\$7,051	\$12,340	\$5,288	\$5,288	\$176,282	\$188,373	\$364,655
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
\$51,123	\$80,350	\$3,408	\$5,964	\$2,556	\$2,556	\$145,959	\$155,969	\$301,928
\$172,212	\$66,015	\$11,481	\$20,091	\$8,611	\$8,611	\$287,020	\$306,705	\$593,725
\$208,927	\$80,088	\$13,928	\$24,375	\$10,446	\$10,446	\$348,211	\$372,093	\$720,304
\$53,419	\$20,477	\$3,561	\$6,232	\$2,671	\$2,671	\$89,032	\$95,138	\$184,170
\$485,681	\$246,931	\$32,379	\$56,662	\$24,284	\$24,284	\$870,221	\$929,906	\$1,800,127
\$1,276,913	\$550,236	\$85,128	\$148,973	\$63,845	\$63,845	\$2,188,941	\$2,339,072	\$4,528,012
\$0	(\$60,753)	(\$0)	\$0	\$0	\$0	(\$60,753)	(\$0)	(\$60,753)
\$0	(\$60,753)	(\$0)	\$0	\$0	\$0	(\$60,753)	(\$0)	(\$60,753)

BID Annual Report 2024

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

BID Name

Downtown Oakland Association

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Tori Decker

Email tori@downtownoakland.org

Phone Number (510) 213-1530

General Information & District Composition

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

Property Based BID

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

	Number of FTE
General/Admin Staff	3
Cleaning Ambassadors/workers	7.125
Public Safety Officers/Security Ambassadors	10.8
Hospitality/Business Outreach Ambassadors	7.125
Other Seasonal/Part-time staff	0
Volunteers (not counting your board members)	0

Notes about staffing numbers

Our ambassador program is cleaning and hospitality-focused; all staff members serve in both capacities.

They clean during the first half of each shift and then return their mega-brutes to base and head back out to work to make business contacts and engage more with the public. I have divided the hours between cleaning and hospitality accordingly.

*In 2024, with non-assessment dollars raised from the biggest employers in downtown Oakland, deploy security-only focused personnel with tremendous impact. The term of this agreement is one year with a current end date of September 2025.

How many parcels in your BID? 884

How many businesses in your BID? 527

Approximately how many residents in your BID? 1000

Approximately how many occupied storefronts in your district? 527

Approximately how many vacant storefronts in your district? 46

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

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

Cleaning

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Power Washing
- Graffiti removal - public property
- Graffiti removal - private property
- Gum, sticker and Flyer Removal
- Street furniture and trashcan maintenance and sanitization
- Landscaping services and plant watering
- Event-related Waste/recycling/compost sorting/collection
- Illegal dumping removal

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

	Number per year
Number of incidents of graffiti removed	29064
Number of bags of trash collected	0
Pounds of trash collected (if you measure trash in pounds not bags)	422640
Number of Incidents of illegal dumping removed	10013
Number of 311 requests made	166
Number of hours of pressure washing	80
Number of stickers/posters removed	12794

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

dispatch@downtownoakland.org, charles@downtownoakland.org

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

7

Cleaning Outputs & Operations

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

240

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

Yes

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

No

What types of work are done by your safety staff?

Installing security cameras

Monitoring security cameras

Street patrol/ambassadors

Coordination with OPD

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

Walking safety escorts

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	1000
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	21340
Number of merchant checks	109922
Number of 911 calls made by the BID	7
Number of non-emergency calls made by the BID	0
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	204
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	45
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	11

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	06:30 AM	11:00 PM
Tuesday	06:30 AM	11:00 PM
Wednesday	06:30 AM	11:00 PM
Thursday	06:30 AM	11:00 PM
Friday	06:30 AM	11:00 PM
Saturday	06:30 AM	11:00 PM
Sunday	06:30 AM	11:00 PM

Estimated number of security cameras 30 to be installed by or in coordination with the BID in the District in 2025

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

Yes

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

- Install/maintain planters and/or hanging baskets
- Install / mantain banners on street/light poles
- Install/maintain Big Belly trashcans
- Install/maintain public plazas
- Install/maintain public art pieces

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	32
Number of tree wells maintained	0
Number of banners on street/light poles installed/maintained	60
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	0
Number of Big Belly trashcans Installed and maintained	5
Number of public plazas installed/maintained	3
Number of public art pieces installed/maintained	10

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

Yes

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

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

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

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

Social media posts (non-promoted)

Direct mailings

Flyers & posters

Email newsletters

Publish press releases

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

Produce BID events

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

Maintain Event calendar on BID website

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

Produce District Guides/maps (including digital or printed)

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

Facebook

Instagram

YouTube

TikTok

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	2779	86	37851	2366
Facebook	9073	51	725616	35201
Instagram	5812	152	282200	3800
Twitter	0	0	0	0
Tiktok	246	0	73000	1862
WhatsApp	0	0	0	0
YouTube	113	31	92540	6900

What is the average email open rate in 2024 as a percentage? 42

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

	Number
Number of events produced by the BID	120
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	8
Amount (\$\$) of Event sponsorship provided in 2024	20779
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	5600

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

Social Events (e.g. networking events, meet & greets, sector meet-ups)

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	139
Number of business support events coordinated by or supported by the BID for your businesses in 2024	2
Annual total number of your business attendees at business support events coordinated by or supported by the BID	150

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

Accomplishment/New activity description
In 2024, the Muralists of Oakland project underscored our commitment to engaging the Oakland community through arts and cultural expression. This transformative event celebrated the city’s vibrant culture while fostering a sense of community and belonging. The film premiere in September brought together a diverse audience of 250 attendees, including city officials, community leaders, and influencers across various fields, to experience a powerful film that showcased the voices and stories behind Oakland’s iconic murals. The gathering proved that the Muralists of Oakland message transcended backgrounds, resonating with both long-standing residents and newcomers alike. Together, attendees shared a collective love for Oakland, united by a common passion for preserving its cultural heritage. This project is a testament to our dedication to fostering inclusive, community-focused programs that celebrate and uplift Oakland’s unique voices, proving once again that Oakland is truly better in person.
We are especially proud of our contribution to the Chinatown Night Market, produced in collaboration with the Oakland Chinatown Improvement Council. This first-of-its-kind partnership between the two BIDs attracted more than 5,000 attendees, providing a platform for local vendors and artists and celebrating the multitude of Asian cultures represented in the city.
Through experiential activations of the Summer on the Plaza series, we created a diverse array of experiences that helped redefine Frank H. Ogawa Plaza. The signature monthly happy hour events at Frank H. Ogawa Plaza, including Sip and Paints, a Samba and Soca dance class, and a Silent Disco Halloween party, brought exciting energy to the plaza, supported by strategic social media efforts that expanded our reach to an average of 1,056 people per week and grew our follower base by 459.

