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2012 JUN 28 PM 12:41

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Temescal and Laurel BID Annual Reports

DATE: June 8, 2012

City Administrator
Approval

Deanna J. Santana

Date

6/28/12

COUNCIL DISTRICT: # 1 and 4

RECOMMENDATION

Staff recommends that the City Council adopt a:

Resolution Approving The Annual Reports Of The Temescal/Telegraph Avenue Property Business Improvement District Of 2005, and The Laurel Property Business Improvement District Of 2005 Advisory Boards; Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2012/13; and Authorizing Payment of the City's Cumulative Fiscal Year 2012/13 Fair Share Assessment in an Amount Not to Exceed \$2,218.03 for City-Owned Property in the Temescal/Telegraph Avenue District (APN 014 1219 003 00).

EXECUTIVE SUMMARY

Pursuant to local enabling legislation (Ord. No. 12190 C.M.S., 1999), City Council-appointed advisory boards for each property-based business improvement district (BID) in the City of Oakland must submit an annual report to the City for review and approval. The reports include any proposed changes to the boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year, an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment. Adoption of the attached resolution would approve the annual reports for the Temescal and Laurel BIDs which appear as *Exhibit A* to the resolution. The resolution also confirms the continuing annual assessment for each district for fiscal year 12/13 and authorizes payment of a fair share assessment of \$2,218.03 on City-owned property located within the Temescal BID (the Temescal Library).

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In FY12/13 the Temescal and Laurel BIDs will generate an estimated \$274,000 and \$155,280 of BID special assessment revenues, respectively.

Funds generated will be used to pay for special benefit services outlined in each district's annual report which include, but are not limited to, private security services, sidewalk cleaning, public right of way beautification and marketing and promotions, including sponsorship of seasonal special events in each district.

OUTCOME

Adoption of the attached resolution would approve the annual reports for the Temescal and Laurel BIDs, confirm the continuing annual assessment for each district for fiscal year 2012/13 and approve payment of the \$2,218.03 assessment levied on City-owned property in the Temescal BID (the Temescal Library).

BACKGROUND/LEGISLATIVE HISTORY

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

That same year the Oakland City Council also authorized initiation of the Neighborhood Business Improvement District (NBID) Program to assist neighborhood representatives in their attempts to form business and property-based assessment districts.

Pursuant to the above legislative actions the Temescal and Laurel BIDs were formed as follows:

- The Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004 pursuant to Resolution No. 78730 C.M.S.
- The Laurel Property Business Improvement District of 2005 on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.

Each district was formed for a 10 year term.

ANALYSIS

There is no anticipated adverse impact associated with the approval of the proposed resolution.

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

Because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BIDs, other than the fair share payment of \$2,218.03 for assessments on City -owned property located within the Temescal district. Given the approximate \$427,062 of private funds that will be leveraged, the above expenditure may be considered a reasonable and productive expenditure of public funds.

PUBLIC OUTREACH/INTEREST

For the City Council to adopt the attached resolution, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform outreach necessary to secure advisory board consensus sufficient to generate the attached annual reports and proposed FY 12/13 district budgets (*Exhibit A* to the proposed resolution).

COORDINATION

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

COST SUMMARY/IMPLICATIONS

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

There are no City properties located within the Laurel BID upon which assessments will be due. There is one City property located within the Temescal BID upon which assessments will be due as follows:

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District	APN	Legal Owner	Site Description	Annual Assessment
Temescal/ Telegraph Avenue	014 1219 003 00	City of Oakland	Temescal Library at 5205 Telegraph Avenue	\$ 2,218.03

Funds to pay the assessment on the above City-owned property are contained in the Proposed FY 2012/13 as follows:

- \$2,218.03 budgeted to General Purpose Fund (1010)/Economic Development Organization (02981)/Taxes and Assessments Account (53511)/ Business Improvement District Project (C138410)

Other than the above assessment, there is no fiscal impact anticipated with the passage of the attached resolution. The related business improvement districts will pay their own operating and administrative costs, including costs associated with assessment billing and collections.

For tax exempt entities not on the Alameda County property tax roll, the City Treasury Division will prepare and mail invoices. For taxable entities, the County of Alameda will add the assessment as a line item to the annual property tax bill of each affected property owner and will remit the amount collected less the County's cost of collection (approximately 1.7% of total assessments) to the City. The City, in turn, will disburse the funds to the districts, pursuant to written agreements between the City and the districts' non-profit management corporations, less the City's cost of processing the disbursements.

Until disbursed, BID assessments will be held in special trust funds established by the City's Treasury Division. The trust fund numbers are: Miscellaneous Trusts Fund (7999)/Treasury Operations Unit Organization (08721)/Pass Thru Assessments Account (24224)/Undetermined Project (0000000).

SUSTAINABLE OPPORTUNITIES

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

Environmental: Receipt of ongoing special assessment revenue streams will enable applicable districts to continue efforts to strengthen and beautify the physical image of the affected commercial neighborhoods by providing special benefit services such as litter pickup, sidewalk

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steam cleaning, landscaping, public art, directional signage and public safety capital improvements.

Social Equity: The concerned special assessment districts will incorporate members of the affected commercial neighborhood into a productive and proactive entity representing the interests of that community. Stakeholders themselves will continue to be responsible for administering revenues generated by the district which contributes to community self-empowerment and the furtherance of an additional social equity model.

