

APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

2026 JUN 11 PM04:38

FILED

OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

RESOLUTION NO. 91255 C.M.S.

RESOLUTION:

- 1) APPROVING THE FISCAL YEAR 2025-26 ANNUAL REPORTS OF THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT OF 2022 (LAKESHORE DISTRICT), THE JACK LONDON IMPROVEMENT DISTRICT (JACK LONDON DISTRICT), THE TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT (TEMESCAL DISTRICT), THE LAUREL BUSINESS IMPROVEMENT DISTRICT 2025 (LAUREL DISTRICT), THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT 2017 (KOREATOWN DISTRICT), THE OAKLAND TOURISM BUSINESS IMPROVEMENT DISTRICT (OAKLAND TOURISM DISTRICT), THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT 2018 (DOWNTOWN OAKLAND DISTRICT), THE LAKE MERRITT-UPDOWN COMMUNITY BENEFIT DISTRICT 2018 (LAKE MERRITT-UPDOWN DISTRICT), AND THE CHINATOWN COMMUNITY BENEFIT DISTRICT 2021 (CHINATOWN DISTRICT) ADVISORY BOARDS;
- 2) CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH SAID DISTRICT AND LEVYING SAID ASSESSMENTS;
- 3) INCREASING THE 2026-27 ASSESSMENT BY 5 PERCENT FOR THE JACK LONDON DISTRICT, TEMESCAL DISTRICT, LAKESHORE DISTRICT, LAKE MERRITT-UPDOWN DISTRICT, AND CHINATOWN DISTRICT, BY 3.2 PERCENT FOR THE DOWNTOWN OAKLAND DISTRICT, AND BY 3 PERCENT FOR THE LAUREL DISTRICT AND THE KOREATOWN DISTRICT;
- 4) AUTHORIZING PAYMENT OF THE CITY OF OAKLAND CUMULATIVE FISCAL YEAR 2026-27 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF FIVE HUNDRED NINE THOUSAND SIX HUNDRED SIXTY-NINE DOLLARS AND THIRTY-FOUR CENTS (\$509,669.34) FOR CITY OF OAKLAND-OWNED PROPERTIES IN THE JACK LONDON DISTRICT, THE TEMESCAL DISTRICT, THE KOREATOWN DISTRICT, THE DOWNTOWN

**OAKLAND DISTRICT, THE LAKE MERRITT-UPTOWN DISTRICT,
AND THE CHINATOWN DISTRICT; AND**

**5) RENEWING THE AGREEMENTS WITH THE DISTRICTS FOR
ADMINISTRATION AND DISBURSEMENT OF FUNDS**

WHEREAS, Section 4.48 of the City of Oakland (City) Oakland Municipal Code (OMC), the City's Business Improvement Management District Ordinance, allows for the formation of business improvement management districts; and

WHEREAS, pursuant to OMC Section 4.48, affected property owners petitioned to form the Lakeshore/Lake Park Business Improvement Management District of 2022 (Lakeshore District), the Jack London Improvement District (Jack London District), the Temescal/Telegraph Business Improvement District (Temescal District), the Laurel Business Improvement District 2025 (Laurel District), the Koreatown/Northgate Community Benefit District 2017 (Koreatown District), the Oakland Tourism Business Improvement District (Oakland Tourism District), the Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), the Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt District), and the Chinatown Community Benefit District 2021 (Chinatown District) Advisory Boards, together, the "Districts," and to undertake the Management Plans for the Districts (Plans) which are on file with the City Clerk; and

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

WHEREAS, the Plans were prepared in accordance with OMC Chapter 4.48, and have been filed with the City; and

WHEREAS, the Districts were established as follows:

- the Lakeshore District on July 5, 2022 pursuant to Resolution No. 89284 C.M.S.;
- the Jack London District on July 18, 2023, pursuant to Resolution No. 89859 C.M.S.;
- the Temescal District on July 16, 2024, pursuant to Resolution No. 90376 C.M.S.;
- the Laurel District, on July 1, 2025, pursuant to Resolution No. 90786 C.M.S.;
- the Koreatown District, on July 18, 2017, pursuant to Resolution No. 86864 C.M.S.;
- the Oakland Tourism District, on June 4, 2024, pursuant to Resolution No. 90291 C.M.S.;
- the Downtown Oakland District, on July 24, 2018, pursuant to Resolution No. 87323 C.M.S.;
- the Lake Merritt District, on July 24, 2018, pursuant to Resolution No. 87324 C.M.S.;
- the Chinatown District, on July 26, 2021, pursuant to Resolution No. 88781 C.M.S.; and

WHEREAS, the Fiscal Year (FY) 2025-26 Annual Reports (attached herein as **Exhibit A**) have been prepared by the Lakeshore District, Jack London District, Temescal District, Laurel District, Koreatown District, Oakland Tourism District, Chinatown District, Downtown Oakland District, and Lake Merritt District Advisory Boards and filed with the City Clerk; and

WHEREAS, the FY 2025-26 Annual Report for the Jack London District includes a determination and recommendation by its District Advisory Board for a 5% increase in the amount of the annual assessment beginning in FY 2026-27 for the Jack London District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Temescal District includes a determination and recommendation by its District Advisory Board for a 5% increase in the amount of the annual assessment beginning in FY 2025-26 for the Temescal District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Koreatown District includes a determination and recommendation by its District Advisory Board for a 3% increase in the amount of the annual assessment beginning in FY 2025-26 for the Koreatown District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Lakeshore District includes a determination and recommendation by its District Advisory Board for a 5% increase in the amount of the annual assessment beginning in FY 2026-27 for the Lakeshore District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Lake Merritt District includes a determination and recommendation by its District Advisory Board for a 5% increase in the amount of the annual assessment beginning in FY 2026-27 for the Lake Merritt District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Chinatown District includes a determination and recommendation by its District Advisory Board for a 5% increase in the amount of the annual assessment beginning in FY 2026-27 for the Chinatown District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Downtown Oakland District includes a determination and recommendation by its District Advisory Board for a 3.2% increase in the amount of the annual assessment beginning in FY 2026-27 for the Downtown Oakland District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the FY 2025-26 Annual Report for the Laurel District includes a determination and recommendation by its District Advisory Board for a 3% increase in the amount of the annual assessment beginning in FY 2026-27 for the Laurel District, which is within the maximum annual assessment increase set forth in the approved plan and the resolution establishing the District; and

WHEREAS, the City owes a cumulative FY 2026-27 fair share assessment of \$509,669.34 for the City-owned properties shown in Table 1 below:

Table 1: List of City properties subject to FY 2026-27 BID Assessment Levies

District	APN	Legal Owner	Site Description	FY 26-27 Assessment
Chinatown	1-177-1	City	163 9th St	\$9,489.88
Chinatown	1-179-1-1	City	822 Alice St	\$1,300.49
Chinatown	1-179-1-2	City	Alice St	\$401.02
Chinatown	1-183-1	City	640 Harrison St	\$16,444.32
Chinatown	2-71-1	City	250 10th St	\$17,082.53
Chinatown	2-89-1	City	125 14th St	\$15,151.88
Chinatown	2-91-1	City	Oak St	\$8,301.47
Chinatown	2-100-11	City	1220 Harrison St	\$4,911.96
Chinatown	18-450-4	City	1000 Oak St	\$62,179.99
Downtown Oakland	2-97-45	City	1327 Broadway	\$5,262.37
Downtown Oakland	3-65-9-2	City	250 Frank H. Ogawa Plz	\$32,979.34
Downtown Oakland	3-67-2	City	City Hall Plz	\$13,945.66
Downtown Oakland	3-67-3	City	1 Frank H Ogawa Plz	\$23,198.02
Downtown Oakland	3-67-4	City	1414 Clay (Garage)	\$13,941.43
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz	\$32,139.02
Downtown Oakland	8-620-9-3	City	524 16 th St	\$2,538.78
Downtown Oakland	8-641-8-5	City	540 17 th St (Oakland Ice Center)	\$32,970.19
Downtown Oakland	1-199-1	City	620 Washington (Police Admin Bldg)	\$39,123.80
Downtown Oakland	2-98-1	City	Clay St (Scotlan Convention Ctr)	\$38,983.24
Koreatown	8-648-16-3	City	2100 Telegraph	\$4,894.54
Koreatown	9-684-5-1	City	404 26 th Street	\$851.85
Koreatown	8-659-25	City	641 W. Grand Ave	\$556.65
Lake Merritt	8-623-6-1	City	1731 Franklin (Franklin St Garage)	\$24,220.79
Lake Merritt	8-635-1	City	274 19 th St (Snow Park)	\$27,328.22
Lake Merritt	8-649-5	City	2025 Broadway (Paramount Theater)	\$10,972.79
Lake Merritt	8-655-6	City	Grand Ave (foot of Valdez)	\$2,424.07
Lake Merritt	10-768-4	City	200 Grand Ave (Veterans Memorial Bldg)	\$13,564.49

Lake Merritt	8-673-1	City	2500 Broadway (Plaza)	\$1,623.59
Lake Merritt	8-716-58	City	1911 Telegraph (Vacant)	\$10,718.30
Lake Merritt	8-668-13	City	2330 Webster St	\$9,190.36
Lake Merritt	8-642-16	City	1807 Telegraph (Fox Theater)	\$30,220.76
Temescal	14-1219-3	City	5205 Telegraph Ave	\$2,617.34
Jack London	18-425-4-1	City	Embarcadero	\$140.19
			CITY TOTAL	\$509,669.34

; and

WHEREAS, it is possible that additional properties will be transferred to City ownership during FY 2026-27, thus increasing the City's fair share assessments; and

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

For assessor parcel numbers 1-177-1, 1-179-1-1, 1-179-1-2, 1-183-1, 2-71-1, 2-89-1, 2-91-1, 2-100-11, 18-450-4, 3-65-9-2, 3-67-2, 3-67-3, 3-67-4, 8-619-8-1, 1-199-1, 2-98-1, 8-648-16-3, 9-684-5-1, 8-659-25, 8-623-6-1, 8-635-1, 8-649-5, 8-655-6, 10-768-4, 8-673-1, 8-668-13, 14-1219-3, and 18-425-4-1, funds will be budgeted in General Purpose Fund (1010)/Economic Development Organization (85411)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50).

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

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

For assessor parcel number 8-642-16, funds will be budgeted in Central District TA Bonds Series 2006T Fund (5614)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Fox Theater Operating Project (1005785)/Downtown Program (SC13); and

WHEREAS, until disbursed, the Districts' assessments will be held in a special trust fund established by the Finance Department on behalf of the Districts in Miscellaneous Trusts Fund (7999)/Treasury Operations Organization (08721)/Pass Thru Assessments Account (24224)/DP080 Administrative Project (1000007), as well as Economic Development Organization (85411)/DP850 Administrative Project (1000019); now, therefore, be it

RESOLVED: That the City Council does hereby find that the Advisory Boards for the Lakeshore District, the Jack London District, the Temescal District, the Laurel District, the Koreatown District, the Oakland Tourism District, the Chinatown District, the Downtown Oakland District, and the Lake Merritt District were duly appointed by Resolutions of the City Council and have filed their Annual Reports for FY 2025-26 as required by law; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Jack London District Advisory Board and confirms the continuing annual assessments for the Jack London District for FY 2026-27, including a 5% increase in the amount

of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Temescal District Advisory Board and confirms the continuing annual assessments for the Temescal District for FY 2026-27, including a 5% increase in the amount of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Koreatown District Advisory Board and confirms the continuing annual assessments for the Koreatown District for FY 2026-27, including a 3% increase in the amount of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Lakeshore District Advisory Board and confirms the continuing annual assessments for the Lakeshore District for FY 2026-27, including a 5% increase in the amount of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Laurel District Advisory Board and confirms the continuing annual assessments for the Laurel District for FY 2026-27, including a 3% increase in the amount of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Oakland Tourism District Advisory Board and confirms the continuing annual assessments for the Oakland Tourism District for FY 2026-27, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Downtown Oakland District Advisory Board and confirms the continuing annual assessments for the Downtown Oakland District for FY 2026-27, including a 3.2% increase in the amount of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Lake Merritt District Advisory Board and confirms the continuing annual assessments for the Lake Merritt District for FY 2026-27, including a 5% increase in the amount

of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the City Council hereby approves the FY 2025-26 Annual Report as filed by the Chinatown District Advisory Board and confirms the continuing annual assessments for the Chinatown District for FY 2026-27, including a 5% increase in the amount of annual assessments, and the City Council does hereby levy and direct the collection of the assessments for FY 2026-27 in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED: That the proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed or modified and are those specified in the Annual Reports and the Plans 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, except for the Chinatown District, which is updating their district boundaries to remove assessor parcel number 2-63-1 that was mistakenly included in the official map during formation, but was never included on the assessment roll; 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 Districts are those described in the Plans and the Annual Reports from the Districts on file with the City Clerk, and there are no substantial changes in the improvements or activities for the Districts; and be it

FURTHER RESOLVED: That the FY 2026-27 assessments for the Districts total approximately \$13,112,595, which are as follows (including the City's fair share assessment amounts):

- Approximately \$263,254 for the Lakeshore District,
- Approximately \$1,835,348 for the Jack London District,
- Approximately \$873,075 for the Temescal District,
- Approximately \$255,403 for the Laurel District,
- Approximately \$2,291,019 for the Oakland Tourism District,
- Approximately \$774,987 for the Koreatown District,
- Approximately \$2,878,031 for the Downtown Oakland District,
- Approximately \$2,426,223 for the Lake Merritt-Uptown District, and
- Approximately \$1,515,255 for the Chinatown District;

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 Administrator is authorized to and shall pay a cumulative FY 2026-27 fair share assessment of an aggregate approximate amount of \$509,669.34 for City-owned property as more specifically described in the recitals above from the General Purpose Fund (1010)/Economic Development Organization (85411)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50) and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13) and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13) and the Central District TA Bonds Series 2006T Fund (5614)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Fox Theater Operating Project (1005785)/Downtown Program (SC13); and be it

FURTHER RESOLVED: That the City Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to City ownership during FY 2026-27; and be it

FURTHER RESOLVED: That the agreements between the City and the Districts for administration of the Districts and disbursement of funds are hereby renewed, and the City Administrator is hereby authorized to make amendments if necessary pursuant to the City's Business Improvement Management District Ordinance (Chapter 4.48, Ordinance 12190 C.M.S., 1999), as amended.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE: JUL 7 - 2026

AYES - BROWN, FIFE, GALLO, HOUSTON, RAMACHANDRAN, UNGER, WANG, AND
PRESIDENT JENKINS - 8 Ayes

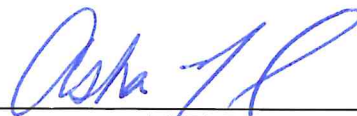
NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - 0

ATTEST:



ASHA REED

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

3471949v1/PS

Thursday, April 2, 2026



BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

[Redacted contact information]

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	5
Public Safety Officers/Security Ambassadors	0
Hospitality/Business Outreach Ambassadors	0
Other Seasonal/Part-time staff	1

Volunteers (not counting your board members)

Number of FTE

225

Notes about staffing numbers

In 2025, the Oakland Chinatown Improvement Council (OCIC) continued to strengthen its operational capacity through a combination of full-time staff, part-time support, ambassador teams, and community volunteers.