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

New program/activity description
Supporting the Town Care Cafe to support our unhoused community, in partnership with Cortt Dunlap of Awaken nCafe.
Expand our merchant outreach efforts by hosting at least three educational programming meet-ups.
Website refresh to include a new education/resources section to provide another and more robust method of communicating our services to our stakeholders.

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

 DOA_2024_BudgetWorksheet_Annual... .pdf

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

We carried forward \$69,000.00 from 2024 into 2025 - a combination of expense category underspend and reserve funds. Those carry-forward dollars were plugged into the 2024 operating budget as a reserve and distributed according to our prescribed percentage allocations into Clean and Safe Enhancements and Marketing and Administrative Enhancement budget line items.

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:

 DOA_2025_Budget_AnnualReport.pdf

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
2500038	Additional service contracts

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

3.2

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

2740982.34

Business Support

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

The 3.2% annual assessment increase was discussed and approved at the March 19, 2025, DOA board meeting. Prior to that meeting, a postcard was mailed to all affected stakeholders alerting them to the discussion of said increase on March 19 and directing them to a letter on our website detailing the justification. The postcard was mailed out on February 23, 2025, in both English and Cantonese.

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Mike Guerra	Property Owner/Rep	Lincoln University	President	Current
Jamie Flaherty-Evans	Business Owner/Rep	Chromata	VP	Current
Carmen Benjamin	Property Owner/Rep	Clty Center	Secretary	Current
Courtney Belanger	Property Owner/Rep	Shorenstein	Treasurer	Current
Kurtis Hanson	Property Owner/Rep	Oakland Marriott	Director	Past
Greg Pasquali	Property Owner/Rep	Carmel Partners	Director	Current
William Goodman	Property Owner/Rep	Strada Investment Group	Director	Past
Adam Chall	Property Owner/Rep	TMG	Director	Current
Durell Coleman	Business Owner/Rep	Sobre Mesa	Director	Current
Matt Klimerman	Property Owner/Rep	Tidewater Investment	Director	Current
Tamire Twilie	Property Owner/Rep	STG	Director	Current
Cortt Dunlap	Business Owner/Rep	Awaken Cafe	Director	Current
Anthony Severo	Property Owner/Rep	1528 Webster	Director	Current

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

2024 DOA Operating Budget - Budget v. Actuals

	2024	2024	
	Budget	YTD Actuals	% by category
Income			
Assessment Revenue 100%	2,337,469.00		
Assessment Revenue (98% collection)	2,355,586.00	2,397,331.77	
(Reserve)	-70,541.36	0.00	3%
Prior Year Carry Forward	134,019.76	0.00	
Total Assessment Revenue	\$ 2,419,064.40	\$ 2,397,331.77	
Total Income	\$ 2,419,064.40	\$ 2,397,331.77	
Expenses			
Clean and Safe Enhancements			
Clean and Safe	1,518,169.00	1,511,879.64	
Misc.	5,000.00	5,344.38	
Outreach Coordinator	15,000.00	21,726.38	
Program Coordinator	73,200.00	71,914.88	
Program Director	89,924.00	\$89,847.18	
PROW Maintenance	161,872.40	\$120,219.56	
Total Clean and Safe Enhancements	\$ 1,863,165.40	\$ 1,820,932.02	75%
Marketing and Economic Enhance.			
Accounting Expenses	5,000.00	8,717.30	
Annual Stakeholder Event	0.00	0.00	
Computer Service & Support	1,500.00	1,285.91	
Consulting and Legal Expenses	500.00	1,896.70	

2024 DOA Operating Budget - Budget v. Actuals

	2024	2024	
	Budget	YTD Actuals	% by category
Digital Media Coordinator and Support	52,599.00	48,096.02	
Memberships, Fees & Permits	3,000.00	1,751.29	
Insurance			
Directors & Officers	600.00	600.00	
General Liability	3,193.00	3,981.00	
Marketing and Communications	35,000.00	50,474.49	
Misc.	5,100.00	4,378.82	
Office furniture & equipment	6,500.00	4,361.09	
Postage, shipping, delivery	1,000.00	1,825.35	
Printing & copying	3,100.00	2,014.30	
Public Space Management	70,000.00	56,879.37	
Rent	72,500.00	52,301.57	
Staff Personnel	275,307.00	273,909.72	
Supplies	2,500.00	6,724.65	
Telephone & Internet	3,250.00	3,501.86	
Staff and Board Development	10,000.00	7,329.90	
Total Marketing and Economic Enhancements	\$ 555,899.00	\$ 530,029.34	22%
Total Expenses	\$ 2,419,064.40	\$ 2,350,961.36	

2025 DOA Operating Budget - Board Approved

	2025	
	Proposed Budget	% by category
Income		
Assessment Revenue 100%	2,655,990.69	
Assessment Revenue (98% collection) (Reserve)	2,602,871.00 -71,493.10	3%
Prior Year Carry Forward	69,014.10	
Total Assessment Revenue	<u>\$ 2,600,392.00</u>	
Total Income	<u>\$ 2,600,392.00</u>	
Expenses		
Clean and Safe Enhancements		
Clean and Safe	1,650,264.00	
Misc.	3,500.00	
Program Coordinator	77,689.00	
Program Director	95,868.00	
PROW Maintenance	192,397.00	
Total Clean and Safe Enhancements	<u>\$ 2,019,718.00</u>	75%
Marketing and Economic Enhance. Accounting Expenses	31,000.00	
Annual Stakeholder Event	0.00	
Computer Service & Support	1,500.00	
Consulting and Legal Expenses	5,000.00	
Digital Media Coordinator and Support	61,000.00	
Memberships, Fees & Permits	2,000.00	
Insurance		
Directors & Officers	700.00	
General Liability	5,517.00	
Marketing and Communications	40,000.00	
Misc.	5,100.00	
Office furniture & equipment	8,000.00	
Postage, shipping, delivery	2,500.00	
Printing & copying	2,000.00	
Public Space Management	29,000.00	
Rent	77,892.00	
Staff Personnel	291,965.00	
Supplies	3,000.00	
Telephone & Internet	4,500.00	
Staff and Board Development	10,000.00	
Total Marketing and Economic Enhancements	<u>\$ 580,674.00</u>	22%
Total Expenses	<u>\$ 2,600,392.00</u>	

BID Annual Report 2024

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

BID Name Lake Merritt Uptown District Association

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Tori Decker

Email tori@downtownoakland.org

Phone Number (510) 213-1530

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	3
Cleaning Ambassadors/workers	5.4
Public Safety Officers/Security Ambassadors	0
Hospitality/Business Outreach Ambassadors	5.4
Other Seasonal/Part-time staff	0
Volunteers (not counting your board members)	0

Notes about staffing numbers

Our ambassador program is cleaning and hospitality-focused; all staff members serve in both capacities.