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

Respectfully submitted,



FRED BLACKWELL
Assistant City Administrator

Prepared by:
Maria Rocha, BID Program Coordinator
Office of Economic and Workforce Development

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Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION APPROVING THE ANNUAL REPORTS OF THE TEMESCAL/TELEGRAPH AVENUE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005 AND THE LAUREL PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005 ADVISORY BOARDS; CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH APPLICABLE DISTRICT FOR FISCAL YEAR 2012/13; AND AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2012/13 FAIR SHARE ASSESSMENT IN AN AMOUNT NOT TO EXCEED \$2,218.03 FOR CITY-OWNED PROPERTY IN THE TEMESCAL/TELEGRAPH AVENUE DISTRICT (APN 014 1219 003 00)

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

WHEREAS, affected property owners petitioned to form the Temescal/Telegraph Avenue Property Business Improvement District of 2005 ("Temescal BID") and the Laurel Property Business Improvement District of 2005 (together, the "Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

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

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

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

- o the Temescal BID on July 20, 2004 pursuant to Resolution No. 78730 C.M.S.,
- o the Laurel BID on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.; and

WHEREAS, the Annual Reports (attached in *Exhibit A*) have been prepared by the District Advisory Boards and filed with the City Clerk; and

WHEREAS, the Annual Report for the Temescal BID includes a determination and recommendation by the District Advisory Board for a permitted 5% increase in the amount of the annual assessment beginning in fiscal year 2012/13 for the Temescal BID; and

WHEREAS, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2012/13; and

WHEREAS, the City owes a cumulative fiscal year 2012/13 fair share assessment of \$2,218.03 for the following City-owned properties:

District	APN	Site Description	Annual Assessment
Temescal BID	014 1219 003 00	Temescal Library at 5202 Telegraph Avenue	\$ 2,218.03

and

WHEREAS, funds to pay the assessments owed by the City have been budgeted in General Purpose Fund (1010)/Economic Development Organization (02981)/Taxes and Assessments Account (53511)/Undetermined Project (0000000); and

WHEREAS, until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the Districts in Miscellaneous Trusts Fund (7999)/Treasury Operations (08721)/Pass Thru Assessments Account (24224)/Undetermined Project (0000000); now therefore be it

RESOLVED that the City of Oakland does hereby find that the Advisory Boards for the Temescal BID and the Laurel BID were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2011/12 and 2012/13 fiscal years as required by law; and be it

FURTHER RESOLVED that the Annual Report and the continuing annual assessment for the Temescal BID and for the Laurel BID for the 2012/13 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Temescal BID Advisory Board, beginning in fiscal year 2012/13 and the City Council does hereby levy and direct the collection of the assessments for the 2012/13 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed, increased, or modified

and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law; and be it

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

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

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

FURTHER RESOLVED that the 2012/13 fiscal year assessments for the Districts are as follows:

- Approximately \$293,494.15 for the Temescal BID*; and
- Approximately \$169,597 for the Laurel BID*; and be it

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

FURTHER RESOLVED that the City shall pay a cumulative fiscal year 2012/13 fair share assessment of an amount not to exceed \$2,218.03 for City-owned property as more specifically described in the recitals above; and be it

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into annual contracts and related amendments with any nonprofit corporation comprised of the assesses themselves designated by the owners through the Advisory Board for the District for the security, marketing, maintenance, or other activities and improvements for the District, or at the request of the owners through the Advisory Board to conduct or contract for such services and improvements as provided for in the BIMD Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2012

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and
PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

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

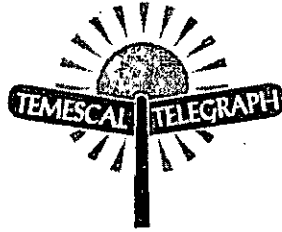
* These figures represent total assessments to be levied and are greater than estimated revenues contained in the attached *Exhibit A* Temescal and Laurel BID proposed budgets. This is because estimated revenues in the attached budgets deduct an approximate seven to eight percent from total assessments to be levied to account for a projected delinquency rate among assessees in the FY 2012/13 year.

EXHIBIT A

Resolution Approving The Annual Reports Of The Temescal/Telegraph Avenue Property Business Improvement District Of 2005, and The Laurel Property Business Improvement District Of 2005 Advisory Boards; Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2012/13; and Authorizing Payment of the City's Cumulative Fiscal Year 2012/13 Fair Share Assessment in an Amount Not to Exceed \$2,218.03 for City-Owned Property in the Temescal/Telegraph Avenue District (APN 014 1219 003 00).

Annual Reports for:

- Temescal/Telegraph Avenue Property Business Improvement District Of 2005
- The Laurel Property Business Improvement District Of 2005



Temescal Telegraph Avenue Community Association (TTCA)
Business Improvement District
7th Annual Report to City Council
2011/12

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

None

II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL YEAR 2011/2012

The following are the major improvements and activities provided:

ORGANIZATION

- Renewed contract with experienced part time coordinator to manage district's activities and to collaborate closely with Public Works and the Councilmember's office.
- Updating Strategic Plan document through 2014, covering organization's priorities, studying boundaries in preparation for renewal in 2014.
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council. BID continues to be organized around the nationally recognized Main Street™ approach utilizing standing committees (Design, Promotion, Economic Development, and Organization) that meet regularly. It also addresses Security issues through "Merchant Watch" strategy and close collaboration with the Neighborhood Crime Prevention Council. It continues to diversify its stakeholders at every opportunity.
- Conducted regular letter and email campaigns to property owners and merchants to inform them of BID activities.
- Temescal featured in following wide circulation media articles:
 - ◆ San Francisco Business Times: "Business improvement districts flourish in nine areas", dated Nov. 25, 2011
 - ◆ San Francisco Chronicle: "Oakland's hip and vibrant Temescal Alley takes off", April 8, 2012
 - ◆ New York Times: "A Workaday Slice of Oakland Branches Out", April 8, 2012.
- TTCA became first certified green BID organization and will encourage more local merchants to pursue certification too as Oakland's greenest neighborhood district.