At the start of 2025, OCIC had three full-time employees supporting the organization's day-to-day operations, program coordination, community outreach, and district services. During the summer, OCIC expanded its internal capacity by hiring one additional full-time employee focused on public relations and marketing. This role was added to enhance community engagement, improve public communications, support event promotion, and strengthen outreach to businesses, residents, and stakeholders. In the fall, OCIC further increased staffing by hiring one part-time employee, bringing additional administrative and programmatic support through the end of the year.

For district cleanliness and maintenance, OCIC began the year with four Cleaning Ambassadors. As service demands increased, particularly in response to graffiti-related issues, OCIC expanded the team to five Cleaning Ambassadors. This increase was made specifically to strengthen graffiti abatement efforts and improve the organization's ability to respond to neighborhood cleanliness concerns in a more timely and consistent manner. The Cleaning Ambassador team plays an important role in maintaining the appearance of the district and supporting a cleaner environment for businesses, residents, and visitors.

In the area of public safety, OCIC works in partnership with approximately 25 Public Safety Ambassadors (Volunteers) from the Toishan Benevolent Association. These ambassadors patrol Chinatown daily and serve as an important community presence. Their patrol coverage generally takes place every day from 10:00 a.m. to 5:00 p.m., during which they monitor activity, report incidents, and help promote a sense of safety and awareness throughout the district. Their consistent on-the-ground presence is a valuable component of OCIC's broader public safety and community partnership efforts.

OCIC also benefits from a strong and reliable volunteer base made up of both youth and adult volunteers. Each year, volunteers support the organization's two signature community events: the Oakland Chinatown Lunar New Year Parade and the Night Market. These volunteers assist with a wide range of event needs, including setup, breakdown, wayfinding, registration, activity support, and general event operations. To support and appreciate their participation, OCIC provides volunteers with meals, snacks, and drinks during their service. This volunteer support is an important part of OCIC's event success and reflects the strong community engagement behind the organization's programs and activities.

Overall, OCIC's 2025 staffing structure reflects a multi-layered approach to service delivery, combining professional staff, ambassador teams, and volunteers to meet the needs of the Chinatown community. This staffing growth and community support have helped OCIC expand its operational capacity, improve district services, and strengthen its ability to carry out public-facing programs and events.

How many parcels in your BID? 1116

How many businesses in your BID? 350

Approximately how many residents in your BID? 2300

Approximately how many occupied storefronts in your district? 350

Approximately how many vacant storefronts in your district? 40

Cleaning

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

Yes

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

Partner Organization is District Works

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Pressure/Power Washing

Graffiti removal - public property

Graffiti removal - private property

Gum, sticker and Flyer Removal

Street furniture and trashcan maintenance and sanitization

Event-related Waste/recycling/compost sorting/collection

Illegal dumping removal

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	7617
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	185725
Number of Incidents of illegal dumping removed	4276
Number of 311 requests made	286
Number of hours of pressure washing	780
Number of stickers/posters removed	760

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

OCIC's year-over-year service data shows continued growth in overall cleaning and beautification activity. In 2024, OCIC recorded 34,382 total tasks, including 9,762 trash bags collected, 4,252 cardboard removals, 741 bulk items removed, 1,803 overflowing trash cans abated, 2,780 business contacts, 816 hotspot pressure washes, and 313 API block-face pressure washing tasks. In 2025, total service activity increased to 35,518 tasks, representing a 3.3% increase over the previous year. Major service categories included 7,791 cardboard collections, 7,429 trash bags collected, 4,276 bulk items removed, 1,821 business contacts, 1,630 biohazards removed, and 930 API pressure washing tasks.

The year-over-year data highlights especially strong growth in highly visible cleaning categories. Bulk item removal increased from 741 to 4,276, cardboard collection rose from 4,252 to 7,791, and API pressure washing grew from 313 to 930 tasks. These increases reflect OCIC's expanded capacity to respond to quality-of-life concerns and improve the day-to-day appearance and cleanliness of the district. Together, these services demonstrate OCIC's broader investment in sidewalk conditions, cleanliness, accessibility, and the overall public experience of Oakland Chinatown.

Which usernames, emails do you make 311 requests from? (please specify as many as you can) junfeng.wu@ocic-ca.org

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

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 238

Safety Services

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

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

What types of work are done by your safety staff? Street patrol/ambassadors Coordination with OPD

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

Walking safety escorts

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	63875
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	0
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	1821
Number of service responses (visits made in direct response to a business owner's specific request)	33
Number of 911 calls made by the BID	1
Number of non-emergency calls made by the BID	0
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new cameras installed in new locations in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	5
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	0

Notes about safety outputs (e.g., whether your tracking differs from metrics requested)

OCIC's public safety strategy is focused on maintaining a visible safety presence, improving incident reporting, and helping deter crime throughout Oakland Chinatown. Through its partnership with the Toishan Benevolent Association, OCIC supports daily safety patrols operating seven days a week, 365 days a year, from 10:00 AM to 5:00 PM. These patrols provide regular neighborhood coverage and serve as an important community-based safety presence within the district.

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

Regular schedule for Safety Patrol services	Day of the Week	Start Time	End Time
	Monday	10:00 AM	05:00 PM
	Tuesday	10:00 AM	05:00 PM
	Wednesday	10:00 AM	05:00 PM

	Day of the Week	Start Time	End Time
	Thursday	10:00 AM	05:00 PM
	Friday	10:00 AM	05:00 PM
	Saturday	10:00 AM	05:00 PM
	Sunday	10:00 AM	05:00 PM

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2026

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 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

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new planters and/or hanging baskets installed in new locations in 2025	0
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new banners installed in 2025	0

	Number
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	300
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	3
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	50
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public art pieces installed in 2025	0

Notes about streetscape/beautification outputs (e.g., whether your tracking differs from metrics requested)

OCIC’s beautification efforts are focused on enhancing the visual appearance and overall public environment of Oakland Chinatown through a combination of service-based interventions and community-centered partnerships. Graffiti abatement remains a core component of this work, as OCIC continues to address vandalism and visible blight by working directly with property owners to support timely removal and ongoing maintenance. In 2024, OCIC completed 8,144 graffiti abatements, followed by 7,617 in 2025, demonstrating sustained effort in one of the district’s most visible and impactful beautification service areas.

In addition to graffiti abatement, OCIC has carried out other highly visible beautification services, including cardboard removal, bulk item removal, and pressure washing, all of which contribute to a cleaner and more welcoming neighborhood environment. OCIC has also partnered with organizations such as ArtTogether and the Toishan Benevolent Association to promote public art and cultural expression throughout the district, helping reflect the identity, history, and vibrancy of the Chinatown community. Looking ahead, OCIC is also planning to install Bigbelly trash cans throughout Oakland Chinatown. This initiative will not only improve waste management and streetscape cleanliness, but also create opportunities for artists to collaborate with OCIC by incorporating artwork onto the trash can exteriors. By combining functional infrastructure with creative placemaking, OCIC aims to further strengthen neighborhood pride, cultural visibility, and long-term revitalization in Chinatown.

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

other

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

YouTube

TikTok

other

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

	Number of subscribers/followers as of Dec 31, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	2537	45662	16256	1329
Facebook	397	30	0	0
Instagram	6010	30	0	40000
Twitter	0	0	0	0
Tiktok	1030	0	0	0
WhatsApp	0	0	0	0
YouTube	122	0	0	0

What is the average email open rate in 2025 as a percentage? 60

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 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	5
Amount (\$\$) of Event sponsorship provided in 2025	14738
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	18000

Notes about events and district promotions outputs (e.g., whether your tracking differs from metrics requested)

In calendar year 2025, OCIC supported events and district promotions through a combination of direct event production, sponsorship, and in-kind support. The BID produced 2 events and provided support for 9 non-BID events within the district. OCIC's total event sponsorship contribution for the year was \$14,738, and the combined attendance for BID-produced and BID-supported events is estimated at 18,000 attendees. These figures reflect OCIC's continued investment in promoting district vibrancy, supporting community partnerships, and increasing foot traffic and visibility in Oakland Chinatown.

Business Support

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

Yes

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

Information Sessions on federal/state/city regulations or programs

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

In-person Merchant outreach & contacts

Business Support Outputs & Operations

Business Support outputs for Calendar Year 2025 by your BID:

	Number
Number of merchant contacts	564

	Number
Number of business support events coordinated by or supported by the BID for your businesses in 2025	9
Annual total number of your business attendees at business support events coordinated by or supported by the BID	50

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

- Lincoln School Toy Drive-donation of toys to kids for christmas
- Oakland Chinatown Health Fair-sponsoring lions club to activate free healthcare for the community
- lincoln summer nights-activation for community
- Lunar New Year Parade
- Chinatown Night Market

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

- OAKDOT 8TH Corridor Project
- KQED Dim Sum Festival
- Oakland United Symposium - Cross-racial storytelling between Oakland's AAPI, Black, and Latinx communities

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



2025 12 Budget vs. Actuals.pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

-\$26,449 (deficit)

2026 Budget

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

2027 Budget

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

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



2026 Board Budget - Overall 2026 Bud... .pdf

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

Estimated Amount (\$)	Source of Contribution
33321.50	Sponsorships
59000	Grants

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

5

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 assessment increase was formally placed on the March 31, 2026, Board Meeting agenda as a noticed action item. During the proceedings, the Board President officially called for a vote, and the motion was passed by a majority of the directors present. This decision was subsequently communicated to the BID membership through the publication of the meeting minutes on the OCIC website.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

1449475.56

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 property/businesses for this upcoming fiscal year of 2026/2027?

Yes, changing the boundaries of the district

If the District is proposing any changes, please describe those proposed changes below:

We are updating the district boundaries to remove a specific parcel (1218 Webster, APN #002-0063-001-00) that was mistakenly included in the official map during formation; please note that this parcel was

never included on the assessment roll.

Board of Directors Roster 2025/2026
(list all directors that served anytime during 2025 or 2026)

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Stewart Chen	Property Owner/Rep	Careplus Chiropractic Health	President	Current
Hal Gin	Property Owner/Rep	Chinatown Property Owner	VP	Current
Joe Ma	Property Owner/Rep	Toishan Benevolent Association	VP	Current
Josephine Hui	Property Owner/Rep	Toishan Benevolent Association	Director	Current
Michael Yim	Property Owner/Rep	Gardenwinds	Secretary	Current
Ann Fok	Property Owner/Rep	Pacific Sales & Management	Director	Current
Sun Kwong Sze	Property Owner/Rep	EBMUD	Director	Current
Bruce Ruan	Property Owner/Rep	Alameda Sheriff's Dept.	Director	Current
Dong Suh	Property Owner/Rep	Asian Health Service	Treasurer	Current
Douglas Wong	Property Owner/Rep	Chinese American Citizens Alliance	Director	Current
Inger Li	Property Owner/Rep	Bank of the Orient	Director	Current
Jet Liu	Property Owner/Rep	MHACC	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Sharon Lai	Property Owner/Rep	EBALDC	Director	Current
Alfred Lee	Property Owner/Rep	OCCC	Director	Current
Joshua Simon	Community Member/Rep	Consultant	Director	Current
Jabari Jourdan Ali	Community Member/Rep	OVM	Director	Current
Sky Liang	Community Member/Rep	APEN	Director	Current
Warren Chu	Community Member/Rep	OCCC	Director	Current
Kenneth Tang	Community Member/Rep	APEN	Director	Current
Elaine Peng	Community Member/Rep	MHACC	VP	Current
Douglas Tam	Community Member/Rep	Community	Director	Current
Lisa Liu	Community Member/Rep	MHACC	Director	Past
Howard Lee	Community Member/Rep	Wasung	Director	Past

Name	Affiliation Type	Name of Affiliated Business/Org	Title	Status
Tim Chan	Community Member/Rep	Bart	Director	Past
Sandra Ue	Community Member/Rep	OACC	Director	Past
Ener Chiu	Property Owner/Rep	EBALDC	VP	Past

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



Process & Engagement Summary-co... .pdf

Oakland Chinatown Improvement Council

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	ACTUAL	TOTAL	
		BUDGET	% OF BUDGET
Income			
450000 Assessment Income	1,232,406.04	0.00	
451000 Administration		209,523.91	
452000 Civil Sidewalk		881,232.58	
453000 Identity & Placemaking		201,160.52	
454000 Contingency/Delinquent		82,462.79	
Total 450000 Assessment Income	1,232,406.04	1,374,379.80	89.67 %
480000 Nonassessment Income	31,745.39		
480100 Interest-Savings, Short-term CD	16,699.33		
480200 Sponsorships	74,000.00		
Total 480000 Nonassessment Income	122,444.72		
500000 In-kind donations	5,000.00		
Total Income	\$1,359,850.76	\$1,374,379.80	98.94 %
GROSS PROFIT	\$1,359,850.76	\$1,374,379.80	98.94 %
Expenses			
620000 Facilities and Equipment			
620500 Rent, Parking, Utilities	250.00		
Total 620000 Facilities and Equipment	250.00		
630000 Operations			
630400 Supplies	210.30		
Total 630000 Operations	210.30		
640000 Other Types of Expenses	324.07		
670000 Administration			
670100 Accounting Fees	16,299.19	15,000.00	108.66 %
670200 Admin. Contingency	1,876.22	2,000.00	93.81 %
670300 Annual tax return	7,950.00	10,000.00	79.50 %
670500 Bank Charges	1,099.97	150.00	733.31 %
670600 Board meeting	12,544.07	9,000.00	139.38 %
670700 Board Retreat	27,315.44	21,800.00	125.30 %
670710 Board Election	4,097.22	1,500.00	273.15 %
671000 Depr and Amort - Allowable	165.24		
671200 Insurance - Liability, D and O	2,880.00	4,500.00	64.00 %
671500 Leadership Acccelerator Program	560.31	0.00	
671600 Legal Fees	4,706.00	1,000.00	470.60 %
671700 License and Fee	989.06	500.00	197.81 %
671900 Miscellaneous	214.99		
672000 Office Equipment	12,770.78	2,000.00	638.54 %
672100 Office Expenses	1,153.87	2,000.00	57.69 %
672200 Office Rent	35,660.04	38,855.88	91.78 %
672800 Staff and Directors development	12,154.86	10,000.00	121.55 %
672900 Staff Costs	78,554.01	79,205.40	99.18 %
673000 Telecom expense	8,793.04	1,568.68	560.54 %