They clean during the first half of each shift and then return their mega-brutes to base and head back out to work to make business contacts and engage more with the public. I have divided the hours between cleaning and hospitality accordingly.

*In 2024, with non-assessment dollars raised from the biggest employers in downtown Oakland, deploy security-only focused personnel with tremendous impact. The term of this agreement is one year with a current end date of September 2025.

How many parcels in your BID? 459

How many businesses in your BID? 380

Approximately how many residents in your BID? 2500

Approximately how many occupied storefronts in your district? 380

Approximately how many vacant storefronts in your district? 81

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

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

Cleaning

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Power Washing
- Graffiti removal - public property
- Graffiti removal - private property
- Gum, sticker and Flyer Removal
- Street furniture and trashcan maintenance and sanitization
- Landscaping services and plant watering
- Event-related Waste/recycling/compost sorting/collection
- Illegal dumping removal

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

	Number per year
Number of incidents of graffiti removed	5956
Number of bags of trash collected	0
Pounds of trash collected (if you measure trash in pounds not bags)	318834
Number of Incidents of illegal dumping removed	9021
Number of 311 requests made	127
Number of hours of pressure washing	40
Number of stickers/posters removed	5501

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

dispatch@downtownoakland.org, charles@downtownoakland.org

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

7

Cleaning Outputs & Operations

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

220

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

Yes

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

No

What types of work are done by your safety staff?

Installing security cameras

Monitoring security cameras

Street patrol/ambassadors

Coordination with OPD

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

Walking safety escorts

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	1000
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	9391
Number of merchant checks	82923
Number of 911 calls made by the BID	7
Number of non-emergency calls made by the BID	0
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	147
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	45
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	47

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	06:30 AM	11:00 PM
Tuesday	06:30 AM	11:00 PM
Wednesday	06:30 AM	11:00 PM
Thursday	06:30 AM	11:00 PM
Friday	06:30 AM	11:00 PM
Saturday	06:30 AM	11:00 PM
Sunday	06:30 AM	11:00 PM

Estimated number of security cameras 30 to be installed by or in coordination with the BID in the District in 2025

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

Yes

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

- Install/maintain planters and/or hanging baskets
- Install / mantain banners on street/light poles
- Install/maintain Big Belly trashcans
- Install/maintain public plazas
- Install/maintain public art pieces

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	25
Number of tree wells maintained	0
Number of banners on street/light poles installed/maintained	60
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	0
Number of Big Belly trashcans Installed and maintained	5
Number of public plazas installed/maintained	2
Number of public art pieces installed/maintained	15

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

Yes

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

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

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

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

Social media posts (non-promoted)

Direct mailings

Flyers & posters

Email newsletters

Publish press releases

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

Produce BID events

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

Maintain Event calendar on BID website

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

Produce District Guides/maps (including digital or printed)

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

Facebook

Instagram

YouTube

TikTok

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	2279	86	37851	2366
Facebook	12206	237	776800	35249
Instagram	5056	152	282200	3800
Twitter	0	0	0	0
Tiktok	246	0	73000	1862
WhatsApp	0	0	0	0
YouTube	113	31	92540	6900

What is the average email open rate in 2024 as a percentage? 42

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

	Number
Number of events produced by the BID	32
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	2
Amount (\$\$) of Event sponsorship provided in 2024	6000.00
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	200

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

In-person Merchant outreach & contacts

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	139
Number of business support events coordinated by or supported by the BID for your businesses in 2024	0
Annual total number of your business attendees at business support events coordinated by or supported by the BID	0

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


Accomplishment/New activity description
Our new Dispatch Center, staffed with a team of three, ensures seamless communication between the frontline team and central operations. This tech-forward approach has improved response times and enabled better resource coordination.

Accomplishment/New activity description
CBD staff worked with the small businesses on 15th Street between Broadway and Franklin launch their Second Saturdays street party under the title of The Central Artery District. In their inaugural year, the Central Artery District hosted 5 events from May to September. We funded and connected their team with the Special Permits office to help ensure safe and successful events. They hosted 5 events in the 2024 season
We have partnered with Vibemap, which is an innovative app that enhances how people discover meaningful places, events, and experiences tailored to their interests, enriching community engagement and sense of belonging. The premise of this partnership is to enhance the Oakland Central and district websites to be a more dynamic and comprehensive business directory that connects the community with local happenings.

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

New program/activity description
Expand our merchant outreach efforts by hosting at least three educational programming meet-ups.
Website refresh to include a new education/resources section to provide another and more robust method of communicating our services to our stakeholders.
Our collaboraCollaborating with and supporting the new Northlake Enhanced Service District, which is emerging as an exciting area of growth for 2025.

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


LMUDA_2024_Budget vs. Actuals_An... .pdf

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

We carried forward \$70,000.00 from 2024 into 2025 - a combination of expense category underspend and reserve funds. Those carry-forward dollars were plugged into the 2024 operating budget as a reserve and distributed according to our prescribed percentage allocations into Clean and Safe Enhancements and Marketing and Administrative Enhancement budget line items.

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:


LMUDA_2025_Budget_AnnualReport.pdf

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
1500000	Additional Service Contracts

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

5

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

2310689

Business Support

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

The 5% annual assessment increase was discussed and approved at the March 19, 2025, LMCBD board meeting. Prior to that meeting, a postcard was mailed to all affected stakeholders alerting them to the discussion of said increase on March 19 and directing them to a letter on our website detailing the justification. The postcard was mailed out on February 23, 2025.

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Sara de la Riva	Property Owner/Rep	Rubicon Point Partners	President	Current
Kim Bardakian	Business Owner/Rep	Town Love	VP	Current
Ruth Simon	Condo Owner/Rep	Resident	Director	Current
Nicole Price	Property Owner/Rep	Starwood Capital	Secretary	Current
Deborah Boyer	Community Member/Rep	At Large	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Don Rogers	Property Owner/Rep	CIM Group	Director	Current
Seung-Yen Hong	Property Owner/Rep	BART	Director	Current
Gregor Thibodeaux	Property Owner/Rep	Cathedral of Christ the Light	Director	Current
Ramsey Wright	Community Member/Rep	Kidder Mathews	Director	Past
Tederal Glover	Property Owner/Rep	Kaiser	Director	Current
Denise Pinkston	Property Owner/Rep	TMG	Director	Current
Lucas Heller	Property Owner/Rep	HP Investors	Director	Past