ECONOMIC DEVELOPMENT

- Maintained updated inventory of Temescal commercial vacancies with a further enhanced module on the website, whereby property owners can post vacancies directly and filled vacancies can be reported online, fully automating the process: http://www.temescaldistrict.org/commercial_vacancies. Temescal has minimal vacancies.
- Provided support to new businesses interested in moving into the area. New additions include Arbor Café, and new businesses in the 49th Street Alley, including Esqueleto Fine Jewelry, Temescal Alley Barbershop, Crimson and Horticultural Remedies.
- Conducted six Merchant Mixers throughout the year attended on average by 15 - 20 merchants covering various topics including Merchant Watch and Social Media
- Communicated with numerous brokers and prospective tenants regarding vacant spaces
- Administered a merchant survey for feedback as a business retention strategy
- Retail Sales Tax trends continue to increase over previous years, with 2010 bettering 2009 by 7%.

DESIGN

- Changed maintenance vendor (Safety 1st) to provide boosted services to include public Right of Way maintenance, landscaping, security and graffiti abatement services. They provide sidewalk sweeping and landscaping five days a week (Wednesday through Saturday to Zone 1 (Telegraph Avenue from 4501 to the freeway) (51st Street from the freeway to one block east of Telegraph Avenue) and Zone 3 (Frontage and lot size at Oakland Children's Hospital) (576 to 747-52nd Street which includes the freeway underpass on 52nd Street).
- Provide sidewalk sweeping and landscaping in Zone 2 "South" (40th to 45th) five days a week. Provide these same services three days a week (Tuesday, Thursday and Saturday to Zone 2 (Telegraph Avenue from 5601 to 6699)(4501 to 5216 Shattuck Avenue, 5160-5263 Claremont Avenue and 5811 – 5964 Racine Street)
- Provide sidewalk steam cleaning and graffiti abatement as needed to the entire area on a quarterly basis; we are increasingly finding the organization compelled to broaden our graffiti services to cover area supposed to be covered in the baseline agreement of services shared by Public Works Keep Oakland Clean.
- Mailed agreements for property owners to participate in graffiti abatement program.
- Advocacy with Public Works and Cal Trans for maintenance along Telegraph Avenue to take care of freeway entrances and signage, graffiti on parking meters and public signage.
- Completed Phase I work on the colorful "Temescal Flows" mural on the 52nd Street overpass, a pedestrian friendly link between Children's Hospital "and Telegraph Avenue.

- Awarded a supplemental \$8,000 Oakland Cultural Arts Grant for phase II of “Temescal Flows”, gateway freeway overpass between Children’s Hospital and Temescal’s Telegraph Avenue (through Artist Alan Leon).
- Pedestrian Lighting Program along Telegraph is being implemented in three phases using reserves, a City grant, and a bank loan. Phase 1 is from 40th to 42nd; Phase 2 is from 42nd north as funding allows. This ambitious endeavor (\$500,000) will enhance security and improve shopper ambience in the commercial district. Temescal will be the first Oakland neighborhood to use LED lights and the BID will be the first in California to leverage its assessment revenue by obtaining bank financing
- Collaborated with City of Oakland on a Temescal Parking Needs Assessment, which included parking strategies, and concluded that parking supply in Temescal is adequate (pre BRT!)
- Partnered with City of Oakland on community meetings to discuss Bus Rapid Transit (BRT)
- Added new banners along Telegraph Avenue incorporating the “Temescal Flows” design theme.
- Advocated for repair of Telegraph between Aileen and 51 to Councilmember Bmmner’s office resulting in repavement of Telegraph Avenue
- Installed Lights on Trees on Short Shattuck and on Telegraph between 49th and 51st and Alcatraz

PROMOTION

- 8th annual Temescal Street Fair, lauded as a unique, homegrown event, changed its date to July due to a June rainout. This resulted in increased attendance prompting to make the Sunday after July 4th the new date for the event.
- Held successful 6th annual safe Temescal Trick or Treat
- Held 4th annual Temescal Street Cinema (six week summer series) as part of nighttime community activity
- Supported 3rd Thanksgiving Turkey Trot
- Held 3rd annual Taste of Temescal showcasing 20 restaurants and the District’s gourmet ghetto moniker, solidifying nighttime community activity. Event raised \$13,000 for the local schools and non-profits
- Held December Holiday Labyrinth Event with Santa and craft booths, attracting families
- Rejuvenated website with a content management format that also incorporates easy to use social media tools.
- Supported new event – Summer and Winter Temescal Art Hops on First Fridays
- Submitted regular articles to the Temescal News & Views while subsidizing printing efforts for it to continue operations
- Continued to support widely successful Farmer’s Market through promotional efforts
- Telegraph Avenue banner poles at 49th continue to promote events including Festival, Farmer’s Market, Holiday, and Temescal is blooming theme.
-

III. IMPROVEMENTS AND ACTIVITIES BEING CONSIDERED DURING 2012/2013

DESIGN

- Continuation of sidewalk steam cleaning and graffiti abatement
- Continuing to pursue funding for a streetscape improvement plan which will include crosswalk improvements, countdown pedestrian signals, and pedestrian lights, starting at 52nd and going south towards 40th St.
- Increase Graffiti abatement strategies above and beyond the City's current
- Add and also enhance existing trash cans with mosaic utilizing local artist
- Complete second phase of Temescal Flows project on 52nd Street underpass.
- Implementing NPI pedestrian lighting grant
- Create a gateway sculpture for placement at the Pennzoil station at the Hwy 24 & 51st Street on ramp.
- Help coordinate Phase 2 & 3 of Pedestrian Lighting Project, between City Public Works and PG&E on 51st St from Telegraph to Dover, including use of 4th bore mitigation funds.
- Complete the second phase of Temescal Flows project on 52nd Street underpass by painting the BART columns.
- Advocate to accelerate repavement of 51st and Telegraph intersection.
- Continue advocacy for BRT to ensure project addresses the district's concerns about loss of parking and lanes.
- Maintain Banner Rotation Program