Oakland Chinatown Improvement Council

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
673200 Utilities	-1,580.61	9,225.00	-17.13 %
673400 Other Expense	3,541.91	1,217.94	290.81 %
Total 670000 Administration	231,745.61	209,522.90	110.61 %
680000 Civil Sidewalks			
680100 Board Retreat	6,800.00	6,800.00	100.00 %
680200 Civil Sidewalk Contingency	3,472.87	4,000.00	86.82 %
680300 CLean & Safe Ambassador Service			
680310 District Works	515,417.11	535,095.00	96.32 %
Total 680300 CLean & Safe Ambassador Service	515,417.11	535,095.00	96.32 %
680400 Committee Meetings	2,754.50	3,000.00	91.82 %
680500 Miscellaneous	1,227.52		
680600 Powerwashing	66,000.00	57,000.00	115.79 %
680800 Public Right of Way(PROW)	28,355.04	30,400.00	93.27 %
680900 Software CRM - Ambassadors/PBID		5,000.00	
681000 Staff Costs	212,512.62	172,337.58	123.31 %
683000 Graffiti Abatement		50,000.00	
684000 Ambassadors Office	1,738.25	11,600.00	14.98 %
685000 Other Expense	162.87	6,000.00	2.71 %
Total 680000 Civil Sidewalks	838,440.78	881,232.58	95.14 %
700000 Identity & Placemaking			
700600 Board Retreat	6,800.00	6,800.00	100.00 %
701100 District Identity Contingency	2,163.08	2,000.00	108.15 %
701500 Lincoln Summer Festival	9,000.00		
701700 Lunar New Year Parade_Year	49,850.07	20,000.00	249.25 %
701900 MISC DIP Projects	2,831.10	2,000.00	141.56 %
702500 Oakland Chinatown Night Market	86,491.46	20,000.00	432.46 %
703300 Staff Costs	132,299.77	128,929.52	102.61 %
704000 Other Expenses	3,238.21	1,431.00	226.29 %
705000 Payment Processing Fees	223.98		
Community Events		20,000.00	
701800 Mayor Community / Wa Sung	500.00		
702000 Misc. Community Events	20,931.33		
702020 MHACC	1,000.00		
Total Community Events	22,431.33	20,000.00	112.16 %
Total 700000 Identity & Placemaking	315,329.00	201,160.52	156.75 %
Total Expenses	\$1,386,299.76	\$1,291,916.00	107.31 %
NET OPERATING INCOME	\$ -26,449.00	\$82,463.80	-32.07 %
Other Expenses			
Reconciliation Discrepancies	-10.00		
Total Other Expenses	\$ -10.00	\$0.00	0.00%
NET OTHER INCOME	\$10.00	\$0.00	0.00%

Oakland Chinatown Improvement Council

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
NET INCOME	\$ -26,439.00	\$82,463.80	-32.06 %

Administration	Budget (2026)
Assessment Income	\$1,449,475.56
Restricted Grant Project Funds	
1. Corridor Safety Ambassador Program	\$50,000.00
2. 8th Street Corridor Improvements	\$9,000.00
Total Non Assessment Income (Projected)	\$59,000.00
Total Income	\$1,508,475.56
670000 Administration	
670100 Accounting Fees	\$15,000.00
670200 Admin. Contingency	\$3,517.63
670300 Annual tax return	\$2,000.00
670500 Bank Charges	\$200.00
670600 Board meeting	\$12,000.00
670700 Board Retreat	\$2,333.34
670710 Board Election	\$3,000.00
671200 Insurance - Liability, D and O	\$10,000.00
671600 Legal Fees	\$3,000.00
671700 License and Fee	\$2,768.30
672000 Office Equipment	\$13,000.00
672100 Office Expenses	\$2,000.00
672200 Office Rent	\$39,338.17
672800 Staff and Directors development	\$25,000.00
672900 Staff Costs	\$83,532.43
673000 Telecom expense	\$8,200.00
673200 Utilities	\$3,000.00
673400 Other Expense	\$1,662.70
Total 670000 Administration	\$229,552.57
Civil Sidewalk	Budget (2026)
680000 Civil Sidewalks	
680100 Board Retreat	\$2,333.33
680200 Civil Sidewalk Contingency	\$2,000.00

680310 District Works	\$551,147.85
680400 Committee Meetings	\$2,500.00
683000 Graffiti Abatement	\$20,000.00
680600 Powerwashing	\$78,000.00
684000 Ambassadors Office	\$0.00
680800 Public Right of Way (PROW)	\$23,313.30
680900 Software CRM - Ambassadors/PBID	\$5,000.00
681000 Staff Costs	\$227,716.92
685000 Other Expense	\$8,739.84
685100 - Restricted Corridor Safety Ambassador Program Expense	\$45,000.00
685110 - Restricted Corridor Safety Ambassador Program Expense (Admin)	\$5,000.00
685200 - Restricted 8th Street Corridor Improvements Expense	\$8,100.00
685210 - Restricted 8th Street Corridor Improvements Expense (Admin)	\$900.00
Total 680000 Civil Sidewalks	\$979,751.24
District Identity & Placemaking	Budget (2026)
700000 Identity & Placemaking	
700600 Board Retreat	\$2,333.33
701100 District Identity Contingency	\$2,000.00
701500 Lincoln Summer Festival	\$0.00
701700 Lunar New Year Parade_Year	\$42,706.90
701900 MISC DIP Projects	\$1,300.00
702500 Oakland Chinatown Night Market	\$35,000.00
703300 Staff Costs	\$141,184.49
Community Events	\$21,000.00
702000 Misc. Community Events	\$13,301.00
701800 Mayor Community / Wa Sung	\$0.00
702020 MHACC	\$0.00
Chinatown Health Fair	\$1,000.00
Christmas Toy Drive	\$500.00

Earth Day	\$300.00
OCCC	\$1,100.00
Toishan	\$1,100.00
Aypal	\$0.00
Wa Sung	\$1,899.00
Family Bridges	\$0.00
Advisory Committee of Crime	\$1,800.00
AHS GALA	\$0.00
Family Bridges Concert	\$0.00
Other Community Expenses	\$0.00
Total Community Events	\$21,000.00
705000 Payment Processing Fees	
Other Expense	\$0.00
Total District Identity	\$245,524.72
Total Budget	\$1,454,828.53
480200 Sponsorships	\$33,321.50
Delinquency / Contingency	\$86,968.53
Net Income	\$0.00



Thursday, April 9, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

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	16.5
Public Safety Officers/Security Ambassadors	8
Hospitality/Business Outreach Ambassadors	5.7
Other Seasonal/Part-time staff	0

Number of FTE

Volunteers (not counting your board members)

0

Notes about staffing numbers

We shifted our model from last year to have dedicated cleaning and hospitality teams, rather than having teams work in both capacities. This approach has brought greater efficiency.

How many parcels in your BID? 902

How many businesses in your BID? 573

Approximately how many residents in your BID? 2000

Approximately how many occupied storefronts in your district? 573

Approximately how many vacant storefronts in your district? 36

Cleaning

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

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

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Pressure/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

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	16912
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	720722
Number of Incidents of illegal dumping removed	11391
Number of 311 requests made	612
Number of hours of pressure washing	2526
Number of stickers/posters removed	0

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

Our system of data tracking combines the number of stickers/posters removed with the number of incidents of graffiti removed. Year-over-year stats reflect a significant decrease in 2025, due to the implementation of a more accurate task tracking platform.

Which usernames, emails do you make 311 requests from? (please specify as many as you can) dispatch@downtownoakland.org, charles@downtownoakland.org, hilary@downtownoakland.org, ricky@downtownoakland.org

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

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 240

Safety Services

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

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

What types of work are done by your safety staff? Installing security cameras

Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors Coordination with OPD

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

Walking safety escorts

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	1000
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	23119
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	88702
Number of service responses (visits made in direct response to a business owner's specific request)	8619
Number of 911 calls made by the BID	106
Number of non-emergency calls made by the BID	0
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	204
Number of new cameras installed in new locations in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	48
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	0

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

Throughout the year

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	07:00 AM	11:00 PM
Tuesday	07:00 AM	11:00 PM
Wednesday	07:00 AM	11:00 PM
Thursday	07:00 AM	11:00 PM
Friday	07:00 AM	11:00 PM
Saturday	07:00 AM	11:00 PM
Sunday	07:00 AM	11:00 PM

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2026

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 banners on street/light poles

Install/maintain Big Belly trashcans

Install/maintain public plazas

Install/maintain public art pieces

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	115
Number of new planters and/or hanging baskets installed in new locations in 2025	0

	Number
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	60
Number of new banners installed in 2025	0
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	0
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	5
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	2
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	15
Number of new public art pieces installed in 2025	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 advertising (e.g. promoted posts and/or Facebook, Instagram ad campaigns, partnering with influencers, etc.)

Social media posts (non-promoted) Direct mailings

Email newsletters

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

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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	2842	67	33723	1746
Facebook	3310	148	4794	140
Instagram	5699	190	78500	2900
Twitter	0	0	0	0
Tiktok	1355	86	94001	6893
WhatsApp	0	0	0	0
YouTube	162	3	1980	52

What is the average email open rate in 2025 as a percentage? 45

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 by your BID:

	Number
Number of events produced by the BID	24
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 2025	27750

	Number
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	5450

Business Support

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

No

Business Support Outputs & Operations

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)	Accomplishment/New activity description
	The Town Care Cafe - In March, DOA supported the launch of the Town Care Café, a Pop-Up Care Village developed in partnership with MACRO, Family Bridges, and Bay Area Community Services (BACS), and spearheaded by downtown Oakland board member Cortt Dunlap of Awaken Café. Through this partnership, a downtown public space became a welcoming setting for unhoused and vulnerable community members to access basic needs, housing support, and health resources. Contributions from partners provided free coffee and hospitality, highlighted the power of collaboration to turn investment into compassionate, on-the-ground impact. Old Oakland Summer Stroll - the Old Oakland Summer Stroll launched as an inaugural monthly evening event beginning in June and running through October, led by merchants in Old Oakland to celebrate local food, art, and culture while increasing foot traffic and visibility for neighborhood businesses. Oakland Holiday Coffee Market - the first annual event took place in the beautiful, historic Rotunda building and attracted well over 1,000 attendees and promoted local businesses.

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Website Merger and Refresh - The Uptown Downtown Oakland Community Benefit District (CBD) is currently supported by two public-facing websites: DowntownOakland.org: Focused on Business Improvement District (BID) services, programs, and resources. OaklandCentral.com: A marketing platform promoting downtown Oakland as a destination for visitors, residents, and workers. While both sites serve important roles, their separation leads to duplicate efforts, operational inefficiencies, and a fragmented user experience. A single, unified digital platform would better support integrated storytelling about the district's vibrancy and services.

The creation of a Renewal Task Force comprised of existing board members and key community stakeholders to help craft the vision and direction for our next renewal period.

The implementation of a City of Oakland issued Corridor Safety Ambassador program grant (still not finalized).

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



2025_DOA_YTD_Actuals_Annual Repo... .pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

The DOA carried forward \$159,944.59 from 2025 into 2026. Of that amount, \$71,943.10 was the budgeted reserve, which will serve as the basis for the 2026 reserve. \$54,239.05 of that amount was collected in excess of the 2025 budgeted assessment revenue. The remaining funds reflect an underspend in a staffing line item due to the position being vacated mid year and not filled until later in the year. Those carry-forward dollars were plugged into the 2026 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.

2026 Budget

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

2027 Budget

Provide a line-item detailed budget of projected expenses and revenues for the upcoming calendar year,

organized into the expense/revenue categories and percentages that were in approved in your management plan. The budget you provide should be approved by your Board of Directors upon time of submission. If not, please note the budget as draft and alert City staff to determine next steps.

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



2026_DOA_Operating Budget_Annualpdf

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

Estimated Amount (\$)	Source of Contribution
1000000	Additional Service Contracts
150000	grant funding

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

3.2

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 11, 2026, DCBD board meeting. Prior to that meeting, a postcard was mailed to all affected stakeholders, alerting them to the discussion of the increase on March 11 and directing them to a letter on our website that provides the justification. The postcard was mailed out on February 23, 2026.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

2740981.54

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

Board of Directors Roster 2025/2026 (list all directors that served anytime during 2025 or 2026)

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Mike Guerra	Community Member/ Rep	Lincoln Univeristy	President	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Jamie Flaherty-Evans	Community Member/Rep	Chromat a Retail	VP	Current
Carmen Benjamin	Business Owner/Rep	City Center	Secretary	Current
Courtney Belanger	Business Owner/Rep	Shorenstein	Treasurer	Current
Greg Pasquali	Property Owner/Rep	Carmel Partners	Other Officer	Current
Adam Chall	Property Owner/Rep	TMG Partners	Other Officer	Current
Durell Coleman	Community Member/Rep	resident	Other Officer	Current
Matt Klimerman	Property Owner/Rep	Tidewater Capital	Other Officer	Current
Tamira Twilie	Property Owner/Rep	Oakland City Center & Oakland City Garage	Other Officer	Current
Cortt Dunlap	Business Owner/Rep	Awaken Cafe	Other Officer	Current
Anthony Severo	Property Owner/Rep	1528 Webster st	Other Officer	Current
Myles Roebuck	Property Owner/Rep	Rubicon Point Partners	Other Officer	Current

2025 YTD v. Actuals DOA

	2025	2025
	Budget	YTD Actuals
Income		
Assessment Revenue (98% collection)	2,602,871.00	2,657,110.05
(Reserve)	-71,493.10	0.00
Prior Year Carry Forward	69,014.10	0.00
Total Assessment Revenue	\$ 2,600,392.00	\$ 2,657,110.05
Total Income	\$ 2,600,392.00	\$ 2,657,110.05
Expenses		
Clean and Safe Enhancements		
Clean and Safe	1,650,264.00	1,639,760.97
Misc.	3,500.00	4,767.71
District Services Manager	77,689.00	77,689.00
Chief Operations Officer	95,868.00	\$95,868.00
PROW Maintenance	192,397.00	\$193,584.77
Total Clean and Safe Enhancements	\$ 2,019,718.00	\$ 2,011,670.45
Marketing and Economic Enhance.		
Accounting Expenses	31,000.00	29,336.88
Computer Service & Support	1,500.00	837.12
Consulting and Legal Expenses	5,000.00	10,889.38
Marketing and Events Manager	61,000.00	33,738.37
Memberships, Fees & Permits	2,000.00	308.00
Insurance - Directors & Officers	700.00	\$700.00
General Liability	5,517.00	5,702.89
Marketing and Communications	40,000.00	41,492.44
Misc.	5,100.00	2,737.87
Office furniture & equipment	8,000.00	7,358.60
Postage, shipping, delivery	2,500.00	421.01
Printing & copying	2,000.00	4,001.83
Public Space Programming	29,000.00	34,201.56
Rent	77,892.00	75,915.69
Staff Personnel	291,965.00	291,965.00
Supplies	3,000.00	2,659.86
Telephone & Internet	4,500.00	5,903.10
Staff and Board Development	10,000.00	6,227.84
Total Marketing and Economic Enhancements	\$ 580,674.00	\$ 554,397.44
Total Expenses	\$ 2,600,392.00	\$ 2,566,067.89

2026 DOA Operating Budget

2026

Budget

Income

Assessment Revenue 100%	2,740,981.54
Assessment Revenue (98% collection) (Reserve)	2,686,162.00 -87,350.05
Prior Year Carry Forward	159,944.59

Total Assessment Revenue	\$ 2,758,756.54
Total Income	\$ 2,758,756.54

Expenses

Clean and Safe Enhancements	
Clean and Safe	1,808,454.00
Misc.	5,500.00
District Services Manager	78,984.64
Chief Operations Officer	97,309.31
PROW Maintenance	120,000.00

Total Clean and Safe Enhancements	\$ 2,110,247.95
-----------------------------------	------------------------

Marketing and Economic Enhance.