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

2024 LMUDA Operating Budget _Budget v. Actual

LMUDA	2024	2024	
	Budget	YTD Actuals	% by Category
Income			
Assessment Revenue 100%	1,897,812.00		
Assessment Revenue (96% collection)	1,944,146.37	1,906,608.29	
(Reserve)	-51,878.97	0.00	2%
Prior Year Carry Forward	48,761.60		
Total Assessment Revenue	\$ 1,941,029.00	\$ 1,906,608.29	
Total Income	\$ 1,941,029.00	\$ 1,906,608.29	
Expenses			
Clean and Safe Enhancements			
Clean and Safe	1,145,285.00	1,138,322.84	
Misc.	2,000.00	3,144.46	
Outreach Coordinator	15,000.00	11,538.77	
Program Coordinator	55,181.00	55,195.71	
Program Director	67,838.00	63,446.88	
PROW Maintenance	135,000.00	101,819.02	
Total Clean and Safe Enhancements	\$ 1,420,304.00	\$ 1,373,467.68	68%
Marketing and Economic Enhance.			
Accounting Expenses	4,600.00	7,062.77	
Annual Stakeholder Event	3,500.00	0.00	
Computer Service & Support	500.00	431.11	

2024 LMUDA Operating Budget _Budget v. Actual

LMUDA	2024	2024	
	Budget	YTD Actuals	% by Category
Consulting & Legal Expenses	500.00	2,398.54	
Digital Media Coordinator and Support	52,999.00	48,096.02	
Memberships, Fees & Permits	2,000.00	131.60	
Insurance			
Directors & Officers	600.00	600.00	
General Liability	5,408.00	5,046.00	
Marketing and Communications	30,000.00	53,246.91	
Misc	5,000.00	8,818.49	
Office furniture & equipment	5,000.00	3,799.79	
Postage, shipping, delivery	500.00	860.44	
Printing & copying	2,750.00	2,031.19	
Public Space Programming	50,000.00	29,525.59	
Rent	72,500.00	66,961.27	
Staff and Board Development	7,500.00	10,305.56	
Staff Personnel	270,868.00	265,827.32	
Supplies	3,000.00	1,934.11	
Telephone & Telecommunications	3,500.00	4,502.32	
Total Marketing and Economic Enhancements	\$ 520,725.00	\$ 511,579.03	30%
Total Expenses	\$ 1,941,029.00	\$ 1,885,046.71	

2025 LMUDA Operating Budget - Board Approved

LMUDA	2025	
	Proposed Budget	% by Category
Income		
Assessment Revenue 100%	2,200,657.00	
Assessment Revenue (96% collection)	2,112,630.00	
(Reserve)	-54,812.18	2%
Prior Year Carry Forward	70,323.18	
Total Assessment Revenue	<u>\$ 2,128,141.00</u>	
Total Income	<u>\$ 2,128,141.00</u>	
Expenses		
Clean and Safe Enhancements		
Clean and Safe	1,244,936.00	
Misc.	2,000.00	
Outreach Coordinator	0.00	
Program Coordinator	58,607.00	
Program Director	72,321.00	
PROW Maintenance	157,926.00	
Total Clean and Safe Enhancements	<u>\$ 1,535,790.00</u>	68%
Marketing and Economic Enhance.		
Accounting Expenses	18,000.00	
Annual Stakeholder Event	3,500.00	
Computer Service & Support	750.00	
Consulting & Legal Expenses	5,000.00	
Digital Media Coordinator and Support	65,000.00	
Memberships, Fees & Permits	2,000.00	
Insurance		
Directors & Officers	700.00	
General Liability	6,165.00	
Marketing and Communications	45,000.00	
Misc	5,000.00	
Office furniture & equipment	10,000.00	
Postage, shipping, delivery	1,000.00	
Printing & copying	2,750.00	
Public Space Programming	45,000.00	
Rent	77,892.00	
Staff and Board Development	10,000.00	
Staff Personnel	287,594.00	
Supplies	3,000.00	
Telephone & Telecommunications	4,000.00	
Total Marketing and Economic Enhancements	<u>\$ 592,351.00</u>	30%
Total Expenses	<u>\$ 2,128,141.00</u>	

BID Annual Report 2024

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

BID Name Oakland Chinatown Improvement Council

Contact Person and Information regarding Annual Reporting

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

Name of person filling out the Annual Report Junfeng Wu

Email junfeng.wu@ocic-ca.org

Phone Number (510) 833-1467

General Information & District Composition

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

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

	Number of FTE
General/Admin Staff	3
Cleaning Ambassadors/workers	5
Public Safety Officers/Security Ambassadors	0
Hospitality/Business Outreach Ambassadors	0
Other Seasonal/Part-time staff	1
Volunteers (not counting your board members)	200

Notes about staffing numbers

For the reporting year of 2024, our staffing structure did shift. We had 3 full-time staff and 1 part-time

staff member on our core team. While we previously included cleaning ambassadors in our total count, it's important to note that these 5 full-time ambassadors are employed by our vendor, District Work, and therefore are not counted as part of our direct staff.

In response to a series of nighttime retail burglaries in 2023, OCIC hired a private security company, Defense Logistic Specialist Corp, to provide overnight coverage from 11:00 PM to 6:00 AM. This service continued for several months leading up to the Lunar New Year Parade. Concurrently, OCIC maintained a strong community presence through regular patrols conducted by our Board of Directors and local volunteers. District Work ambassadors also provided buddy escort services after community events, with hours logged accordingly and reflected in the report.

How many parcels in your BID? 1116

How many businesses in your BID? 348

Approximately how many residents in your BID? 2281

Approximately how many occupied storefronts in your district? 348

Approximately how many vacant storefronts in your district? 35

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

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

Cleaning

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Power Washing

Graffiti removal - private property

Street furniture and trashcan maintenance and sanitization

Event-related Waste/recycling/compost sorting/collection

Illegal dumping removal

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

	Number per year
Number of incidents of graffiti removed	8144
Number of bags of trash collected	9762
Pounds of trash collected (if you measure trash in pounds not bags)	244050
Number of Incidents of illegal dumping removed	741
Number of 311 requests made	471
Number of hours of pressure washing	761
Number of stickers/posters removed	0

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

N/A

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

7

Cleaning Outputs & Operations

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

200

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

Yes

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

Vendor is our partner organization, District Works

What types of work are done by your safety staff?