PROMOTION

- Continue to provide regular email communication with stakeholders.
- Conduct 7th annual Temescal Trick or Treat
- Hold 5th annual Holiday Event to once again include an ice skating rink.
- Conduct 4th "Taste of Temescal" with proceeds going to local non-profits including the local schools' PTAs.
- 5th annual Temescal Street Cinema
- Support 4th annual Temescal Thanksgiving Turkey Trot
- Support quarterly First Friday Art Hops
- Maintain renewed website, optimizing use of social media more effectively; get 75 to 100 merchants to post regularly; provide QR codes to the merchants to promote individual websites.

SECURITY

- Continue Merchant Watch activities maintaining constant email communication with merchants and collaboration with assigned OPD Problem Solving Officer.

ECONOMIC DEVELOPMENT

- Continue to monitor economic trends in the district and inventory space to remain pro-active about the business mix.

- Continue communications with numerous brokers and prospective tenants regarding vacant spaces, when/ if they arise
- Encourage property owners to post vacancies directly on the website
- Continue to host Merchant Mixers on topics of relevant and local interest
- Continue communications with numerous brokers and prospective tenants regarding vacant spaces

IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR 2012

Please see attached financial for period covering July 1, 2009 through June 30, 2010.

V. METHOD AND BASIS OF LEVYING THE ASSESSMENT

A 5% increase is proposed for 2012/13 and is included in the following table

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
Lot Size	\$0.094954	\$0.057391	\$0.011303
Building Size	\$0.074088	\$0.028526	---
Linear Frontage	\$8.2845	\$1.4359687	\$13.425547

VI. SURPLUS OR DEFICIT FOR 2011

Please see attached budget. We had one major expenditure, \$70,000, for the Temescal Flows mural project at the 51st Street overpass, in 2011. In 2012, we have begun spending to implement the Pedestrian Lighting Project. The organization has carefully assessed its various needs continuing to prioritize capital streetscape improvements consistent with the 2005 proposed Telegraph Avenue Streetscape Plan.

The Pedestrian Oriented Street Lighting Program along Telegraph has been the highest priority capital improvement program of the TTBID since the independent study of security measures we funded over 4 years ago. It simultaneously achieves three important objectives of the TTBID:

1. Improve security in the commercial district
2. Improve shopper ambience in the commercial district, including a perception of increased safety
3. Enhance district identification

The cost for this project is \$715,292 to install lights on Telegraph from 42nd to Woolsey. These lights are now installed between on Telegraph between 40th and 42nd.

VII. THE AMOUNT OF ANY CONTRIBUTION TO BE MADE FROM SOURCES OTHER THAN ASSESSMENTS LEVIED

The district will continue to explore grant opportunities and other stimulus grants such as the 4th Bore mitigation funds for which we have been approved. We have also been approved for a \$110,000 bank loan to support the above Pedestrian Oriented Street

Lighting Program. We are also looking to collaborate with PGE on 52nd Street, when they initiate expansion of their substation and sidewalk repair.

The extreme budget stresses at all levels of government make the prospects for additional funding unlikely beyond the aforementioned resources. For the TTBID to execute its highest priority capital project, it is now turning to our own devices. That includes triggering another 5% increase on the 2012 property tax rolls as permitted under the 2004 Temescal Telegraph Avenue Management District Plan.

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT
2012-2013 BUDGET Proposed

Assessments	\$274,000	average of last 2 years, plus 5%
Interest income	\$500	
Total Allocated revenue	\$274,500	

	Pct allocation, proposed budget			
	Zone 1	Zone 2	Zone 3	Total
Program	53.60%	36.40%	10.00%	
PROWSO	55.0%	27.0%	23.0%	5.0%
Marketing	13.4%	10.0%	2.4%	1.0%
Admin	24.3%	13.0%	8.9%	2.4%
Contingency	7.3%	3.6%	2.1%	1.6%
Total	100.0%	53.6%	36.4%	10.0%

Expected Operating Expenditures				Total		
PROWSO		Zone 1	Zone 2	Zone 3		
Allocated Revenue		\$ 74,115	\$ 63,135	\$ 13,725	\$ 150,975	
Proposed Expenditures					\$ -	
	Safety 1st	\$ 41,808	\$ 28,392	\$ 7,800	\$ 78,000	
	Water planters	\$ 3,216	\$ 2,164	\$ 600	\$ 6,000	
	Landscaping	\$ 6,432	\$ 4,368	\$ 1,200	\$ 12,000	
	administration	\$ 8,147	\$ 5,533	\$ 1,520	\$ 15,200	
	loan service on Ped lighting	\$25,728	\$17,472	\$4,800	\$ 48,000	
	Improvement Mini Grants	\$1,072	\$728	\$200	\$ 2,000	
	Total Proposed PROWSO Expenditures	\$ 86,403	\$ 58,677	\$ 16,120	\$ 161,200	
	PROWSO Pro Forma Surplus / (Deficit)	\$ (12,288)	\$ 4,458	\$ (2,395)	\$ (10,225)	
MARKETING AND IDENTITY ENHANCEMENT						
Allocated Revenue		\$ 27,450	\$ 6,588	\$ 2,745	\$ 36,783	
Proposed Expenditures					\$ -	
	Temescal Street Fair		\$ -		\$ -	
	Street Cinema	\$ 1,000			\$ 1,000	
	December Holiday Event	\$ 4,000	\$ 500	\$ 500	\$ 5,000	
	Turkey Trot		\$ 250		\$ 250	
	First Fridays	\$ 1,072	\$ 728	\$ 200	\$ 2,000	
	Halloween Event	\$ 536	\$ 364	\$ 100	\$ 1,000	
	Cross-Telegraph Banner	\$ 1,368	\$ 432		\$ 1,800	
	Website	\$ 2,412	\$ 1,638	\$ 450	\$ 4,500	
	Exec Directors Fees	\$ 4,502	\$ 3,058	\$ 840	\$ 8,400	
	Total Proposed Marketing Expenditures	\$ 14,890	\$ 6,970	\$ 2,090	\$ 23,950	
	Marketing Pro Forma Surplus / (Deficit)	\$ 12,560	\$ (382)	\$ 655	\$ 12,833	