Accounting Expenses	32,000.00
Computer Service & Support	1,500.00
Consulting and Legal Expenses	15,000.00
Marketing and Events Manager	61,796.81
Memberships, Fees & Permits	500.00
Insurance - Directors & Officers	845.00
General Liability	5,843.00
Marketing and Communications	50,000.00
Misc.	5,100.00
Office furniture & equipment	8,000.00
Postage, shipping, delivery	500.00
Printing & copying	3,000.00
Public Space Programming	50,000.00
Rent	79,143.78
Staff Personnel	315,780.00
Supplies	3,500.00
Telephone & Internet	6,000.00
Staff and Board Development	10,000.00
Total Marketing and Economic Enhancements	\$ 648,508.59
Total Expenses	\$ 2,758,756.54



Sunday, April 5, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

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	2
Hospitality/Business Outreach Ambassadors	2
Other Seasonal/Part-time staff	0

	Number of FTE
Volunteers (not counting your board members)	8
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?	88
Approximately how many vacant storefronts in your district?	10

Cleaning

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

Yes

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

Block By Block, Past partners include Downtown Streets Team, potential partners include Swords to Ploughshares, Center For Employment Opportunities

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Pressure/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, crime prevention, and pedestrian
safety signage installation and maintenance

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	2395
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	224652
Number of Incidents of illegal dumping removed	1005
Number of 311 requests made	280
Number of hours of pressure washing	1406
Number of stickers/posters removed	6890

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

Slight decrease in litter and illegal dumping, we attribute this to improved compliance by commercial tenants, improved signage, dog waste litter program.

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

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 360

Safety Services

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

Is there a workforce development component to the hiring and/or training of your safety staff? (either in-house or with a partner organization) same as above for cleaning staff-- all staff are cross-trained

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

Connecting merchants and property owners with community camera guidelines and resources, responding to video retrieval requests from OPD, homeless outreach, coordination with MACRO and other relevant social services providers

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	8320
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	6240
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	5859
Number of service responses (visits made in direct response to a business owner's specific request)	5859
Number of 911 calls made by the BID	18
Number of non-emergency calls made by the BID	60
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	46
Number of new cameras installed in new locations in 2025	6
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	24
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	99

Notes about safety outputs (e.g., whether your tracking differs from metrics requested)

No separate tracking of merchant service request vs check-in. Services provided to merchants are accounted for in other categories, i.e. pressure washing, graffiti removal, etc.

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

Throughout the year

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	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

	Day of the Week	Start Time	End Time
	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 2026	10		
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 plazas		
	Install/maintain public art pieces		
	install/maintain dog poo bag dispensers, install/maintain historic signage program litter receptacles, wayfinding and safety signage		

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	52
Number of new planters and/or hanging baskets installed in new locations in 2025	4
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	580
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	106

	Number
Number of new banners installed in 2025	8
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	0
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	29
Number of new public art pieces installed in 2025	4
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

Residential/apartment information screens

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 businesses

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

Facebook 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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	1619	24	9878	3467
Facebook	897	280	134000	840
Instagram	11356	109	890000	36840
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 2025 as a percentage? 38

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 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	22
Amount (\$\$) of Event sponsorship provided in 2025	4600
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	79000

Business Support

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

Yes

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

Information Sessions on federal/state/city regulations or programs

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

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 & Operations

Business Support outputs for Calendar Year 2025 by your BID:

	Number
Number of merchant contacts	240

	Number
Number of business support events coordinated by or supported by the BID for your businesses in 2025	11
Annual total number of your business attendees at business support events coordinated by or supported by the BID	230

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

- In partnership with "Paint the Town" and the Oakland Roots, produced a large scale street mural activating an important gateway to the District at the Amtrak Station
- Established new First Saturdays in Jack London activation, engaging dozens of businesses and now with a dedicated "Art Walk" of 8 participating galleries and art spaces
- Launched new Jack London food and beverage event, "Taste of Jack London", featured in media and spotlighting local merchants
- 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--recent trainings include a workshop with an Alameda County service provider with the goal of linking District homeless with Alameda County HMIS database
- Partnered with Port and CIM to Convene quarterly Jack London Square Merchant meeting to focus on waterfront-specific challenges and opportunities

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

- New historic walking tour - spotlighting wholesale produce market, waterfront warehouse district, art, and merchants.
- New family + play-centric activation to be sponsored as part of the Jack London Square Sunday Farmers' Market, to welcome a broader demographic and invite lingering.
- New series of dog-owner-centric programming: Pup-crawl highlighting dog-friendly establishments, dog waste disposal bag dispensers placed and maintained throughout the District, stickers and signage encouraging responsible owner behavior

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



Budget vs Actual Report Year End 202... .pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

\$26,842 - Operational Reserves for anticipated delay in first disbursement payment from City

2026 Budget

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

2027 Budget

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

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



Jack London 2026 budget.xlsx - 2025pdf

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

Estimated Amount (\$)

Source of Contribution

70000

event sponsorship, ticket revenues, grant

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

5

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

June 2026 Board Meeting – all ratepayers to be notified via USPS mail with explanation of purpose and process.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

1835348

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

**Board of Directors Roster 2025/2026
(list all directors that served anytime during 2025 or 2026)**

Name	Affiliation Type	Name of Affiliated Business/Org	Title	Status
Lisa Villhauer	Property Owner/Rep	Arthaus Partners	President	Current
Izamar Hernandez Hook	Property Owner/Rep	CIM/Jack London Square	Secretary	Current
Jonathan Fong	Community Member/Rep	(Past)Jack London Square Farmers Market, others	Treasurer	Current
Annie Ledbury	Property Owner/Rep	EBALDC	Director	Current
Greg Pasquali	Property Owner/Rep	Carmel Partners/Fourth Street East	Director	Current
Michael Carilli	Property Owner/Rep	101 Broadway	Director	Current
John Eric Henry	Business Owner/Rep	Pinnacle Drone Light Show	Director	Current
Dorcia Darling White	Business Owner/Rep	Everett & Jones BBQ	Director	Current
Melody Hultgren	Business Owner/Rep	Nova Real Estate	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Peter Gertler	Condo Owner/Rep	The Bond	Director	Current
Keith Stephenson	Business Owner/Rep	Purple Heart	Director	Current

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



JLID 2025 Highlights.pdf

**Jack London Improvement District
Simplified View: Budget vs Actuals 2025**

As of December 31, 2025

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$1,349,640	\$1,617,800
8700 Contingency allowance for uncollected assessments		-\$92,821
Total Revenue	\$1,349,640	\$1,524,979
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$559,446	\$559,346
7150 & 7200 Subtotal- Port Share	\$279,666	\$251,362
7400 Maintenance Operations	\$212,653	\$212,392
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$1,051,766	\$1,023,100
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$113,883	\$147,000
7800 Special Projects *	\$59,180	\$78,500
Total 7700 MED Marketing & Economic Development	\$173,063	\$225,500
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$116,166	\$126,227
8510-8580 Office Operations	\$59,413	\$61,115
Total 8000 AGCR Administration & Government/Community Relations	\$175,579	\$187,341
Total 8600 Collection Fees	\$67,201	\$68,496
Total Expenditures	\$1,467,608	\$1,504,437
Gross Difference	(\$117,968)	\$20,542

Percentage Allocation by area of Work	Management	2025
Maintenance & Beautification	55%	63%
Marketing & Economic Development	18%	14%
Administration & Government	19%	12%
Contingency & Collection	8%	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.		

Notes: *Underspend due to timing of sponsorship payment of Woodstock Estuary Shuttle -- to be paid Q1 2026

Jack London Improvement District:

Draft Operating Budget 2026

2025 Budget 2026 Proposed

Revenue		
Total 4000 Assessment Income	\$1,617,800	\$1,747,953
8700 Contingency allowance for uncollected assessments	-\$92,821	-\$104,877
Budgeted Revenue	\$1,524,979	\$1,643,076
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$557,346	\$598,000
7150 & 7200 Subtotal- Port Share	\$251,362	\$263,930
7400 Maintenance Operations + Management	\$207,392	\$234,323
Total 7000 MBSSI Maintenance, Beautification, Safety &	\$1,016,100	\$1,096,253
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$147,000	\$148,838
7800 Special Projects	\$78,500	\$78,000
Total 7700 MED Marketing & Economic Development	\$225,500	\$226,838
8000 AGCR Administration & Government/Community		
8010-8450 District Management & Governance	\$126,227	\$144,752
8510-8580 Office Operations	\$61,115	\$69,648
Total 8000 AGCR Administration & Government/Community Relations	\$187,341	\$214,400
Total 8600 Collection Fees	\$68,496	\$74,236
Total Expenditures	\$1,504,437	\$1,643,076
Gross Difference	\$20,543	\$0

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

Operating Budget Notes: Staff positions are funded by time allocation within program work categories.



Friday, April 3, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

KONO - Koreatown Northgate CBD

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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

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	5
Cleaning Ambassadors/workers	3
Public Safety Officers/Security Ambassadors	0
Hospitality/Business Outreach Ambassadors	1
Other Seasonal/Part-time staff	0

Number of FTE

Volunteers (not counting your board members)

28

Notes about staffing numbers

Five staff; Two of the admin are the marketing manager and social media programmer and the other is our First Fridays Director. The other two admin are for KONO. Our work overlaps categories. Marketing also works on KONO brick & Mortar businesses.

How many parcels in your BID? 450

How many businesses in your BID? 135

Approximately how many residents in your BID? 672

Approximately how many occupied storefronts in your district? 120

Approximately how many vacant storefronts in your district? 10

Cleaning

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

Yes

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

Streetplus incorporates workforce development into its operations through a structured combination of ongoing training, skill-building, and field-based learning. Team members receive continuous support through daily briefings that include training bulletins, knowledge-sharing, and industry updates, ensuring staff stay informed and effective in real time. In addition, Streetplus provides a minimum of four hours of quarterly refresher training focused on core competencies such as safety, communication, conflict resolution, and service delivery. This consistent investment in employee development strengthens job readiness, reinforces professional standards, and supports long-term retention and advancement opportunities within the organization.

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Pressure/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

Illegal dumping removal Merchant checks

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	2688
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	262525
Number of Incidents of illegal dumping removed	572
Number of 311 requests made	247
Number of hours of pressure washing	261
Number of stickers/posters removed	900

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

The total of 2,688 removals represents the combined number of graffiti, stickers, and posters removed in the district. I can only estimate the stickers/posters.

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

shari@koreatownnorthgate.org,
konoambassadors@streetplus.net, Rhall@streetplus.net

Number of days per week cleaning services are provided (1-7 days/wk) 6

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 168

Safety Services

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

Yes

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

Streetplus incorporates workforce development into its operations through a structured combination of ongoing training, skill-building, and field-based learning. Team members receive continuous support through daily briefings that include training bulletins, knowledge-sharing, and industry updates, ensuring staff stay informed and effective in real time. In addition, Streetplus provides a minimum of four hours of quarterly refresher training focused on core competencies such as safety, communication, conflict resolution, and service delivery. This consistent investment in employee development strengthens job readiness, reinforces professional standards, and supports long-term retention and advancement opportunities within the organization.

What types of work are done by your safety staff?

Installing security cameras Coordination with OPD

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

Walking safety escorts

Security for our monthly Festivals. Hotline for vendors.

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	260
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	416
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	4694
Number of service responses (visits made in direct response to a business owner's specific request)	199
Number of 911 calls made by the BID	42
Number of non-emergency calls made by the BID	5
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	103

	Number		
Number of new cameras installed in new locations in 2025		7	
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025		15	
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)		10	
Do you provide Safety patrol services throughout the year or just during the holidays/as needed?	We did not provide safety patrol other than our hospitality services on Saturdays.		
Regular schedule for Safety Patrol services	Day of the Week	Start Time	End Time
	Saturday	07:30 AM	03:30 PM
Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2026	10		
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		

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	5
Number of new planters and/or hanging baskets installed in new locations in 2025	0

	Number
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	100
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	40
Number of new banners installed in 2025	0
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	0
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	2
Number of new public art pieces installed in 2025	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)

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

Flyers & posters Email newsletters

Publish press releases Digital BillBoards

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

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

Facebook Twitter 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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	4414	449609	32929	2365
Facebook	18450	300	119325	3684
Instagram	40000	300	292130	53108
Twitter	1775	13	0	0
Tiktok	1632	34	58612	4689
WhatsApp	0	0	0	0
YouTube	14	6	725	9787

What is the average email open rate in 2025 as a percentage? 14

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 by your BID:

	Number
Number of events produced by the BID	11
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 2025	58950
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	150000

Notes about events and district promotions outputs (e.g., whether your tracking differs from metrics requested)

Twitter does not provide the total reach or total engagement unless you subscribe to Twitter.

Business Support

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

Yes

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

Information Sessions on federal/state/city regulations or programs

In-person Merchant outreach & contacts

posters to businesses on How to report a crime online, and why to report.

Business Support Outputs & Operations

Business Support outputs for Calendar Year 2025 by your BID:

	Number
Number of merchant contacts	204
Number of business support events coordinated by or supported by the BID for your businesses in 2025	1
Annual total number of your business attendees at business support events coordinated by or supported by the BID	0

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

Installed more cameras- pointing to public right of way

Camera Impact Report showing a 40% reduction in crime

Started BID Renewal process

Worked with 2 Korean interns from UC Berkeley to generate posters to place in windows of KONO Businesses on the importance of reporting crime and how to report a crime online

Received grants from Adobe (\$10,000), and Alameda County Arts Commission (\$1,200)

Beautified all the tree wells on 25th St. between Telegraph and Broadway in collaboration with the Landscape architect business and 20 volunteers

Over 9 new businesses opened in the KONO District. Happy Pets 2402 Telegraph, Town Biscuits on 25th St., African clothing 2533 Telegraph, The Orchard Galleries 489 25th St. , Taza 1915 San Pablo, Izakaya Shodazi, Asian Fusion cuisine, 2022 Telegraph, Nardi Restaurant Ethiopian 3415 Telegraph, Rose Garden San Pablo, Black Forest Kitchen 25th St.