Coordination with OPD

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

Walking safety escorts

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

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	1825
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	0
Number of merchant checks	2780
Number of 911 calls made by the BID	0
Number of non-emergency calls made by the BID	0
Number of security cameras installed by or in coordination with the BID as of Dec. 31, 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	0

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

Throughout the year

Safety Services

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	10:00 AM	03:00 PM
Tuesday	10:00 AM	03:00 PM
Wednesday	10:00 AM	03:00 PM
Thursday	10:00 AM	03:00 PM
Friday	10:00 AM	03:00 PM
Saturday	10:00 AM	03:00 PM
Sunday	10:00 AM	03:00 PM

Estimated number of security cameras 0 to be installed by or in coordination with the BID in the District in 2025

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

Yes

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

Install pedestrian-oriented lighting (including stand-alone light poles and lights on private buildings that illuminate the public right of way)

Safety Outputs & Operations

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

	Number
Number of planters and/or hanging baskets installed and maintained	0
Number of tree wells maintained	0
Number of banners on street/light poles installed/maintained	0
Number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) installed	300
Number of Big Belly trashcans Installed and maintained	0
Number of public plazas installed/maintained	0
Number of public art pieces installed/maintained	0

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

Yes

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

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

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

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

Social media posts (non-promoted)

Direct mailings

Flyers & posters

Email newsletters

Publish press releases

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

Produce BID events

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

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

Facebook

Instagram

WeChat

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

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	1584	5	2900	280
Facebook	319	53	58100	707
Instagram	3200	175	95400	7700
Twitter	0	0	0	0
Tiktok	0	0	0	0
WhatsApp	0	0	0	0
YouTube	0	0	0	0

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

62

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

	Number
Number of events produced by the BID	2
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	23
Amount (\$\$) of Event sponsorship provided in 2024	26135
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	25000

Streetscape/Beautification Outputs & Operations

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

Yes

What kinds of initiatives did your BID implement to support existing businesses in your district

Information Sessions on federal/state/city regulations or programs

Social Events (e.g. networking events, meet & greets, sector meet-ups)

In-person Merchant outreach & contacts

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	300
Number of business support events coordinated by or supported by the BID for your businesses in 2024	25
Annual total number of your business attendees at business support events coordinated by or supported by the BID	50

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

Accomplishment/New activity description
OCIC also hosted and co-hosted several high-impact community events in 2024 to foster engagement and celebrate Chinatown’s vibrant culture. We kicked off the year with our flagship Lunar New Year Parade & Festival, a joyful and inclusive celebration of Chinese heritage and community spirit. The parade brought together over 12,000 attendees and featured more than 30 parade participants, including traditional lion and dragon dance troupes, youth-led musical and dance acts, and a variety of Asian cultural organizations. San Leandro Hyundai served as the title sponsor for the event. We partnered with over a dozen cultural groups to provide live entertainment, highlighting Asian artists and performers of all ages. The event created a dynamic and welcoming space that honored tradition while celebrating the diversity of our community.

Accomplishment/New activity description
<p>Later in the year, we hosted the Night Market: Dumpling Olympics, a themed food festival that celebrated the culinary diversity of our neighborhood. Local businesses—including Lounge Chinatown and Earth Grown—offered regional dumpling creations, and visitors were invited to sample and vote for their favorites. The event attracted over 14,000 attendees, with more than 900 arriving via BART from across the Bay Area. Most vendors sold out before the event concluded, and post-event surveys showed merchants experienced an average 200% increase in sales. Local businesses—including Lounge Chinatown and Earth Grown—offered a variety of Taiwan Street food and healthy fruit juice beverages, and local Chef Williams from Shunde Taste offered regional dumpling creations</p>
<p>Partnership with District Works The Oakland Chinatown Improvement Council (OCIC) partners with District Works to support neighborhood maintenance and public safety. Through this collaboration, District Works provides clean-up services, safety escorts, and on-the-ground support that helps ensure Chinatown remains a safe, welcoming, and vibrant community for residents, businesses, and visitors alike.</p>
<p>We also co-hosted the Oakland Chinatown Basketball Asia Cup Tournament in tandem with our Summer Night Market. The event transformed Chinatown into a lively arena where youth and adult teams from across the region competed in a spirited basketball showcase. Approximately 40 players participated, drawing an estimated 500 spectators. The tournament helped attract a younger audience to Chinatown and bridged generations through the shared excitement of sports, food, and cultural pride.</p>

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

New program/activity description
Oakland Chinatown Retail Activation Initiative
Chinatown Public Performance Program
Oakland Chinatown AI Innovation Summit
Oakland Chinatown Beautification Program
Oakland Chinatown Cultural Lighting Enhancement Project
Oakland Chinatown Long-Term Development Strategy
Oakland Chinatown Visibility and Engagement Campaign


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


2024 12 BudgetvsActualsFY_2024-FY... .pdf

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

The surplus amount carried over from 2024 into 2025 is \$233,646.56. These funds will be reinvested into our programming to enhance community engagement, cultural preservation, and economic development.

Upload your BID's 2025 line-item detailed budget document here, as approved by your BID's Board of Directors:

 2025 Final Budget.xlsx.pdf

For the 2025 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
50000	Corporate Sponsorship, City of Oakland Grants, Individual Donation

Events and District Promotions Outputs & Operations

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2025/2026?

Yes

What is the proposed assessment increase for Fiscal Year 2025/2026?

5

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2025/2026?

1443100

Business Support

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming fiscal year of 2025/2026?

No changes proposed

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

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Stewart Chen	Property Owner/Rep	Careplus Chiropractic Health	President	Current
Ann Fok	Property Owner/Rep	Pacific Sales & Management	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Anderson Gin	Property Owner/Rep		Director	Current
Hal Gin	Property Owner/Rep		VP	Current
Josephine Hui	Property Owner/Rep	Oakland Asian Cultural Center, Toishan Benevolent Association	Director	Current
Joe Ma	Property Owner/Rep	Toishan Benevolent Association	VP	Current
Michael Yim	Property Owner/Rep		Secretary	Current
Tim Chan	Property Owner/Rep	BART	Director	Current
Bruce Ruan	Property Owner/Rep	Alameda Sheriff's Dept. & Toishan Association	Director	Current
Dong Suh	Property Owner/Rep	Asian Health Services	Treasurer	Current
Douglas Wong	Property Owner/Rep	Chinese American Citizens Alliance	Director	Current
Inger Li	Property Owner/Rep	Bank of the Orient	Director	Current

	Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
	Ener Chiu	Property Owner/Rep	East Bay Asian Local Development Corporation	VP	Current
	Howard Lee	Property Owner/Rep		Director	Current
	Alfred Lee	Property Owner/Rep	Oakland Chinatown Chamber of Commerce	Director	Current
	Sandra Ue	Community Member/Rep	Oakland Asian Community Center	Director	Current
	Jabari Jourdan Ali	Community Member/Rep		Director	Current
	Sky Liang	Community Member/Rep	Asian Pacific Environmental Network	Director	Current
	Warren Chu	Community Member/Rep	Oakland Chinatown Chamber of Commerce	Director	Current
	Joshua Simon	Community Member/Rep	East Bay Asian Local Development Corporation	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Kenneth Tang	Community Member/ Rep	Asian Pacific Environmental Network	Director	Current
Lisa Liu	Community Member/ Rep	Mental Health Association for Chinese Communities	Director	Current
Linds Young	Community Member/ Rep	Oakland Museum of California	Director	Current
Eileen Peng	Property Owner/Rep	Mental Health Association for Chinese Communities	Director	Past
Carol Liao	Property Owner/Rep		Director	Past