6k/mo basic + 500 misc
500/mo average

ADMINISTRATION							
Allocated Revenue				\$ 35,685	\$ 24,431	\$ 6,588	\$ 66,704
Other							\$ -
Proposed Expenditures							
Executive Director fees				\$ 13,400	\$ 9,100	\$ 2,500	\$ 25,000
Rent				\$ 4,502	\$ 3,058	\$ 840	\$ 8,400
Phone and Internet				\$ 804	\$ 546	\$ 150	\$ 1,500
Food for meetings				\$ 804	\$ 546	\$ 150	\$ 1,500
Admin assistant				\$ 4,824	\$ 3,276	\$ 900	\$ 9,000
Legal and Accounting				\$ 3,216	\$ 2,184	\$ 600	\$ 6,000
Insurance				\$ 2,305	\$ 1,565	\$ 430	\$ 4,300
Office Supplies and Other				\$ 1,072	\$ 728	\$ 200	\$ 2,000
Other							
Total Proposed Administration Expenditures				\$ 30,927	\$ 21,003	\$ 5,770	\$ 57,700
Administration Pro Forma Surplus / (Deficit)				\$ 4,758	\$ 3,428	\$ 818	\$ 9,004
CONTINGENCY							
Allocated Revenue				\$ 9,882	\$ 5,765	\$ 4,392	\$ 20,039
TOTAL BUDGETED REVENUE				\$ 147,132	\$ 99,918	\$ 27,450	\$ 274,500
				53.6%	36.4%	10.0%	
TOTAL PROPOSED EXPENDITURES				\$ 132,221	\$ 86,649	\$ 23,980	\$ 242,850
TOTAL PRO FORMA SURPLUS / (DEFICIT)				\$ 14,911	\$ 13,269	\$ 3,470	\$ 31,650

RESERVES

Change in Reserves, FY12/13		Zone 1	Zone 2	Zone 3	Total
(from above)	PROWSO surplus(deficit)	\$ (12,288)	\$ 4,458	\$ (2,395)	\$ (10,225)
	Marketing surplus(deficit)	\$ 12,560	\$ (382)	\$ 655	\$ 12,833
	Administration surplus(deficit)	\$ 4,758	\$ 3,428	\$ 818	\$ 9,004
	Contingency revenue	\$ 9,882	\$ 5,765	\$ 4,392	\$ 20,039
	Sub-Total	\$ 14,911	\$ 13,269	\$ 3,470	\$ 31,650
RESERVES, Prior Years					
(see worksheet)	PROWSO Reserves	\$ 35,751	\$ (15,379)	\$ 20,540	\$ 40,913
	Marketing Reserves	\$ 33,318	\$ 32,813	\$ 8,740	\$ 74,870
	Administration Reserves	\$ 11,490	\$ 23,582	\$ 81	\$ 35,153
	Contingency Reserves	\$ 60,509	\$ 41,305	\$ 18,995	\$ 120,808
	Sub-Total	\$ 141,068	\$ 82,321	\$ 48,356	\$ 271,745
TOTAL RESERVES, RYE 6/30/13 projected					
(before capital expenses)	PROWSO	\$ 23,463	\$ (10,920)	\$ 18,145	\$ 30,688
	Marketing	\$ 45,877	\$ 32,431	\$ 9,395	\$ 87,703
	Administration	\$ 16,248	\$ 27,010	\$ 899	\$ 44,157
	Contingency	\$ 70,391	\$ 47,069	\$ 23,387	\$ 140,847
	Total	\$ 155,979	\$ 95,590	\$ 51,826	\$ 303,395

PROPOSED EXPENSES AGAINST RESERVES, FY12/13

	Zone 1	Zone 2	Zone 3	Total
Welcome Sign				
Total Project cost	\$536	\$364	\$100	\$1,000
Current FY Proposed BID expenditure	\$536	\$364	\$100	\$1,000
Future BID expenditure	\$0	\$0	\$0	\$0
Trash Can Mosaics				
Total Project cost	\$5,896	\$4,004	\$1,100	\$11,000
Current FY Proposed BID expenditure	\$5,896	\$4,004	\$1,100	\$11,000
Future BID expenditure	\$0	\$0	\$0	\$0
Gateway Sculpture				
Total Project cost	\$1,072	\$728	\$200	\$2,000
Current FY Proposed BID expenditure	\$1,072	\$728	\$200	\$2,000
Future BID expenditure	\$0	\$0	\$0	\$0
Temescal Flows, two pillars				
Total Project cost	\$1,072	\$728	\$200	\$2,000
Current FY Proposed BID expenditure	\$1,072	\$728	\$200	\$2,000
Future BID expenditure	\$0	\$0	\$0	\$0
Ped oriented lighting, Phase 2				
Total Project cost	\$175,272	\$119,028	\$32,700	\$327,000
Spent prior to current FY	\$0	\$0	\$0	\$0
Anticipated dedicated revenue, CIVIQ	\$0	\$0	\$0	\$0
Loan proceeds	\$58,960	\$40,040	\$11,000	\$110,000
Current FY Proposed BID expenditure	\$116,312	\$78,988	\$21,700	\$217,000
TOTAL Proposed Expenditures Against Reserves	\$124,888	\$84,812	\$23,300	\$233,000

EXPECTED RESERVES, FYE 6/30/13 \$ 31,091 \$ 10,778 \$ 28,526 \$ 70,395



LAUREL DISTRICT ASSOCIATION (PBID) ANNUAL REPORT TO CITY COUNCIL FY 11-12

I. Proposed Changes in the Boundaries of the BID or in any Benefits Zones Within the District:

None.