Installed banners for the holidays

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Bistro lights from W.Grand to 27th

New planters on W.Grand and on Telegraph across from the Moxy

Work on Renewal of the CBD

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



KONO Budget_2025 Actual_2026 Bud... .pdf



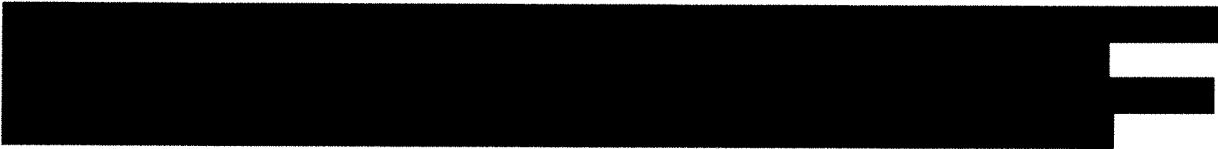
Oakland First Fridays_2025 Actual_20... .pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

-\$ 26,953.18

2026 Budget

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



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



KONO Budget_2025 Actual_2026 Bud... .pdf



Oakland First Fridays_2025 Actual_20... .pdf

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

Estimated Amount (\$)	Source of Contribution
59500.00	Donations
19995	grants
80500	sponsors
19000	Sales
140000	Vendor Fees
8777.34	Interest

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

3

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 discussed a possible FY 2026–27 assessment increase at its March 24, 2026 Board

meeting, but no final percentage was approved at that meeting. The Board voted to postpone the decision and call a special meeting in April or May. At the May 5, 2026 Special Board meeting, under Item #5, the Board unanimously approved a 3% assessment increase. All assessed property owners will be notified by mail prior to the June or July 2026 Oakland City Council meeting at which the annual assessment increase will be considered.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

760217

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

Board of Directors Roster 2025/2026 (list all directors that served anytime during 2025 or 2026)

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Joseph Jung	Property Owner/Rep		President	Current
Curt Haven	Property Owner/Rep	KP Market	VP	Current
Alan Wilk	Property Owner/Rep		Treasurer	Current
Don Mayberry	Community Member/Rep	Adobe	Secretary	Current
Nick Myerhoff	Property Owner/Rep		Director	Current
Keun Bae Yoo	Property Owner/Rep		Director	Current
Gidget Pugh	Community Member/Rep		Director	Current
"Bo" Hye Kyung Allen	Property Owner/Rep		Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Mustafa Alshugaa	Property Owner/Rep		Director	Current
Liz Einwiller	Business Owner/Rep		Director	Current
Mike Thaler	Condo Owner/Rep		Director	Past
Shakira Scott	Community Member/Rep		Director	Past
Charles Long	Property Owner/Rep		Director	Past

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



Lego Planters.pdf



Kono25thSt_treeWells.pdf



BlackForestKitchen_OneYearAnnivers... .pdf

	2025	2025			
Financial Recap	Actual	Budget	Over (Under)	Percent of Budget	2026 Budget
Operating Budget	\$ 696,117.99	\$ 697,371.08	-\$ 1,253.09	100%	\$ 721,750.57
Expenses	\$ 723,071.17	\$ 736,257.04	-\$ 33,185.87	96%	\$ 793,027.82
Net Income	-\$ 26,953.18	-\$ 58,885.96	\$ 31,932.78		-\$ 71,277.25

Bank Balance \$178,293 CD 1 \$83,826.28 CD 2 \$14,134 Payable \$21,120

Account	Actual	Budget	Over (Under)	Percent of Budget	2026 Budget	Current Year notes
Income						
CBD Assessments	\$ 690,446.30	\$ 702,927.92	-\$ 12,481.62	98%	\$ 738,077.41	*KONO CBD-FY 25-26 Levy Submittal*
Outside Funds (4.47% of assessments)						To be raised from grants, donations, foundations
Grants						
Unrestricted	\$ 20,000.00	\$ 0.00	\$ 20,000.00	—	\$ 10,000.00	
Total for Unrestricted Grants	\$ 20,000.00	\$ 0.00	\$ 20,000.00	0%	\$ 10,000.00	
Restricted	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 0.00	
Korean Culturefest	\$ 0.00	\$ 10,000.00	-\$ 10,000.00	0%	\$ 0.00	
Total for Restricted Grants	\$ 0.00	\$ 10,000.00	-\$ 10,000.00	0%	\$ 0.00	
Total for All Grants	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	0%	\$ 10,000.00	
Donation						
Restricted	\$ 0.00	\$ 16,000.00	-\$ 16,000.00	0%	\$ 14,500.00	
Unrestricted	\$ 1,705.00	\$ 5,000.00	-\$ 3,295.00	34%	\$ 14,500.00	
Total for Donation	\$ 1,705.00	\$ 21,000.00	-\$ 19,295.00	8%	\$ 14,500.00	
Interest Revenue	\$ 9,118.53	\$ 10,419.93	-\$ 1,301.31	88%	\$ 8,624.34	Move \$150k from Jan assessment to CD. Need to move \$7000 early 2026 so that there is time to earn interest.
Total for Outside Funds	\$ 30,823.53	\$ 41,419.93	-\$ 10,596.31	74%	\$ 33,124.34	
Total for Income	\$ 721,269.82	\$ 744,347.75	-\$ 23,077.93	97%	\$ 771,201.75	
Cost of Goods Sold	\$ 0.00	\$ 0.00	\$ 0.00	—	\$ 0.00	
Gross Profit	\$ 721,269.82	\$ 744,347.75	-\$ 23,077.93	97%	\$ 771,201.75	
Fees (CBD Assessments)						
City Fees (1% fee to collect and distribute assessments)	\$ 6,790.65	\$ 6,909.78	-\$ 119.03	98%	\$ 7,380.77	
County Fees (1.7% of assessments)	\$ 11,390.96	\$ 11,949.77	-\$ 558.79	95%	\$ 12,547.32	1.7% of assessments
Endowment for Renewal 1%	\$ 7,000.00	\$ 7,029.28	-\$ 29.28	100%	\$ 7,380.77	
Operating Reserves 3%	\$	\$ 21,087.84	-\$ 21,087.84	0%	\$ 22,142.31	
Total for Fees	\$ 25,181.61	\$ 46,976.67	-\$ 21,834.84	54%	\$ 48,451.19	
Total Operating Income	\$ 696,117.99	\$ 697,371.08	-\$ 1,253.09	100%	\$ 721,750.57	
Expenses						
6450 Administration						
6120 Bank Service Charges	\$ 46.00	\$ 50.00	-\$ 4.00	92%	\$ 50.00	wire fees
Dues and Membership	\$ 641.75	\$ 0.00	\$ 641.75	0%	\$ 700.00	
6180 Insurance						
6185 Liability Insurance	\$ 3,254.50	\$ 4,000.00	-\$ 745.50	81%	\$ 4,000.00	
D&O	\$ 1,938.00	\$ 2,000.00	-\$ 62.00	97%	\$ 2,000.00	
Worker's Compensation	\$ 1,570.65	\$ 1,800.00	-\$ 229.35	87%	\$ 2,000.00	
Total for 6180 Insurance	\$ 6,763.15	\$ 7,800.00	-\$ 1,036.85	87%	\$ 8,000.00	

	2025		Over (Under) Budget	Percent of Budget	2026 Budget	
	Actual	Budget				
Financial Recap						
Operating Budget	\$ 696,117.99	\$ 697,371.08	\$ 1,253.09	100%	\$ 721,756.57	
Expenses	\$ 723,071.17	\$ 756,257.04	\$ 33,185.87	94%	\$ 793,037.82	
Net Income	\$ 26,953.18	\$ 58,885.96	\$ 31,932.78		\$ 71,277.25	
Bank Balance	\$178,293	CD 1 \$83,828.28	CD 2 \$14,134	Payable	\$21,120	
Account	Total				2026 Budget	Current Year notes
	Actual	Budget	Over (Under) Budget	Percent of Budget		
6230 Licenses and Permits	\$ 200.17	\$ 100.00	\$ 50.17	133%	\$ 300.00	
6270 Professional Fees					\$ 18,780.00	Accounting and tax return (lower \$ tax return - new tax preparer)
6550 Accounting	\$ 19,540.00	\$ 14,140.00	\$ 5,400.00	138%	\$ 0.00	Every other year - (happened in 2025)
Audit	\$ 12,075.00	\$ 12,000.00	\$ 75.00	101%	\$ 5,818.68	four quarters - consulting NES?
Total for 6550 Accounting	\$ 31,621.00	\$ 26,140.00	\$ 5,481.00	121%	\$ 18,780.00	
6555 Consulting	\$ 5,780.48	\$ 5,000.00	\$ 780.48	109%	\$ 24,598.68	
Total for 6270 Professional Fees	\$ 37,381.48	\$ 31,740.00	\$ 5,641.48	118%	\$ 5,000.00	
6350 Meals and Entertainment	\$ 4,259.03	\$ 7,000.00	\$ 2,730.97	61%	\$ 3,000.00	\$2,000 to \$3,000 for BID Conference
6380 Travel	\$ 703.82	\$ 3,000.00	\$ 2,296.18		\$ 3,400.00	PG&E
6390 Utilities	\$ 3,343.82	\$ 3,300.00	\$ 43.82	101%		
6550 Office						
6250 Postage and Delivery	\$ 0.00	\$ 100.00	\$ 100.00	0%		
6770 Supplies	\$ 1,246.18	\$ 3,500.00	\$ 2,253.82	37%	\$ 1,500.00	
Office alarm	\$ 912.35	\$ 900.00	\$ 12.35	101%	\$ 1,032.00	
Online services	\$ 6,925.73	\$ 5,500.00	\$ 1,425.73	126%	\$ 7,000.00	
Water	\$ 321.88	\$ 700.00	\$ 378.12	46%	\$ 400.00	water
Rent	\$ 31,082.00	\$ 31,382.00	\$ 300.00	99%	\$ 31,752.00	2,649 X 12
Telephone/Internet	\$ 1,200.00	\$ 4,700.00	\$ 3,500.00	26%	\$ 4,500.00	KONO & Marketing phones & includes ED cell phone & reimbursement 100 month
Office Equipment	\$ 266.12	\$ 500.00	\$ 233.88	53%	\$ 100.00	
Total for 6550 Office	\$ 42,917.26	\$ 47,282.00	\$ 5,364.74	89%	\$ 46,784.00	
Employee benefits					\$ 5,210.80	assumed increase halfway through the year. CR health insurance
Health Insurance	\$ 4,279.74	\$ 16,500.00	\$ 12,220.26	26%	\$ 3,780.00	rounded up actual (18)
Retirement plan expense	\$ 4,550.48	\$ 11,100.00	\$ 6,549.52	41%	\$ 8,590.80	
Total for Employee benefits	\$ 8,830.22	\$ 27,600.00	\$ 18,769.78	32%	\$ 300.00	
Parking and Tolls	\$ 245.78	\$ 100.00	\$ 145.78	246%		
Payroll Tax and Fees	\$ 19,111.63	\$ 19,000.00	\$ 111.63	101%	\$ 20,000.00	
Repair & Maintenance	\$ 137.00	\$ 1,000.00	\$ 863.00	14%	\$ 6,000.00	\$3K Light reploment, \$3K HVAC for 2026 and 2027 (\$6K sf)
Staff		\$ 0.00	\$ 0.00		\$ 0.00	
Staff #MO			\$ 0.00	0%		
Executive Assist #CR (30%)	\$ 19,973.98	\$ 19,913.00	\$ 60.98	100%	\$ 20,532.33	2.8% COLA increase
Executive Director					\$ 31,303.80	2.3% increase
Executive Director (25%)	\$ 29,399.35	\$ 30,110.40	\$ 711.05	98%	\$ 2,600.00	
ED Annual Bonus	\$ 263.28	\$ 10,000.00	\$ 9,736.72	3%		
ED Medical Compensation	\$ 2,400.00	\$ 10,000.00	\$ 7,600.00	24%		
Total for Executive Director	\$ 32,062.63	\$ 50,110.40	\$ 18,047.77	64%	\$ 36,303.80	

	2025 Actual	2026 Budget	2026 Actual	
Rent	\$ 31,082.00	\$ 31,752.00		
Admin Staff: payroll, benefits, payroll taxes, worker's comp insurance	\$ 83,888.86	\$ 88,426.93		
Admin expenses: insurance, supplies, utilities	\$ 26,665.13	\$ 42,782.00	\$ 16,116.87	
Professional Fees: accounting and consulting	\$ 37,381.48	\$ 24,598.68		
Total Admin	\$ 179,017.47	\$ 187,559.61	\$ 161,168.00	25% 24%
Events and Marketing (Oakland First Friday and KonaFest)	\$ 41,224.35	\$ 42,566.00		
Marketing Staff: payroll and benefit	\$ 43,828.55	\$ 79,018.11		

Financial Recap	2025		Over (Under) Budget	Percent of Budget	2025 Budget
	Actual	Budget			
Operating Budget	\$ 696,117.39	\$ 697,371.08	\$ 1,253.09	100%	\$ 721,750.57
Expenses	\$ 723,071.17	\$ 756,257.04	\$ 33,185.87	96%	\$ 793,027.82
Net Income	-\$ 26,953.18	-\$ 58,885.96	\$ 31,932.78		-\$ 71,277.25

Bank Balance \$178,293 CD 1 \$83,828.28 CD 2 \$14,134 Payable \$21,120

Account	Total		Over (Under) Budget	Percent of Budget	2025 Budget	Current Year notes
	Actual	Budget				
Staff Bonus	\$ 715.01	\$ 2,000.00	\$ 1,284.99	36%	600.00	
WFH	\$ 2,524.78	\$ 2,448.00	\$ 76.78	103%		board decided not to continue WFH at March meeting
Total for Staff	\$ 54,376.38	\$ 73,572.30	\$ 19,195.92	74%	\$ 57,436.13	
Development & Training	\$ 950.00	\$ 3,000.00	\$ 2,050.00	32%	3,000.00	
Total for 6450 Administration	\$ 179,817.47	\$ 224,690.30	\$ 45,872.84	80%	\$ 187,539.61	23.65% \$100.00
Marketing & Identity Enhancement						
6780 Marketing/Advertising	\$ 1,650.00	\$ 1,650.00	\$ 0.00	100%	1,650.00	
Oakland First Friday (Exp)	\$ 25,000.00	\$ 25,000.00	\$ 0.00	100%	25,000.00	
Print Material, Brochures, Bus	\$ 3,356.50	\$ 3,000.00	\$ 356.50	112%	4,000.00	
Special Events	\$ 435.12	\$ 200.00	\$ 235.12	218%	500.00	
First Friday						
Storage	\$ 4,147.73	\$ 4,632.66	\$ 484.93	89%	2,916.00	
Total for First Friday	\$ 4,147.73	\$ 4,632.66	\$ 484.93	89%	\$ 2,916.00	
Korean Culture Fest	\$ 6,635.00	\$ 8,500.00	\$ 1,865.00	78%	8,500.00	
Total for Special Events	\$ 11,217.85	\$ 13,332.66	\$ 2,114.81	84%	\$ 11,916.00	
Staff						
Health Benefits	\$ 3,439.87				11,805.40	
Retirement	\$ 3,150.32				4,980.00	18,000*25% + VM additional 10 hours
Payroll Tax and Fees						
Executive Assist (15%)	\$ 9,578.16	\$ 9,509.95	\$ 78.21	101%	10,296.17	
Executive Director (20%)	\$ 15,979.43	\$ 16,309.80	\$ 330.37	98%	\$ 25,043.04	
Staff #VM					\$ 11,623.50	
Staff #MO	\$ 11,180.06	\$ 10,400.00	\$ 780.06	106%	\$ 13,000.00	
Bonus	\$ 508.12				\$ 2,388.00	
Total for Staff	\$ 43,628.55	\$ 35,216.75	\$ 7,611.80	121%	\$ 79,018.11	
Total for Marketing & Identity Enhancement	\$ 85,632.50	\$ 79,199.41	\$ 5,833.09	107%	\$ 121,584.11	15%
Security & Operations						
Administration/Staff						
Health Benefits	\$ 14,146.18				\$ 15,053.14	
Retirement	\$ 9,800.90				\$ 9,720.00	
Payroll Tax and Fees						
Bonus	\$ 2,001.06				\$ 6,600.00	
Administration/Executive Director (55%)	\$ 77,438.72	\$ 79,039.80	\$ 1,601.08	98%	\$ 88,989.36	
Executive Assist (55%)	\$ 35,119.93	\$ 34,858.82	\$ 261.11	101%	\$ 37,842.81	
Total for Administration/Staff	\$ 138,367.79	\$ 113,898.62	\$ 24,469.17	122%	\$ 137,884.16	
Landscaping	\$ 971.50	\$ 1,000.00	\$ 28.50	97%	1,000.00	
Security/Maintenance						
EBMUD	\$ 4,096.96	\$ 4,000.00	\$ 96.96	102%	5,000.00	