Business Support Outputs & Operations

BID 2024 Accomplishments & Plans for 2025

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

BID Financials

2024 Budget versus Actuals

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

2025 Budget

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

Oakland Chinatown Improvement Council

Budget vs. Actuals: FY_2024 - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Income			
420000 Investments			
420100 Interest-Savings, Short-term CD	12,961.26		
Total 420000 Investments	12,961.26		
450000 Assessment Income	1,171,586.57	0.00	
451000 Administration		197,891.93	
452000 Civil Sidewalk		862,561.05	
453000 Identity & Placemaking		134,688.77	
Total 450000 Assessment Income	1,171,586.57	1,195,141.75	98.03 %
480000 Nonassessment Income	8,341.29		
480100 Bank of Orient	5,000.00	5,000.00	100.00 %
480200 California Waste Solutions	5,000.00	5,000.00	100.00 %
480300 City of Oakland Grant	22,000.01	22,000.00	100.00 %
480400 Contributions - Fundraising	700.00		
480500 Corporate Contributions	575.00		
480600 Door Dash Grants	5,000.00	5,000.00	100.00 %
480800 MHACC	3,000.00	3,000.00	100.00 %
480900 Sutter Health	10,000.00	10,000.00	100.00 %
Total 480000 Nonassessment Income	59,616.30	50,000.00	119.23 %
490000 Services	0.00		
500000 In-kind donations	7,000.00		
Total Income	\$1,251,164.13	\$1,245,141.75	100.48 %
GROSS PROFIT	\$1,251,164.13	\$1,245,141.75	100.48 %
Expenses			
630000 Operations			
630100 Books, Subscriptions, Reference	250.00		
630400 Supplies	861.03		
Total 630000 Operations	1,111.03		
650000 Payroll Expenses	180.36		
670000 Administration			
670100 Accounting Fees	16,258.00	15,000.00	108.39 %
670200 Admin. Contingency	1,915.89	11,016.36	17.39 %
670300 Annual tax return	2,054.85	2,000.04	102.74 %
670500 Bank Charges	123.64	200.04	61.81 %
670600 Board meeting	8,796.66	6,300.00	139.63 %
670700 Board Retreat	7,199.72	3,333.36	215.99 %
670710 Board Election	2,146.76		
671000 Depr and Amort - Allowable	82.62	2,000.04	4.13 %
671100 Donation	900.00		
671200 Insurance - Liability, D and O	14,811.00	6,000.00	246.85 %
671500 Leadership Accccelerator Program	4,301.28		
671600 Legal Fees	1,404.00	6,243.84	22.49 %

Oakland Chinatown Improvement Council

Budget vs. Actuals: FY_2024 - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
671700 License and Fee	716.92	300.00	238.97 %
671900 Miscellaneous	474.07		
672000 Office Equipment	404.74	1,500.00	26.98 %
672100 Office Expenses	863.66	1,000.00	86.37 %
672200 Office Rent	37,785.60	36,000.00	104.96 %
672400 Postage, Mailing Service		999.96	
672500 Printing and Copying	1,093.61	1,500.00	72.91 %
672800 Staff and Directors development	14,756.25	10,000.00	147.56 %
672900 Staff Costs	71,874.92	76,898.52	93.47 %
673000 Telecom expense	4,321.64	7,500.00	57.62 %
673100 Translation fees	242.50		
673200 Utilities	5,887.70	12,300.00	47.87 %
673300 Election	997.78		
673400 Other Expense	1,194.93		
Total 670000 Administration	200,608.74	200,092.16	100.26 %
680000 Civil Sidewalks			
680100 Board Retreat	3,190.22	3,333.36	95.71 %
680200 Civil Sidewalk Contingency	8,925.00	40,917.93	21.81 %
680300 CLean & Safe Ambassador Service		458,333.04	
680310 District Works	423,174.10		
680320 DLSC	28,169.52	21,390.00	131.69 %
680330 Family Bridges	123,125.00	40,625.04	303.08 %
Total 680300 CLean & Safe Ambassador Service	574,468.62	520,348.08	110.40 %
680400 Committee Meetings	5,257.12	3,000.00	175.24 %
680500 Miscellaneous	1,180.00		
680600 Powerwashing	34,887.68	66,000.00	52.86 %
680800 Public Right of Way(PROW)	19,354.20	51,643.44	37.48 %
680900 Software CRM - Ambassadors/PBID	5,029.00	9,999.96	50.29 %
681000 Staff Costs	169,407.92	167,318.04	101.25 %
Total 680000 Civil Sidewalks	821,699.76	862,560.81	95.26 %
690000 Community Service	2,500.00		
700000 Identity & Placemaking			
700600 Board Retreat	2,349.01	3,333.36	70.47 %
701100 District Identity Contingency	2,550.00	11,016.36	23.15 %
701300 Fundraising	250.00		
701500 Lincoln Summer Festival	8,507.71	9,999.96	85.08 %
701700 Lunar New Year Parade_Year	50,344.00	1,897.93	2,652.57 %
701900 MISC DIP Projects	8,719.09	9,000.00	96.88 %
702500 Oakland Chinatown Night Market	50,369.43	9,000.00	559.66 %
703300 Staff Costs	111,877.15	125,174.28	89.38 %
Community Events			
700100 2024 Wa Sung Directory	261.25	420.00	62.20 %
700300 Alameda County Support		891.84	

Oakland Chinatown Improvement Council

Budget vs. Actuals: FY_2024 - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
700400 API Peace Officer		800.04	
700500 AYSC Scholarship	650.00	999.96	65.00 %
700800 Christmas Toy Drive	497.65	999.96	49.77 %
701600 Lions Club - Health Fair	2,500.00	2,499.96	100.00 %
701800 Mayor Community / Wa Sung		999.96	
702000 Misc. Community Events	4,220.46	675.24	625.03 %
702010 AHS	4,000.00		
702020 MHACC	500.00		
702200 OACC GALA	1,500.00	1,050.00	142.86 %
702300 OACC Street Fest. Lunch for Dir		129.96	
702400 OACC's Anniversary Dinner		999.96	
702600 OAPOA - Annual Holiday Party		600.00	
702700 OCCC Street Fests	3,247.50	1,200.00	270.63 %
702800 OPD Appreciation	250.00	999.96	25.00 %
703200 Specialty Responsible Network		2,000.04	
Total Community Events	17,626.86	15,266.88	115.46 %
Total 700000 Identity & Placemaking	252,593.25	184,688.77	136.77 %
Total Expenses	\$1,278,693.14	\$1,247,341.74	102.51 %
NET OPERATING INCOME	\$ -27,529.01	\$ -2,199.99	1,251.32 %
NET INCOME	\$ -27,529.01	\$ -2,199.99	1,251.32 %