II. Improvements and Services Provided to Businesses and Property owners in FY 11-12

DISTRICT IDENTITY

Best of the East Bay 2011 Award, Increased Sales

- The Laurel won the "BEST OF THE EAST BAY – Best Completely Re-Imagined Neighborhood" Award from East Bay Express, which highlighted the commercial corridor. We have featured this recognition on all of our current print and online advertising, as well as created and distributed award plaques featured in all of our 100+ businesses.
- Increased Sales - This recognition, as well as our increased emphasis on online marketing and district identity, has contributed to the highest sales-tax revenue totals for the Laurel since 2007, and the third highest total since 2002.

Facebook Marketing and New Website

- Online Engagement – the LDA focused on establishing and growing an online community specifically interested in events, daily life and business news in the Laurel district. We contracted Hope Solutions Merchant Services (creators of the Oakland Grown Gift Card) to assist us in this effort.
- Facebook Community– 2 different accounts are now very active, updated daily with photos, features and discussions. The "Laurel Street Fair" profile highlights cultural arts and daily culture in the neighborhood, and in 6 months has a following of over 800 friends and is growing daily. The "Laurel District Association" page was recently created, and is being utilized by Laurel businesses as a free and highly effective direct-marketing tool in conjunction with the Laurel Street Fair profile.
- Facebook/Yelp Marketing Trainings for Merchants - With Hope Solutions, we offered 8 online/Facebook merchant technical trainings, signed up 35 merchants to new Facebook accounts, as well as 22 merchants on Yelp. This will be instrumental in helping us with low-cost, effective marketing for the district in the immediate and long-term future.
- New LDA Website - built on a robust programming platform, the website has infrastructure for future efforts like community calendars and multiple news and merchant contributors. The website was visually designed according to our new design guidelines, showcases the Laurel "Leaf" logo, and reinforces the Laurel BID brand.
- "Business Opportunities" listings were added to our website, which features current vacancies, with photos, relevant details and contact info. We actively communicate with property owners of these vacancies, and use the website exposure as a motivational tool for owner participation and façade improvements.

Print Advertising

- We relied heavily this year on online advertising, but also printed approximately 4000 posters and 10000 flyers advertising our events and efforts. In addition, we advertise the LDA to the merchants themselves via notices, flyers and certificates such as the "Best of the East Bay Award." Currently the award is featured in each of our 100+ businesses.

Business Directories

- New Laurel business directories have been designed and have begun to be distributed locally and throughout greater Oakland. Directories are designed according to our new design motifs and specifications, prominently showcase the Laurel "Leaf" Logo, and reinforce the Laurel BID brand. We will continue to print and distribute through FY '12-13.

Street Banners

- We are in the design phase of creating a new set of 36 street banners for the corridor, to be installed by May 2012. Highlighting Oakland artists and utilizing neighborhood input, these banners emphasize the unique characteristics of the Laurel, informed by the new design guidelines of our marketing efforts.

Public Art

- Creation of 11 new public art pieces on MacArthur Blvd - The commercial corridor now features 19 different pieces of public art since 2009. The pieces have contributed to a drastic reduction in vandalism on the walls they are attached to. For the past 3 years, there has been only 1 minor instance of public art being vandalized. This outlier stands alone in the 206 graffiti tags we've abated along the MacArthur corridor in this 1 year.
- Neighborhood Artists - The LDA actively searches for artistic contributions from our own neighborhood, and leverages neighborhood talent to produce pieces at an affordable and sustainable rate. We market the fact that the artwork is locally-produced to the general public, resulting in a two-fold effect of developing neighborhood pride, as well as differentiating our commercial corridor from others in Oakland.
- Laurel "Leaf" logo - All pieces of public art contain or feature the Laurel "Leaf" logo, further emphasizing and establishing a brand identity for the district. We will use this for future family events, such as "scavenger hunts" for schools and families.
- BID Collaboration - We are in open communication with other BIDs to research, develop and promote specific efforts. Working with Koreatown Northgate BID, we were able to create the "Art in Windows" program and promote it to property owners. Through this we have displayed public art in 5 vacancies this year, engaging owners, bringing visual attention to the vacancies, and reinforcing brand recognition for the district.

Public Events

- By July 2012, the LDA will have produced and coordinated 15 public events in a year. This is a marked increase from previous years, and reflects the LDA's ability to now leverage outside resources, assistance from Councilmember Schaaf's office, and volunteer merchant and community support in producing events.
- In addition to the annual Laurel Street Fair, Halloween and Lunar New Year Events, we introduced a Laurel Holiday Stroll and Donor Drive, a monthly summer Youth Dance Tournament, as well as the "Summer of Laurel Love" Event Series, which will include car shows, mobile food vending, family-oriented public art days, and artistic performances and preparation dates prior to the Street Fair. We rely heavily on online advertising to promote and report on events, and have built a considerable following through this.
- The Laurel Street Fair this year increased its attendance to 8,000-10,000 people and over 100+ vendors through a strictly grassroots advertising effort. It was widely lauded for its community flavor and atmosphere, and continues to build momentum for FY 12-13. We have also recorded a steady increase in public attendance and participation at events, due in part to our new marketing and community-engagement efforts.