Total marketing	\$ 85,052.90	121,584.11	0	12%	15%
STREETPLUS (plus EBMUD and trash services)	\$ 318,643.01	321,000.00			
Special Projects (Camera and Bistro Lights)	\$ 1,850.00	25,000.00			
Sec & Ops Staff: payroll and benefits	\$ 138,507.79	\$ 137,884.10			
Total security	\$ 459,000.80	483,884.10	0	63%	61%
Total	\$ 723,071.17	793,027.82	1611687.00%		
	\$ 0.00	0.00		100	100

	2025	2025			
	Actual	Budget	Over (Under) Budget	Percent of Budget	2026 Budget
Financial Recap					
Operating Budget	\$ 696,117.99	\$ 697,271.08	\$ 1,253.09	100%	\$ 721,760.97
Expenses	\$ 723,071.17	\$ 756,257.04	\$ 33,185.87	96%	\$ 793,027.82
Net Income	-\$ 26,953.18	-\$ 58,885.96	\$ 31,932.78		-\$ 71,277.25

Bank Balance \$178,293 CD 1 \$83,829.28 CD 2 \$14,134 Payable \$21,120

Account	Actual	Budget	Over (Under) Budget	Percent of Budget	2026 Budget	Current Year notes
Utility Box (artwork)						
Streetplus	\$ 310,616.19	\$ 319,800.00	-\$ 9,183.81	97%	\$ 311,000.00	
Streetplus Bonus	\$ 1,500.00	\$ 2,500.00	-\$ 1,000.00		\$ 2,500.00	
Total for Security/Maintenance	\$ 316,215.05	\$ 326,300.00	-\$ 10,084.95	97%	\$ 318,500.00	
Security & Operations/Camera Project 2	\$ 1,850.00	\$ 9,568.70	-\$ 7,718.70	19%	\$ 10,000.00	one intersection
Trash Services	\$ 1,456.46	\$ 1,600.00	-\$ 143.54	91%	\$ 1,500.00	
Storage Space	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 0.00	
Bistro Lights	\$ 0.00	\$ 0.00	\$ 0.00	0%	\$ 15,000.00	(soft est)
Total for Security & Operations	\$ 459,000.89	\$ 452,367.32	\$ 6,633.58	101%	\$ 483,884.10	
Total for Expenses	\$ 723,071.17	\$ 756,257.04	-\$ 33,185.87	96%	\$ 793,027.82	61.02%
Net Income	-\$ 26,953.18	-\$ 58,885.96	\$ 31,932.78		-\$ 71,277.25	100.00%

QB net income -\$ 19,953.18 \$ 46,247.96
723,071.17 17,447.59

2026 budget draft

561,125.61

794215.82 \$ 1,188.00

2023 carry fwd. \$343,607.14 (less 75%) Divided by 3 years = \$89,535.71
each year for 2024, 2025, 2026

\$ 230,279.80

Staff Breakdown

2025 Staff Actual	Admin	Marketing	Security	Total
ED	29,399	15,979	77,439	122,818
ED Bonus	263	219	603	1,086
ED Assistant	19,074	9,578	35,120	63,772
Festival Director				0
Marketing Director		11,181		11,181
ED Assistant Bonus	715	358	1,311	2,383
WFH	2,525			2,525
	\$51,976	\$37,315	\$114,473	\$203,764
	26%	18%	56%	100%

2026 Budget	Admin	Marketing	Security	Total
ED	31,303.80	25,043.04	68,868.36	125,215.20
ED Bonus	2,500.00	2,000.00	5,500.00	10,000.00
ED Assistant	20,532.33	10,266.17	37,642.61	68,441.10
Festival Director		11,624		11,623.50
Marketing Director		13,000		13,000.00
ED Assistant Bonus	600.00	300.00	1,100.00	2,000.00
WFH				0.00
	\$4,936.13	62,232.71	113,110.97	230,279.80
	21%	25%	54%	100%

Health Benefits	Admin	Marketing	Security	Total
ED Assistant	4,279.74	2,139.87	7,846.18	14,265.79
ED Assistant	2,500.00	2,000.00	5,500.00	10,000.00
Festival Director				0
	6,779.74	4,139.87	13,346.18	24,265.79

10000

Health Benefits	Admin	Marketing	Security	Total
ED Assistant	5,210.80	2,605.40	9,553.14	17,369.34
ED Assistant	2,500.00	2,000.00	5,500.00	10,000.00
Festival Director		7200		7,200.00
	7,710.80	11,805.40	15,053.14	34,569.34

Oakland First Friday- KONO District
2026 Budget

		2025 Budget	Actual as of 12.31.25	Over (Under) Budget	% of Budget	2026 Budget
Income						
Donations						
	Corporations	\$20,000	\$30,000	\$10,000	150%	\$30,000
	Foundations	\$7,000	\$5,000	-\$2,000	71%	\$5,000
	Gates	\$5,000	\$3,780	-\$1,220	76%	\$4,000
	Individuals	\$8,000	\$5,584	-\$2,416	70%	\$6,000
	Total Donations	\$40,000	\$44,364	\$4,364	111%	\$45,000.00
KONO: Capital Income						
	KONO: Capital Income	\$25,000	\$25,000	\$0	100%	\$25,000
Sales						
	Merchandise	\$200	\$0	-\$200	0%	\$0
	KONO Lounge (Alcohol)	\$21,656	\$18,831	-\$2,825	87%	\$19,000
	Total Sales	\$21,856	\$18,831	-\$3,025	86%	\$19,000
Sponsorships						
	Sponsorships	\$77,000	\$58,950	-\$18,050	77%	\$80,500
Vendor Fees						
	Food	\$84,663	\$85,660	\$997	101%	\$86,000
	Retail (non-food)	\$47,850	\$47,381	-\$469	99%	\$48,000
	Nonprofit	\$9,072	\$5,850	-\$3,222	64%	\$6,000
	Refunds	-500	\$0	\$500	0%	\$0
	Total vendor Fees	\$141,086	\$138,891	-\$2,195	98%	\$140,000
Fundraiser						
	Fundraiser	\$0	\$0	\$0	0%	\$0
Equipment Rental						
	Equipment Rental	\$150	\$150	\$0	100%	\$150
Grants						
	Grants (Various Grantors)	\$0	\$1,200	\$1,200	0%	\$10,000
	Total Grants	\$0	\$1,200	\$1,200	0%	\$10,000
Misc						
	Interest Income	\$227	\$153	-\$74	67%	153
	In Kind Donations	\$0	\$192,350	\$192,350	0%	
Total Income		\$305,319	\$479,889	\$174,570	157%	\$319,803
Expense						
	Advertisement	\$1,458	\$536	-\$922	37%	\$1,500
		\$0		\$0	0%	\$0
	Memberships/Subscriptions	\$158	\$155	-\$3	98%	\$200
	Bank Service Fees	\$57	\$58 [1]	\$1	0%	\$60
	POS Processing Fees	\$4,525	\$1,772	-\$2,753	39%	\$1,800
	Sponsorship Commissions	\$1,821	\$1,904	\$83	105%	\$2,000
					\$4,127	
	Licenses, permits, fees	\$1,475	\$1,581	\$106	107%	\$2,000
	Meals & Entertainment	\$439		-\$439	0%	\$450

Oakland First Friday- KONO District

2026 Budget

		2025 Budget	Actual as of 12.31.25	Over (Under) Budget	% of Budget	2026 Budget
	Insurance	\$666	\$849	\$183	127%	\$900
	Fire Extinguisher				Fire Extinguisher servicing every 2 yrs	\$570
	Office supplies	\$3,145	\$300 [2]	-\$2,845	10%	\$500
	Online services	\$10,517	\$11,147 [3]	\$630	106% Google Suite, Smartsheets, Knack, Mailchimp, Webflow, Zoom, Microsoft 365, Webiste	\$14,880
	Telephone Services	\$3,171	\$3,126	-\$45	99% AT&T Hotspot	\$3,500
	Parking & Tolls	\$150	\$20	-\$130	13% for meetings	\$50
	Reconciling Adjustments	0	-\$4	-\$4	0%	
	Travel		\$114	\$114	0% Lyft	\$150
Staff						
	Marketing Manager	\$35,100	\$32,540	-\$2,560	93%	\$31,600
	Festival Director	\$58,500	\$56,119	-\$2,381	96%	\$54,858
	Social Media Coordinator	\$10,792	\$10,607	-\$185	98%	\$11,479
	Staff Bonus	\$1,600	\$2,026	\$426	127%	\$1,750
	Total Staff	\$105,992	\$101,292	-\$4,700	96%	\$99,687
Taxes	Payroll Taxes	\$11,976	\$8,809	-\$3,167	74%	\$9,000
	Sales Tax		\$2,597			\$649
Event	General Event Supplies	\$2,960	\$4,197 [4]	\$1,237	142%	\$4,323
Fundraising	Fundraising Expenses	\$206	\$0	-\$206	0% golf course, food, awards, swag, paint n sip	\$0
In Kind	In Kind Donations	\$0	\$192,350	\$192,350	0%	
Entertainment						
	Performance Stipend	\$0	\$0	\$0	0%	
Stage	Stage Manager, Host & DJ	\$889	\$3,050	\$2,161	343%	\$4,000
	Entertainment	\$3,500	\$1,000	-\$2,500	29%	\$1,000
	Total Entertainment	\$4,389	\$4,050	-\$339	92%	\$5,000
KONO Lounge						
	Staff Stipend for bar	\$5,222	\$5,600	\$378	107%	\$5,600
	KONO Lounge supplies	\$8,053	\$8,519	\$466	106%	\$8,519
	TOTAL KONO LOUNGE	\$13,275	\$14,119	\$844	106%	\$14,119
Stipend Staff						
	Front Gates	\$2,750	\$2,550	-\$200	93%	\$2,750
	Registration/Info/merch	\$667	\$400	-\$267	60%	\$1,000
	Inventory/Supply Maintenan	\$2,861	\$2,500	-\$361	87%	\$2,500

Oakland First Friday- KONO District

2026 Budget

		2025 Budget	Actual as of 12.31.25	Over (Under) Budget	% of Budget		2026 Budget
	Set up and Breakdown	\$9,722	\$11,900	\$2,178	122%		\$11,900
	TOTAL STIPEND STAFF	\$16,000	\$17,350	\$1,350	108%		\$18,150
	Equipment rental						
	U-haul - Vehicle Rental	\$628	\$529	-\$99	84%		\$600
	Lights & Generators - Cresco	\$11,822	\$19,415	\$7,593	164%		\$19,998
	TOTAL EQUIPMENT RENTAL	\$12,450	\$19,944	\$7,495	160%		\$20,598
	SUB-CONTRACTORS						
	Port a potties	\$20,597	\$18,890	-\$1,708	92%		\$19,000
	Street Closure - TC Rentals	\$19,195	\$21,189	\$1,994	110%		\$22,000
	Security	\$53,671	\$61,774	\$8,103	115%	EPS	\$62,000
	Professional Fees (payroll processing)	\$920	\$627	-\$293	68%	Payroll processing fees	\$700
	Recycle Services	\$13,964	\$13,675	-\$289	98%		\$13,700
	TOTAL SUB CONTRACTORS	\$108,348	\$116,155	\$7,807	107%		\$117,400
Total Expenses	TOTAL EXPENSES	\$303,177	\$502,422	\$199,245	166%		\$317,487
Net Income		\$2,141	-\$22,534	-\$24,675			\$2,316
	Bank balance as of 12/31/2025	\$34,804	\$0.00				

[1] bank service charges plus transaction fees

[2] Includes the following account names: print, office expense, office supplies, admin

[3] QB online + Online services

[4] Includes the following accounts:

Event and supplies under event. And day of operating costs.



Thursday, April 2, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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 Business 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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

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	6

Number of FTE

Volunteers (not counting your board members)

0

Notes about staffing numbers

We have 2 part time Co-Directors, 1 full time Security staff member. Our cleaning staff consists of 1 person who comes 5 days a week, 4 hours a day. We just hired a team of 4 to help us host our first street festival in 19 years. They would be considered seasonal staff as they are helping us produce this singular event.

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? 62

Approximately how many vacant storefronts in your district? 16

Cleaning

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

Yes

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

We utilized Peralta Cleaning Services for half the year until they left the Unity Council building and consecutively closed down. We kept one of their employees as one of our part time staff members as described on page 1.

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Graffiti removal - public property

Gum, sticker and Flyer Removal

Street furniture and trashcan maintenance and sanitization

Landscaping services and plant watering

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	260
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	29500
Number of Incidents of illegal dumping removed	10
Number of 311 requests made	260
Number of hours of pressure washing	110
Number of stickers/posters removed	90

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

We have a volunteer that does 10 hours a week of cleaning as well.

Which usernames, emails do you make 311 requests from? (please specify as many as you can) racheal@lakeshoreavenue.com, carol@lakeshoreavenue.com, treasurer@lakeshoreavenue.com, president@lakeshoreavenue.com, caroldru@aol.com

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

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 24

Safety Services

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

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

What types of work are done by your safety staff? Street patrol/ambassadors Coordination with OPD

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	0
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	2340
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	49296
Number of service responses (visits made in direct response to a business owner's specific request)	312
Number of 911 calls made by the BID	20
Number of non-emergency calls made by the BID	100
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new cameras installed in new locations in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	0

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

Throughout the year

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	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
Sunday	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 2026

0

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install/maintain Big Belly trashcans

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	15
Number of new planters and/or hanging baskets installed in new locations in 2025	2
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	40
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	0

	Number
Number of new banners installed in 2025	0
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	0
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	3
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	2
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public art pieces installed in 2025	0

Notes about streetscape/beautification outputs (e.g., whether your tracking differs from metrics requested)

We have taken to maintaining the CalTrans freeway exit as they are no longer maintaining any aspect of that area. We removed the overgrown ivy and have been addressing the trash buildup weekly.

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)

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)

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

Maintain Event calendar on BID website

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

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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	415	3320	205	16
Facebook	886	162	5500	163
Instagram	1027	162	6300	5876
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 2025 as a percentage? 18

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 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 2025	200
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	150

Business Support

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

Yes

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

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

Business Support Outputs & Operations

Business Support outputs for Calendar Year 2025 by your BID:

	Number
Number of merchant contacts	72
Number of business support events coordinated by or supported by the BID for your businesses in 2025	6
Annual total number of your business attendees at business support events coordinated by or supported by the BID	200

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

Coffee & Cops

Grand Lake Shines

Sidewalk Powerwashing

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Lakeshore Love: Lakeshore Love is a community-focused promotional campaign designed to encourage shopping on Lakeshore Avenue during a traditionally slower retail season while strengthening community engagement and visibility for local businesses. The campaign incentivizes shoppers to support Lakeshore businesses by submitting qualifying purchase receipts for a chance to win a \$250 gift certificate to the Lakeshore business of their choice.