			Baseline	Surplus	Baseline	Baseline + Surplus	Baseline	Baseline	
	Management Plan	%	2022	2022	2023	2023	2024	2025	
Civil Sidewalk	\$809,000.00	65.99%	\$792,000.00	\$165,228.15	\$791,999.85	\$957,228.00	\$862,561.05	\$881,232.58	
District Identity	\$171,000.00	13.95%	\$168,000.00	\$35,048.40	\$168,000.60	\$203,049.00	\$184,688.77	\$201,160.52	
Administration	\$184,000.00	15.01%	\$240,000.00	\$50,069.14	\$239,999.86	\$290,069.00	\$197,891.93	\$209,523.91	
Contingency/Delinquent	\$61,982.00	5.06%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$82,462.79	
Total	\$1,225,982.00	100.00%	\$1,200,000.00	\$250,345.68	\$1,200,000.32	\$1,160,277.00 [1]	\$1,245,141.75	\$1,374,379.80	
									\$1,374,379.80
	Assessment								
2022	\$1,123,400.35								
2023	\$1,185,849.29	5.56%							
2024	\$1,171,586.57	-1.20%							
Projected 2025	\$1,291,917.01	10.27%							
	2023	2024	2025						
	%	%	%						
Civil Sidewalk	65.99%	65.99%	65.64%						
District Identity	15.01%	15.01%	15.05%						
Administration	13.95%	13.95%	13.31%						
Contingency/Delinquent	5.06%	5.06%	6%						
Total	100.00%	100.00%	100.00%						

Administration	Budget (2024)	Budget (2025)		Comments
Income		\$1,374,379.80		
670000 Administration				
670100 Accounting Fees	\$15,000.00	\$15,000.00		
670200 Admin. Contingency	\$11,016.37	\$2,000.00		Estimated roll over from 2024 - \$6900
670300 Annual tax return	\$2,000.00	\$25,000.00		CPA Review Report - City of Oakland
670500 Bank Charges	\$200.00	\$150.00		
670600 Board meeting	\$6,300.00	\$9,000.00		
670700 Board Retreat	\$3,333.33	\$6,800.00		Strategic Planning Retreat
670710 Board Election	\$0.00	\$1,500.00		
671200 Insurance - Liability, D and O	\$6,000.00	\$4,500.00		
671600 Legal Fees	\$6,243.78	\$1,000.00		
671700 License and Fee	\$300.00	\$500.00		
672000 Office Equipment	\$1,500.00	\$2,000.00		Table Top Translation Booths / Meeting & Misc Office Equipment
672100 Office Expenses	\$2,800.00	\$2,000.00		
672200 Office Rent	\$36,000.00	\$38,855.88		
672800 Staff and Directors development	\$10,000.00	\$10,000.00		IDA/CDA Conferences/Staff Training
672900 Staff Costs	\$76,898.45	\$79,205.40		
673000 Telecom expense	\$7,500.00	\$1,569.68		
673200 Utilities	\$12,300.00	\$9,225.00		
673400 Other Expense	\$2,500.00	\$1,217.94		NBS Consulting 2025
Total 670000 Administration	\$197,891.93	\$209,523.91	15.24%	
General Fund				
671500 Leadership Accelerator Program	\$4,285.35			
Civil Sidewalk	Budget (2024)	Budget (2025)		Comments
680000 Civil Sidewalks				
680100 Board Retreat	\$3,333.33	\$6,800.00		Strategic Planning Retreat
680200 Civil Sidewalk Contingency	\$40,917.93	\$4,000.00		Estimated roll over from 2024 - \$21,700
680310 District Works	\$500,000.00	\$535,095.00		3.5% increase; Program Director hire
680400 Committee Meetings	\$3,000.00	\$3,000.00		
Graffiti Abatement	\$0.00	\$50,000.00		Chinatown Graffiti Abatement Plan; Potential Partnership with OCCC (\$30K contribution);Overall Cost \$85K- 8 months; \$3K per month ongoing
680600 Powerwashing	\$66,000.00	\$57,000.00		
Ambassadors Office	\$0.00	\$11,600.00		
680800 Public Right of Way(PROW)	\$51,643.48	\$30,400.00		Chinatown Red Lanterns & Bistro Lights \$5K per block ; Potential Partnership with OCCC/AHS
680900 Software CRM - Ambassadors/PBID	\$10,000.00	\$5,000.00		
681000 Staff Costs	\$167,318.00	\$172,337.58		
Other Expense	\$20,348.31	\$6,000.00		NBS Consulting 2025; Property Owner Outreach/Marketing
Total 680000 Civil Sidewalks	\$862,561.05	\$881,232.58	64.12%	
District Identity & Placemaking				Comments
700000 Identity & Placemaking				
700600 Board Retreat	\$3,333.33	\$6,800.00		Strategic Planning Retreat
701100 District Identity Contingency	\$11,016.37	\$2,000.00		Estimated roll over from 2024 - \$5,700
701700 Lunar New Year Parade_Year 2024	\$51,897.73	\$20,000.00		Avg Cost \$50K; \$10K Grant City of Oakland, Avg Cost \$50K; Partnership with Uptown Downtown, Central Oakland, Friends of Lincoln Square Park, TBA
701900 MISC DIP Projects	\$9,000.00	\$2,000.00		
702500 Oakland Chinatown Night Market	\$9,000.00	\$20,000.00		Avg Cost \$50K; Partnership with Uptown Downtown, Central Oakland, ABG Art Group, Friends of Lincoln Square Park, OMCA, TBA
703300 Staff Costs	\$125,174.29	\$128,929.52		
Community Events	\$25,267.05	\$20,000.00		
Other Expense	\$0.00	\$1,431.00		NBS Consulting 2025
Total District Identity	\$234,688.77	\$201,160.52	14.64%	
General Fund				
Family Bridges GALA	\$2,500.00			
AHS GALA	\$4,000.00			
Delinquency / Contingency		\$82,462.79		
Net Income		\$0.00		