Laurel Street Team

- The Laurel Street Team, comprised of neighborhood youth and adults, have continued to be the on-the-ground communications network between the LDA, the 100+ merchants, and the public. Our Street Team members have not only maintained weekly communications with merchants and promote our efforts, but also assist in coordinating and producing all 15 major public events. For example, the 2011 Laurel Street Fair was entirely produced and run by youth and adults from our Street Team and LDA Staff.

PUBLIC RIGHTS OF WAY (PROW)

Maintenance and Landscaping

- Our street maintenance crew from Peralta Services Corporation abated 206 instances of vandalism, picked up 520 bags of garbage, equaling 10,400 lbs. or 5.2 tons, and recycled 10,400 gallons of used water to keep our beautiful planters vibrant and fresh. They did an entire steam cleaning of the streets, and spot cleaning of target areas such as bus stops.
- We hired a new local resident to help with the maintenance and improvement of plant displays for all of our planters. She works weekly to trim, add and arrange new plants, and has contributed greatly to the visual appearance of MacArthur Blvd.

Capital Improvements

- Tree lights and Tree Trimming - The LDA coordinated a large-scale effort to trim trees and put year-round tree lights in 34 trees between 39th Ave and High Street. Over 20 merchants and 7 property owners contributed to this effort by installing outdoor electrical outlets and agreeing to pay for electrical usage. The LDA paid to install and maintain the lights, and matched merchant costs for trimming trees. The lights, coupled with the LDA's previous investment in tripling brightness of pedestrian lamps, have brought a new feel to the shopping areas they are in, and merchants have reported increased evening foot traffic in these areas.
- Façade Improvements - While the LDA did not have its own Façade Improvement program this year, we were the lead facilitators of 4 major City façade improvement projects on the commercial corridor. We were the liason between property owners and CEDA coordinators, offering guidance and communications assistance in getting their projects approved and in-process.
- Leveraging City Resources – The LDA helped secure City and self-funded architects and designers to design facades and create conceptual sketches for Façade Improvement properties, as well as develop a Design Guidelines document for the entire business district, which we will incorporate into the Laurel Specific Plan. These services were provided free to the BID by the City at a value of \$25,000 in design consultation fees.
- Specific Plan and Design Guidelines - We completed a Phase 1 draft of the development of a Laurel Specific Plan. Covering existing conditions, land use, assets, zoning, vacancies, demographics and traffic studies, this specific plan will be available to property owners and prospective businesses. The Design Guidelines is a part of the Specific Plan, and is currently presented to all merchants and property owners looking to do façade improvements to their properties.

Security

- Crime Reduction on MacArthur Blvd. The implementation of the Laurel Security Ambassadors Program has contributed to a notable reduction in crime on MacArthur Blvd during working hours. The LDA conducted a 3 month sample assessment in 2011: Out of 69 reported crimes throughout the district, only 3 occurred on MacArthur Blvd during Security Ambassador hours, a welcome contrast to crime rates on the corridor in recent years.
- Pro-active Community Collaborations and Projects – We attribute a portion of this reduction to our community engagement strategies for the neighborhood, especially in regards to youth outreach and relationship building. In 2011 the Security Ambassadors sponsored a monthly Dance Tournament for youth. It became a viral YouTube hit (nearing 100,000

views), and attracted local, national and international coverage. The Tournament was well-attended by youth and neighborhood families and was the focus of an MTV documentary. Several dancers from the events were featured on nationally-syndicated shows such as "So You Think You Can Dance," and "America's Got Talent." These accomplishments have strengthened our relationships with local young people, who look upon the events and our collective efforts as a source of neighborhood pride and identification.

- Increased security hours. The LDA increased the number of days for the Security Ambassadors from 4 to 5 (p/t) days a week. This increased the weekly visibility and presence of our Ambassadors on MacArthur Blvd.
- OPD, City Council and City Staff assisted the LDA with a CEPTED evaluation, as well as training to form a Merchant Watch.

ORGANIZATION

Merchant Trainings and Communications

- We continued to conduct monthly merchant meetings, consisting of news updates, event scheduling and planning, security trainings, and specialized online marketing training. Attendance consistently averages 12-15 merchants per meeting.

Accounting

- We hired and continue to work with a contracted accountant, who helps analyze and report our expenditures and income. Earlier in the year we paired the accountant with CEDA staff to streamline a reporting process for all of the Oakland BIDs and BID managers.

Board Updates

- We recruited a new board member in 2011 with extensive public event coordinating experience, and with strong community ties to neighborhood organizations and residents.

Community Engagement

- Online and Neighborhood Survey – we conducted and analyzed a new Laurel customer survey, which we will use towards future targeted business recruitment efforts.
- Handling community concerns – The LDA acted as community liaisons on two extended occasions where the general public voiced widespread concern over incoming businesses. In both cases we coordinated and facilitated communications and agreements between residents, merchants, property owners, and City Council representatives.
- Coordinating Volunteers for Business Attraction – We have been working with resident volunteers on developing a business attraction package for online and print distribution to targeted businesses.
- Community Studies of the Laurel – We maintain our relationship with Mills College Public Policy Department, who has conducted both parking and business attraction studies for the district. These have contributed to the development of our Specific Plan.
- Community Collaborations - Working with Laurel Village Association, Allendale Rec Center, as well as the NCPs from Allendale and Laurel to help boost recognition and attendance at all our public events and efforts. Created a "Laurel Leaders" community online calendar that details our combined efforts and events.