Lakeshore Spring Festival: Please join us on Saturday, May 30th for the inaugural Lakeshore Spring Festival featuring two stages of music, outdoor dining from award winning restaurants, artisan cocktails & bevvy's, a kids zone, an artisan vendor market and a celebration of one of Oakland's best neighborhoods!

New program/activity description

Taste of Lakeshore: Taste of Lakeshore is a lively culinary stroll celebrating the diverse flavors of Lakeshore Avenue. Inspired by the popular Taste of Temescal, this ticketed event invites guests to explore the district while sampling small bites and beverages from participating restaurants, cafés, and specialty shops along the avenue. Guests receive a "tasting passport" and stroll from business to business enjoying signature dishes, drinks, and live entertainment along the way. Taste of Lakeshore highlights the neighborhood's vibrant food scene, supports local merchants, and encourages visitors to discover new favorite spots throughout the district.

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



2025 Proposed Budget V Actuals.pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

We had an unexpected surplus of 37,000. This was due to an unpaid tax from Oakland Housing Authority from several years. This will be used to put on a Spring Festival scheduled for 5/30/26

2026 Budget

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



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



2026 Budget.xlsx

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

Estimated Amount (\$)	Source of Contribution
2000	donation
37000	street festival

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

5

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

We host our annual meetings in June. We will be contacting all stakeholders via email and through regular post. All members are invited to attend the meeting and vote in person but they also receive a voters slate in the mail with a sase. They can vote in person during the annual meeting or return their voter card prior to the meeting and their vote is also counted that way.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

250669.50

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

Board of Directors Roster 2025/2026 (list all directors that served anytime during 2025 or 2026)

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Kelsey Heath	Property Owner/Rep		President	Current
Phing Yamamoto	Property Owner/Rep	Colonial Donuts	VP	Current
Terri Ellis	Property Owner/Rep		Treasurer	Current
Marissa Betts	Property Owner/Rep	Ken Betts Chevron	Secretary	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Carol Knight	Community Member/Rep		Director	Current
Racheal Scott	Community Member/Rep		Director	Current
Barry Gilbert	Property Owner/Rep		Other Officer	Current
Joe Hawkins	Business Owner/Rep		Other Officer	Current
Brad Banker	Property Owner/Rep		Other Officer	Current
James Breeden	Community Member/Rep		Other Officer	Current
Dana Heinemann	Property Owner/Rep		Other Officer	Current

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



Lakeshore BID.zip

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

LAKESHORE/LAKE PARK BID	
BUDGET FOR BID 2026 - PROPOSED	
Description	BID RENEWAL
<i>Income</i>	
Estimated Bid Collections (FY 25/26 Assessment roll total) 5% INCREASE+ OHA	\$250,669.50
Carry Forward from 2025 (Reserve for Nonpayment) (Interest Bearing)	\$0.00
Community Raised Funds (1.39% of Budget)	\$3,533.42
Total Available Funds	<u>\$254,202.92</u>
<i>Expenditures</i>	
Environmental/Clean/Safe/Beautiful	
Security	(\$140,000.00)
Street Maintenance	(\$55,857.00)
Gardners	(\$13,200.00)
Economic Vitality	
Promotions/Facebook/Instagram/Events	(\$3,500.00)
Banners	(\$3,500.00)
Administration/Reserve Fees	
Administration	(\$34,520.00)
Office (\$1700)/ Annual Meeting (\$1800)	(\$3,850.00)
Bid Renewal (annual reserve) (business registration on budget)	(\$2,200.00)
Profesional Expenses (Accounting \$3000/Insurance \$4562)	(\$8,365.00)
City Fees 3% and County Fees 3% based upon \$250,669 (business ex on budget)	(\$16,640.00)
Total Expenses	(\$281,632.00)
Reserve For Nonpayment (Year-End Balance)	\$0.00
Total Expenditures	(\$281,632.00)

Lakeshore Avenue Business Improvement District				
3534 Lakeshore Ave, Oakland, California 94610				
LAKESHORE/LAKE PARK BID				
BUDGET FOR BID 2025				
Description		BID RENEWAL	2025	
Income				
Estimated Bid Collections (FY 24/25 Assessment roll total) 5% INCREASE		\$238,778.99	245,108.59	Program Revenue
Carry Forward from 2024 (Reserve for Nonpayment) (Interest Bearing)		\$0.00	612.22	Interest
Community Raised Funds (1.39% of Budget)		\$3,319.03	1,200.00	Donations
Total Available Funds		\$242,098.02	246,920.81	
Expenditures				
Environmental/Clean/Safe/Beautiful				
Security		(\$117,370.00)	106,053.60	
Street Maintenance		(\$50,340.65)	47,875.70	
Gardners		(\$10,025.00)	15,570.79	
			750.23	EBMUD
Economic Vitality				
Promotions/Facebook/Instagram		(\$3,150.00)	1,904.30	
Banners		(\$2,500.00)	100.00	
Administration/Reserve Fees				
Administration		(\$31,320.63)	22,342.89	
Office (\$1700)/Annual Meeting (\$1800)		(\$3,500.00)	807.66	Office Expenses
			655.32	Annual Meeting
Bid Renewal (annual reserve) (business registration on budget)		(\$2,000.00)		
Profesional Expenses (Accounting \$3000/Insurance \$4562)		(\$7,565.00)	8,850.00	Acctg
			4,132.00	Insurance
			750.00	Legal
			52.99	Bank Fees
City Fees 3% and County Fees 3% based upon \$238779 (business ex on budget)		(\$14,326.74)		
Total Expenses		(\$242,098.02)	209,845.48	
Reserve For Nonpayment (Year-End Balance)		\$0.00		
Total Expenditures		(\$242,098.02)	209,845.48	
Net Income			37,075.33	



Friday, April 10, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

The 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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

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	12.5
Public Safety Officers/Security Ambassadors	6
Hospitality/Business Outreach Ambassadors	4.5
Other Seasonal/Part-time staff	0

	Number of FTE
Volunteers (not counting your board members)	0

Notes about staffing numbers

We shifted our model from last year to have dedicated cleaning and hospitality teams, rather than having teams work in both capacities. This approach has brought greater efficiency.

How many parcels in your BID?	459
How many businesses in your BID?	380
Approximately how many residents in your BID?	4104
Approximately how many occupied storefronts in your district?	300
Approximately how many vacant storefronts in your district?	80

Cleaning

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

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

What types of work are done by your cleaning staff?	Sidewalk sweeping and clearing gutters Pressure/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
--	--

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	12670
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	543703
Number of Incidents of illegal dumping removed	8593
Number of 311 requests made	461
Number of hours of pressure washing	1906
Number of stickers/posters removed	0

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

Our system of data tracking combines the number of stickers/posters removed with the number of incidents of graffiti removed. Year-over-year stats reflect a significant decrease in 2025, due to the implementation of a more accurate task tracking platform.

Which usernames, emails do you make 311 requests from? (please specify as many as you can) dispatch@downtownoakland.org, charles@downtownoakland.org, hilary@downtownoakland.org, ricky@downtownoakland.org

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

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 240

Safety Services

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

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

What types of work are done by your safety staff? Installing security cameras

Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors Coordination with OPD

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

Walking safety escorts

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	1000
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	17441
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	66824
Number of service responses (visits made in direct response to a business owner's specific request)	6503
Number of 911 calls made by the BID	80
Number of non-emergency calls made by the BID	0
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	147
Number of new cameras installed in new locations in 2025	2
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	48
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	45

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

Throughout the year

Regular schedule for Safety Patrol services

Day of the Week	Start Time	End Time
Monday	07:00 AM	11:00 PM
Tuesday	07:00 AM	11:00 PM
Wednesday	07:00 AM	11:00 PM
Thursday	07:00 AM	11:00 PM
Friday	07:00 AM	11:00 PM
Saturday	07:00 AM	11:00 PM
Sunday	07:00 AM	11:00 PM

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2026

0

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install / maintain banners on street/light poles

Install/maintain Big Belly trashcans

Install/maintain public plazas

Install/maintain public art pieces

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	114

	Number
Number of new planters and/or hanging baskets installed in new locations in 2025	0
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	60
Number of new banners installed in 2025	0
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	0
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	5
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	2
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	10
Number of new public art pieces installed in 2025	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 advertising (e.g. promoted posts and/or

Facebook, Instagram ad campaigns, partnering with influencers, etc.)

Social media posts (non-promoted) Direct mailings

Email newsletters

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

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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	2842	67	33723	1746
Facebook	6320	146	12800	68
Instagram	5699	190	78500	2900
Twitter	0	0	0	0
TikTok	1355	86	94001	6893
WhatsApp	0	0	0	0
YouTube	162	3	1980	52

What is the average email open rate in 2025 as a percentage? 45

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 by your BID:

	Number
Number of events produced by the BID	1
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	7
Amount (\$\$) of Event sponsorship provided in 2025	13887

Number of attendees to events produced by or sponsored/supported by the BID (best estimate):

Number

1250

Business Support

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

No

Business Support Outputs & Operations

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

Uptown Stroll - the Uptown Stroll launched as an inaugural monthly evening event beginning in June and running through October, led by merchants in Uptown Oakland to celebrate local food, art, and culture while increasing foot traffic and visibility for neighborhood businesses.

Oakland Holiday Coffee Market - the first annual event took place in the beautiful, historic Rotunda building and attracted well over 1,000 attendees and promoted local businesses.

Town Care Cafe - In March, LMUDA supported the launch of the Town Care Café, a Pop-Up Care Village developed in partnership with MACRO, Family Bridges, and Bay Area Community Services (BACS), and spearheaded by downtown Oakland board member Cortt Dunlap of Awaken Café. Through this partnership, a downtown public space became a welcoming setting for unhoused and vulnerable community members to access basic needs, housing support, and health resources. Contributions from partners provided free coffee and hospitality, highlighted the power of collaboration to turn investment into compassionate, on-the-ground impact.

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Website Merger and Refresh - The Uptown Downtown Oakland Community Benefit District (CBD) is currently supported by two public-facing websites: DowntownOakland.org: Focused on Business Improvement District (BID) services, programs, and resources. OaklandCentral.com: A marketing platform promoting downtown Oakland as a destination for visitors, residents, and workers. While both sites serve important roles, their separation leads to duplicate efforts, operational inefficiencies, and a fragmented user experience. A single, unified digital platform would better support integrated storytelling about the district's vibrancy and services.

The creation of a Renewal Task Force comprised of existing board members and key community stakeholders to help craft the vision and direction for our next renewal period.

The implementation of a City of Oakland issued Corridor Safety Ambassador program grant (still not finalized).

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



2025_LMUDA_YTD_Actuals_Annual R... .pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

The LMUDA carried forward \$89,624.71 from 2025 into 2026. Of that amount, \$12,166.18 was the remaining budgeted reserve, which will serve as the basis for the 2026 reserve, reduced by \$42,642.46 due to undercollection of the 2025 budgeted assessment revenue. The remaining funds, \$34,816.07, reflect an underspend in a staffing line item due to the position being vacated mid year and not filled until later in the year. Those carry-forward dollars were plugged into the 2026 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.

2026 Budget

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



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



2026_LMUDA_Operating_Budget_Ann... .pdf

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

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

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

5

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 11, 2026, LCBD board meeting. Prior to that meeting, a postcard was mailed to all affected stakeholders, alerting them to the March 11 discussion of the increase and directing them to a letter on our website that provides the justification. The postcard was mailed out on February 23, 2026.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

2320689.58

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

Board of Directors Roster 2025/2026 (list all directors that served anytime during 2025 or 2026)

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Sara De La Riva	Property Owner/R ep	Rubicon Point Partners	President	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Kim Bardakian	Business Owner/Rep	Kapor Center For Social Impact	VP	Current
Allison Davis	Property Owner/Rep	TMG Partners	Treasurer	Current
Nicole Price	Business Owner/Rep	Starwood Capital Group	Secretary	Current
Deborah Boyer	Community Member/Rep	Resident	Other Officer	Current
Don Rogers	Property Owner/Rep	CIM Group	Other Officer	Current
Seung-Yen Hong	Business Owner/Rep	Bart	Other Officer	Current
Gregor Thibodeaux	Property Owner/Rep	Cathedral of Christ the Light	Other Officer	Current
Federal Glover	Business Owner/Rep	Kaiser Permanente	Other Officer	Current
Denise Pinkston	Property Owner/Rep	TMG Partners	Other Officer	Current
John Wayland	Property Owner/Rep	Holland Partners	Other Officer	Current
Guy Jakub	Property Owner/Rep	PGE	Other Officer	Current
Will Butilla	Property Owner/Rep	PGE	Other Officer	Current
Issac Abid	Property Owner/Rep	180 Grand	Other Officer	Current
Puja Abid	Property Owner/Rep	Northlake	Other Officer	Current

2025 YTD v. Actuals LMUDA

	2025	2025
	Budget	YTD Actuals
Income		
Assessment Revenue (97% collection)	2,112,630.00	2,069,987.54
(Reserve)	-54,812.18	0.00
Prior Year Carry Forward	70,323.18	
Total Assessment Revenue	<u>\$ 2,128,141.00</u>	<u>\$ 2,069,987.54</u>
Total Income	<u>\$ 2,128,141.00</u>	<u>\$ 2,069,987.54</u>
Expenses		
Clean and Safe Enhancements		
Clean and Safe	1,244,936.00	1,240,334.74
Misc.	2,000.00	3,159.33
District Services Manager	58,607.00	58,607.00
Chief Operating Office	72,321.00	\$72,321.00
PROW Maintenance	157,926.00	\$146,535.38
Total Clean and Safe Enhancements	<u>\$ 1,535,790.00</u>	<u>\$ 1,520,957.45</u>
Marketing and Economic Enhance.		
Accounting Expenses	18,000.00	17,133.18
Annual Stakeholder Event	3,500.00	0.00
Computer Service & Support	750.00	1,029.73
Consulting & Legal Expenses	5,000.00	12,046.62
Marketing and Events Manager	65,000.00	37,978.77
Memberships, Fees & Permits	2,000.00	131.57
Insurance - Directors & Officers	700.00	700.00
General Liability	6,165.00	6,370.26
Marketing and Communications	45,000.00	25,424.65
Misc	5,000.00	3,613.28
Office furniture & equipment	10,000.00	6,717.06
Postage, shipping, delivery	1,000.00	168.33

2025 YTD v. Actuals LMUDA

	<u>2025</u>	<u>2025</u>
	Budget	YTD Actuals
Printing & copying	2,750.00	2,463.70
Public Space Programming	45,000.00	36,120.18
Rent	77,892.00	75,498.38
Staff and Board Development	10,000.00	7,905.39
Staff Personnel	287,594.00	287,594.00
Supplies	3,000.00	3,616.77
Telephone & Telecommunications	4,000.00	5,216.79
Total Marketing and Economic Enhancements	\$ 592,351.00	\$ 529,728.66
Total Expenses	\$ 2,128,141.00	\$ 2,050,686.11

2026 LMUDA Operating Budget

2026

Budget

Income

Assessment Revenue (97% collection)	2,251,069.00
(Reserve)	-85,442.18
Prior Year Carry Forward	89,624.71
Total Assessment Revenue	\$ 2,255,251.53
Total Income	\$ 2,255,251.53

Expenses

Clean and Safe Enhancements	
Clean and Safe	1,364,272.00
Misc.	3,500.00
District Services Manager	59,584.92
Chief Operating Office	73,408.77
PROW Maintenance	108,000.00
Total Clean and Safe Enhancements	\$ 1,608,765.69
Marketing and Economic Enhance.	
Accounting Expenses	31,000.00
Annual Stakeholder Event	0.00
Computer Service & Support	1,250.00
Consulting & Legal Expenses	13,000.00
Marketing and Events Manager	61,796.79
Memberships, Fees & Permits	2,000.00
Insurance - Directors & Officers	845.00
General Liability	6,754.00
Marketing and Communications	50,000.00
Misc	5,000.00
Office furniture & equipment	10,000.00
Postage, shipping, delivery	500.00
Printing & copying	2,750.00
Public Space Programming	50,000.00
Rent	79,143.05
Staff and Board Development	10,000.00
Staff Personnel	311,447.00
Supplies	5,000.00
Telephone & Telecommunications	6,000.00
Total Marketing and Economic Enhancements	\$ 646,485.84
Total Expenses	\$ 2,255,251.53



Friday, April 3, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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 (LDA)

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

[Redacted contact information]

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	.8
Public Safety Officers/Security Ambassadors	1
Hospitality/Business Outreach Ambassadors	.2
Other Seasonal/Part-time staff	.5

	Number of FTE
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? 120

How many businesses in your BID? 110

Approximately how many residents in your BID? 130

Approximately how many occupied storefronts in your district? 96

Approximately how many vacant storefronts in your district? 15

Cleaning

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

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

What types of work are done by your cleaning staff?