2025 Administration	Budget (2024)	Budget (2025)		Comments
Income		\$1,374,379.80		
670000 Administration				
670100 Accounting Fees	\$15,000.00	\$15,000.00		
670200 Admin. Contingency	\$11,016.37	\$2,000.00		Estimated roll over from 2024 - \$6900
670300 Annual tax return	\$2,000.00	\$25,000.00		CPA Review Report - City of Oakland
670500 Bank Charges	\$200.00	\$150.00		
670600 Board meeting	\$6,300.00	\$9,000.00		
670700 Board Retreat	\$3,333.33	\$6,800.00		Strategic Planning Retreat
670710 Board Election	\$0.00	\$1,500.00		
671200 Insurance - Liability, D and O	\$6,000.00	\$4,500.00		
671600 Legal Fees	\$6,243.78	\$1,000.00		
671700 License and Fee	\$300.00	\$500.00		
672000 Office Equipment	\$1,500.00	\$2,000.00		Table Top Translation Booths / Meeting & Misc Office Equipment
672100 Office Expenses	\$2,800.00	\$2,000.00		
672200 Office Rent	\$36,000.00	\$38,855.88		
672800 Staff and Directors development	\$10,000.00	\$10,000.00		IDA/CDA Conferences/Staff Training
672900 Staff Costs	\$76,898.45	\$79,205.40		
673000 Telecom expense	\$7,500.00	\$1,569.68		
673200 Utilities	\$12,300.00	\$9,225.00		
673400 Other Expense	\$2,500.00	\$1,217.94		
Total 670000 Administration	\$197,891.93	\$209,523.91	15.24%	
General Fund				
671500 Leadership Accelerator Program	\$4,285.35			

2025 Civil Sidewalk	Budget (2024)	Budget (2025)		Comments	
680000 Civil Sidewalks					
Graffiti Abatement	\$0.00	\$50,000.00		Chinatown Graffiti Abatement Plan; Potential Partnership with OCCC (\$30K contribution);Overall Cost \$85K- 8 months; \$3K per month ongoing	
Ambassadors Office	\$0.00	\$11,600.00			
680800 Public Right of Way(PROW)	\$51,643.48	\$30,400.00	6	Chinatown Red Lanterns & Bistro Lights \$5K per block ; Potential Partnership with OCCC/AHS	
Total Allocation	\$51,643.48	\$92,000.00			
680100 Board Retreat	\$3,333.33	\$6,800.00		Strategic Planning Retreat	
680200 Civil Sidewalk Contingency	\$40,917.93	\$4,000.00		Estimated roll over from 2024 - \$21,700	
680400 Committee Meetings	\$3,000.00	\$3,000.00			
Other Expense	\$20,348.31	\$6,000.00		NBS Consulting 2025; Property Owner Outreach/Marketing	
680900 Software CRM - Ambassadors/PBID	\$10,000.00	\$5,000.00			
680600 Powerwashing	\$66,000.00	\$57,000.00			
681000 Staff Costs	\$167,318.00	\$172,337.58			
680310 District Works	\$500,000.00	\$535,095.00			
Total 680000 Civil Sidewalks	\$862,561.05	\$881,232.58	64.12%		
Estimated Contingency Carry Over From 2024					
\$21,700				Wish List	Estimate
				1) Property Owner Commercial Awning Repairs/ Deep Cleaning	\$15K
Estimated General Funds in 2025				2) Grant Writer	\$65K
\$30,311.83	Existing GF Balance			3) 25 Blocks Red Lanterns & Bistro Lights Chinatown	\$125K
\$11,307.00	Interest Income (2024)			4) Big Belly Trash Cans (30+) \$2200 Per Trash Can	\$66K
\$41,618.83	Total			5) 25 Large Plants & Commercial Self Watering Plants	\$25K
				6) Bird Abatement / Pest Control Services for the District	TBD
				7) Additional 25 Blocks Bistro Lights Throughout District	\$125K
				8) 25 Large Plants & Commercial Self Watering Plants	\$25K
				9) Graffiti Abatement Plan for the entire District	TBD

2025 District Identity & Placemaking	Budget (2024)	Budget (2025)		Comments	
700000 Identity & Placemaking					
701700 Lunar New Year Parade_Year 2024	\$51,897.73	\$20,000.00		Avg Cost \$50K; \$10K Grant City of Oakland, Avg Cost \$50K; Partnership with Uptown Downtown, Central Oakland, Friends of Lincoln Square Park, TBA	
701900 MISC DIP Projects	\$9,000.00	\$2,000.00			
702500 Oakland Chinatown Night Market	\$9,000.00	\$20,000.00		Avg Cost \$50K; Partnership with Uptown Downtown, Central Oakland, ABG Group, Friends of Lincoln Square Park, TBA, OMCA	
Community Events	\$25,267.05	\$20,000.00			
Total Allocation	\$95,164.78	\$62,000.00			
700600 Board Retreat	\$3,333.33	\$6,800.00		Strategic Planning Retreat	
701100 District Identity Contingency	\$11,016.37	\$2,000.00		Estimated roll over from 2024 - \$5,700	
Other Expense	\$0.00	\$1,431.00		NBS Consulting 2025	
703300 Staff Costs	\$125,174.29	\$128,929.52			
Total District Identity	\$234,688.77	\$201,160.52	14.64%		
General Fund					
Family Bridges GALA	\$2,500.00				
AHS GALA	\$4,000.00				
Delinquency / Contingency		\$82,462.79			
OCIC Community Sponsorships	2024			Wish List	Estimate
OACC Unity Healing Rally	\$455.00	Oakland Asian Cultural Center		1) Two Chinatown Night Markets - May / September	\$100K
OCA Earth Day Lunch for Volunteers	\$115.76	OCA - East Bay		2) Grant Writer	\$65K
700100 2024 Wa Sung Directory	\$261.25	Wa Sung		3) Additional Fundraisers funded with General Funds; Programing w/ Henry J Kaiser, EBMUD, Hampton Inn, Hotel Oakland & Salvation Army etc	\$10K
700500 AYSC Scholarship	\$650.00	AYSC		4) Public Art Sculptures - Contemporary Chinese Guardian Lions etc	TBD
701600 Lions Club - Health Fair	\$2,500.00	Lions Club		5) Oakland Chinatown Cultural Plan	\$60K
702700 OCCC Street Fests & Banquet	\$3,247.50	Oakland Chinatown Chambers of Commerce		6) Chinatown Gates	TBD
702800 OPD Appreciation	\$250.00	Oakland Police Department			
Mental Health Association for Chinese Communitess	\$500.00	MHACC			
Asian Health Services	\$4,000.00	Asian Health Services			
Family Bridges Gala	\$2,500.00	Family Bridges			
Lincoln Summer Nights	\$8,507.71	Oakland Chinatown Coalition			
Total District Identity Community Events	\$22,987.22				
Estimated Contingency Carry Over from 2024					
\$5,700					
Estimated General Funds in 2025					
\$30,311.83	Existing GF Balance				
\$11,307.00	Interest Income (2024)				
\$41,618.83	Total				
Required Sponsorship/Partnership Funding					
\$30,000.00	2025 LNY Parade				
\$26,000.00	2025 Night Market				