III. Improvements And Activities To Be Provided In FY 12-13

DISTRICT IDENTITY

Facebook Marketing and New Website

- Continue Online Engagement – maintain 2 Facebook accounts, updating daily with photos, features and discussions. Enlist more merchants to utilize the “Laurel District Association” page as a direct-marketing.
- Continue Facebook/Yelp Marketing Trainings for Merchants
- Expand features of the LDA Website - develop community calendars and multiple news and merchant contributors.
- Enhance “Business Opportunities” listings on our website,.

Print Advertising

- Maintain current print advertising output, highlighting the “Best of the East Bay Award.”

Business Directories

- Continue distribution of Laurel business directories have been designed and distributed locally and throughout greater Oakland.

Street Banners

- Design and produce an additional set of 36 street banners for the corridor by December 2012.

Public Art

- Create of 5 new public art pieces on MacArthur Blvd. Produce public events that highlight the existing artwork.

Public Events

- Continue monthly event production, as both producers and marketers of merchant-led events.
- Continue the annual Laurel Street Fair, Halloween, Lunar New Year Lion Dancing, Laurel Stroll and Donor Drive, the “Summer of Laurel Love” Event Series.
- Increase the attendance at the Laurel Street Fair. Projected attendance to be 12,000+ people.

Laurel Street Team

- Maintain the Street Team Program.

PUBLIC RIGHTS OF WAY (PROW)

Maintenance and Landscaping

- Maintain the Maintenance and Landscaping Program

Capital Improvements

- Tree lights and Tree Trimming – Complete tree lights and trimming for the remainder of trees on MacArthur Blvd.
- Façade Improvements – Continue to assist and encourage City façade improvement projects on the commercial corridor.
- Leveraging City Resources – Continue to seek opportunities to secure City and self-funded expertise in the refinement of the Laurel Specific Plan.
- Specific Plan and Design Guidelines – Complete a second draft of the Laurel Specific Plan. Refine data and analysis on existing conditions, land use, assets, zoning, vacancies, demographics and traffic studies. Continue to share Design Guidelines with prospective and existing business and property owners.

Security

- Maintain the Laurel Security Ambassador Program, and maintain security hours and efforts.

ORGANIZATION

Merchant Trainings and Communications

- Continue to conduct monthly merchant meetings, consisting of news updates, event scheduling and planning, security trainings, and specialized online marketing training.

Accounting

- Continue to contract.

Board Updates

- Recruit 2 new board members.

Community Engagement

- Continue to Present Online and Neighborhood Surveys
- Coordinating Volunteers for Business Attraction – We have been working with resident volunteers on developing a business attraction package for online and print distribution to targeted businesses.
- Continue relationships and projects with Mills College Public Policy Department, Laurel Village Association, Allendale Rec Center, as well as the NCPCs from Allendale and Laurel to help boost recognition and attendance at all our public events and efforts. Expand the “Laurel Leaders” community online calendar that details our combined efforts and events.

IV. An Estimate of the Cost of Providing the Improvements and the Activities for FY 11-13.

See attached budget for details.

V. Method and Basis of Levying the Assessment

The method and basis of levying the assessment is as follows:

Property Variable	Size	Annual Cost	Building Use Code Applied	Total Generated by Variable	Percent of Total
Lot Square Footage	624,719 sf	\$0.1438	No	\$89,835	53
Building Square Footage (Range)	Type A= 248,851sf Type B-G= 97,768sf	Type A=\$0.09409 Type B= \$.05346	Yes	\$28,641	17
Linear Frontage	8,016	\$6.3774	No	\$51,121	30
Single Family Home and Condo Annual	NA	\$258.30	Yes	\$0	0
Total Annual Budget				\$169,597*	100

*This figure represents the projected maximum amount of assessments to be levied in FY 12/13. However, based on actual FY 11-12 receipts the proposed FY 12-13 budget (attached) incorporates an approximate 8% delinquency rate, resulting in projected FY 12-13 receipts of only \$155,280.

VI. Surplus or Deficit To Be Carried Over From A Previous Fiscal Year

See attached budget for details.

VII. Contributions from other sources.

See attached budget for details.

Laurel Business Improvement District FY 2012-13 Proposed Budget				
Revenue				
Projected Assessments 2012-2013;	\$	155,280	(Based on actual assessments rec'd in FY 11/12)	
Anticipated Rollover from FY 11-12	\$	110,000		
Total BID Balance for FY 2011-12	\$	265,280		
		FY 11-12 Proposed Expenses		
EXPENSES				
Organization				
Rent				
Staffing				
LDA Manager		\$30,000		
Payroll Expenses		\$0		
Telephone & Fax		\$1,200		
Internet		\$140		
Insurance		\$3,500		
Accounting & Taxes		\$2,500		
Bank Charges/Interest				
Annual Dinner/Merchant Meetings/Memberships		\$1,500		
Office Supplies		\$600		
Postage				
Printing		\$3,000		
Unallocated/Misc				
Subtotal		\$42,440		
DISI General				
Website, Facebook & Graphic Design		\$2,000		
Directory		\$1,000		
Signage/Banners/Artwork/Decorations		\$310,000		
Special Events & Marketing		\$10,000		
Street Festival		\$12,000		
Advertising		\$4,500		
Unallocated				
Subtotal		\$39,500		
PROWSO				
Maintenance and Landscaping		\$50,000		
Capital Improvements		\$20,000		
Security		\$47,943		
Unallocated				
Subtotal		\$117,943		
OTHER				
County Fee (1.7%)		\$2,640		
City Fee		\$500		
City Loan Payment		\$4,000		
Subtotal		\$7,140		
Total Expenses for FY 2011-2012				
		\$207,022		
Unallocated Reserves for Future FY Activities				
		\$58,258		
Total Expenses		\$265,280		