- Sidewalk sweeping and clearing gutters
- Pressure/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

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	520
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	23400
Number of Incidents of illegal dumping removed	20
Number of 311 requests made	70
Number of hours of pressure washing	0
Number of stickers/posters removed	1200

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

An emphasis placed on sticker/flier/poster removal due to an increase in postings.

Which usernames, emails do you make 311 requests from? (please specify as many as you can) distrcitambassador2022@gmail.com, dannytomasello@gmail.com, swafforddaniel@gmail.com, lneel510@gmail.com, laureldistrictassociation@gmail.com

Number of days per week cleaning services are provided (1-7 days/wk) 6

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc) 24

Safety Services

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

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

What types of work are done by your safety staff? Installing security cameras
Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors Coordination with OPD

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

Walking safety escorts

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	600
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	2704
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	3120
Number of service responses (visits made in direct response to a business owner's specific request)	66
Number of 911 calls made by the BID	8
Number of non-emergency calls made by the BID	15
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	38
Number of new cameras installed in new locations in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	63
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	206

Notes about safety outputs (e.g., whether your tracking differs from metrics requested)

Patrol hours: Additional emphasis placed on incident hot spots and increased patrol hours.

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

Throughout the year

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2026

5

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

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	80
Number of new planters and/or hanging baskets installed in new locations in 2025	0
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	40
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	54
Number of new banners installed in 2025	0

	Number
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	1
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	1
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	65
Number of new public art pieces installed in 2025	0

Notes about streetscape/beautification outputs (e.g., whether your tracking differs from metrics requested)

In 2024, approximately 1000 feet of string lights were added (1 bulb per 12-18").

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 YouTube 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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	1767	49	20600	1189
Facebook	3070	350	162699	8540
Instagram	6640	650	597600	25000
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 2025 as a percentage? 42

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 by your BID:

	Number
Number of events produced by the BID	13

	Number
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	40
Amount (\$\$) of Event sponsorship provided in 2025	0
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	40000

Notes about events and district promotions outputs (e.g., whether your tracking differs from metrics requested)

Meta Business: Key Metric Changes (2025-2026)
 Reach vs. Viewers: Meta is replacing "Reach" with "Viewers" in Facebook organic reporting to more accurately count the number of unique accounts that actually saw content.
 Impressions vs. Views: "Impressions" are being replaced by "Views", which count every instance content is seen, including multiple views by the same person.
 What this means: "Viewers" (formerly reach) is expected to be 35% lower than old, inflated reach figures, providing a more accurate, tighter metric.
 Definitions in Meta Business Suite & Ads Manager
 Viewers (formerly Reach): Represents the number of unique users or accounts that saw your content.
 Views (formerly Impressions): Represents the total number of times your content was displayed.
 Frequency: Calculated by dividing views (impressions) by viewers (reach), indicating how often the same person saw your ad.

Business Support

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

Yes

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

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 & Operations

Business Support outputs for Calendar Year 2025 by your BID:

	Number
Number of merchant contacts	1200
Number of business support events coordinated by or supported by the BID for your businesses in 2025	16

Annual total number of your business attendees at business support events coordinated by or supported by the BID

Number

50

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

Laurel StreetFair World Music Festival - Saturday, August 9, 2025 Celebrated the 24th Annual FREE-Family Friendly Laurel StreetFair World Music Festival 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.

Laurel-Dimond 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. The security ambassador program continued through June with funding from Oakland's Direct Community Grant Program. LDA managed security ambassador coverage for the neighboring Dimond District.

Lunar New Year - Saturday, February 8, 2025 Over 35 businesses and 100+ members of the public participated in our annual Lunar New Year Lion Dance Procession in the Year of the Snake. 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 - January-October, 2025 The Laurel hosted a summer series of eight live, free, community music events between January and October in 2025. 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 event accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur.

Accomplishment/New activity description

Laurel Tricks, Treats & Traditions - Saturday, October 25, 2025 We launched a new celebration combining Halloween and Dia de los Muertos at a new Mexican restaurant, Golondrina's. Families gathered to make Day of the Dead crafts, eat candy, and enjoy games and a DJ Dance party with a Latin vibe. Rain did not dampen the day for 250 costumed children plus their adults. Volunteer students from Northeastern University helped with kids crafts and trick or treating at 25 Laurel merchants was enjoyed throughout the day. Free Halloween totes were given out to all families. The event accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur.

Santa Stroll - Sunday, December 7, 2025 The Laurel celebrated the holidays with a Santa's Workshop at Supreme MMA in The Laurel. Jose Ortega (Supreme MMA) reprised his role as Santa along with his family as Mrs. Clause and elves. Photos with the big guy and Sing-Alongs holiday songs and, of course, cookies and hot cider. The group moved on to Dear John for more Santa photos, candy canes and wooden ornament crafts. Approximately 150 additional visitors came to the commercial district. The event accomplished the goal of increasing visitation to businesses and foot traffic on MacArthur.

Security Ambassador Program Successes of the 2025 SA program include slightly increased patrol hours with an emphasis on overnight patrols to address commercial burglaries, vandalism, and illegal public dumping. Multiple crimes deterred due to guard patrol presence and engagement including an incident involving Laurel Ace Hardware and Laurel Cyclery commercial burglary attempts (included OPD support).

Vibrant Laurel Initiative Working with NCPC 25X on empty storefront activation with community stakeholders and professionals to overcome obstacles preventing long standing vacancies from being filled.

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Strategic Planning/Board Retreat planned in May to set goals and long term plans for the renewed 20 year term of the BID.

In 2026, the Security Ambassador security program will expand upon previous years patrol coverage by increasing patrol hours. Expansion of the program was made possible by an SA grant championed by the LDA with support from Councilmember Ramachandran and the City of Oakland.

Camera installation Planning to install 3-4 cameras at 38th & MacArthur

Lighting Install additional bistro lights

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



City of Oakland Annual Report CY 20... .xlsx

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

\$7,445 - operational

2026 Budget

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



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



City of Oakland Annual Report CY 20... .xlsx

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

Estimated Amount (\$)	Source of Contribution
170000	Direct Community Grant
140000	Events
5000	Sponsorships (Restricted)
12000	Other Sources/Interest

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

3

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

March 16, 2026 - Members to be noticed via electronic communication to all property owners, publicly

posted board meeting agenda and notification at public board meetings.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

255403

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

Board of Directors Roster 2025/2026 (list all directors that served anytime during 2025 or 2026

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

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



LDA Slides for Annual Report 2026 - G... .pdf

LAUREL DISTRICT ASSOCIATION (LDA)

City of Oakland Annual Report
CY 2026 Budget to Actuals & CY2026
Budget & CY2027 Projected Budget
BOD Approved March 16, 2026

	2025 Budget	2025 Actuals	2025 Notes		2026 Budget	2026 Actuals to Date	2026 Notes	2027 Projected Budget	2027 Notes
Sources									
BID Assessments Received	\$ 232,828.00	\$ 227,378.59			\$ 235,403.00			\$ 233,065.00	
Less City and County Fees (added back)	\$ 225,378.00	\$ 221,448.80			\$ 247,206.45			\$ 244,458.00	
Total Non-BID Sources of Funds	\$ 335,000.00	\$ 362,875.25			\$ 334,448.00	\$ -		\$ 338,300.00	\$ -
Grants	\$ 180,000.00	\$ 215,000.00	City of Oakland Safety Ambassador grant		\$ 170,000.00		Direct Community Grant	\$ 170,000.00	Direct Community Grant
Events	\$ 100,000.00	\$ 120,955.00	Event total revenue; see expenses below		\$ 140,000.00			\$ 140,000.00	
Fiscal Account receivable/sponsorships	\$ -	\$ 9,500.00			\$ 5,000.00		Restricted	\$ 5,000.00	Restricted
Estimated Income from Other Sources - Interest	\$ 10,000.00	\$ 13,745.25	Individual/Business Contributions, Interest		\$ 12,000.00			\$ 10,000.00	
Use of reserve for renewal	\$ 20,000.00	\$ 13,655.00			\$ -			\$ -	
Carryover	\$ 10,000.00	\$ 10,020.00			\$ 7,445.00			\$ 1,300.00	
Total Sources of Funds	\$ 645,378.00	\$ 604,325.05			\$ 681,651.45	\$ -		\$ 680,765.00	\$ -
2025 Categories					2026 Renewal Categories				
PROWISO Sidewalk Operations, Beautification and Order (SOBO)					Civil Sidewalks/ Safety and Cleanliness				
33% BID Assessments	\$ 74,374.74	\$ 73,078.43			40% BID Assessments	\$ 98,882.53	\$ -	\$ 101,763.20	\$ -
Non-BID Funds Allocated to PROWISO / SOBO	\$ 5,000.00				Non-BID Funds Allocated to PROWISO / SOBO	\$ 160,000.00		\$ 152,000.00	
Total PROWISO Sidewalk Operations, Beautification and Order (SOBO) Income	\$ 79,374.74	\$ 73,078.43			Total PROWISO Sidewalk Operations, Beautification and Order (SOBO) Income	\$ 258,882.53	\$ -	\$ 253,763.20	\$ -
Maintenance and Landscaping	\$ 58,000.00	\$ 52,826.00	Maintenance contractor rate increase		Maintenance and Landscaping	\$ 62,000.00	\$ 12,936.00	\$ 65,000.00	
Capital Improvements	\$ 25,000.00	\$ 15,030.00	Lighting work to be performed in 2026		Capital Improvements	\$ 18,000.00		\$ 12,000.00	
Unallocated					Security	\$ 180,000.00	\$ 190.00	\$ 177,000.00	
Total PROWISO Sidewalk Operations, Beautification and Order (SOBO) Expenses	\$ 81,000.00	\$ 67,856.00			Total Civil Sidewalks/ Safety and Cleanliness Expenses	\$ 258,000.00	\$ 13,126.00	\$ 254,000.00	\$ -
PROWISO Sidewalk Operations, Beautification and Order (SOBO) Income - Expenses	\$ (1,625.26)	\$ 5,222.43			Civil Sidewalks/ Safety and Cleanliness Income - Expenses	\$ 882.53	\$ (13,126.00)	\$ (216.80)	\$ -
District Identity and Streetscape Improvement (DISI) General					District Identity and Placemaking				
40% BID Assessments	\$ 90,151.20	\$ 88,579.92			30% BID Assessments	\$ 74,161.94	\$ -	\$ 76,337.40	
Non-BID Funds Allocated to DISI	\$ 205,000.00	\$ 258,283.29	Direct Community Grant; Slop Waste Grants		Non-BID Funds Allocated to DISI	\$ 90,000.00	\$ -	\$ 93,500.00	
Total District Identity and Streetscape Improvement (DISI) General Income	\$ 295,151.20	\$ 346,863.21			Total District Identity and Streetscape Improvement (DISI) General Income	\$ 164,161.94	\$ -	\$ 169,837.40	\$ -
Website & Graphic Design	\$ 4,000.00	\$ 4,000.00			Website & Graphic Design	\$ 2,000.00	\$ 12.00	\$ 2,000.00	
Directory	\$ 1,000.00	\$ 1,000.00			Directory	\$ 500.00		\$ 500.00	
Signage/Banners/Artwork/Decorations*	\$ 5,000.00	\$ 4,351.90			Signage/Banners/Artwork/Decorations*	\$ 8,000.00		\$ 10,000.00	
Merchant & Social Media	\$ 4,000.00	\$ 4,000.00	Combined with Advertising		Merchant & Social Media	\$ 2,000.00		\$ 2,000.00	
Special Events & Marketing	\$ 25,000.00	\$ 22,753.22			Special Events & Marketing	\$ 30,000.00	\$ 4,208.24	\$ 30,000.00	
Street Festival	\$ 110,000.00	\$ 107,237.06			Street Festival	\$ 115,000.00	\$ 6,213.24	\$ 120,000.00	
Advertising	\$ 6,000.00	\$ 6,000.00			Advertising	\$ 5,000.00		\$ 5,000.00	

LAUREL DISTRICT ASSOCIATION (LDA)

City of Oakland Annual Report
CY 2025 Budget to Actuals & CY2026
Budget & CY2027 Projected Budget
BOD Approved March 16, 2028

	2025 Budget	2025 Actuals	2025 Notes		2026 Budget	2026 Actuals to Date	2026 Notes	2027 Projected Budget	2027 Notes
Security	\$ 140,000.00	\$ 196,855.00	includes Direct Community Ambassador Grant;			\$ 22,116.00			
Unallocated									
Total District Identity and Streetscape Improvement (DISI) General Expenses	\$ 295,000.00	\$ 346,197.28		Total District Identity and Streetscape Improvement (DISI) General Expenses	\$ 162,500.00	\$ 34,547.48		\$ 169,500.00	
District Identity and Streetscape Improvement (DISI) General Income - Expenses	\$ 151.20	\$ 665.93		District Identity and Streetscape Improvement (DISI) General Income - Expenses	\$ 1,661.94	\$ (34,547.48)		\$ 337.40	
22% BID Assessments	\$ 49,583.16	\$ 48,718.96		25% BID Assessments	\$ 61,801.81	\$ -		\$ 63,614.50	\$ -
Non-BID Funds Allocated to Organization/Administration/Management Services	\$ 105,000.00	\$ 120,000.00		Non-BID Funds Allocated to Organization/Administration/Management Services	\$ 84,000.00			\$ 81,000.00	
Total Organization/Administration/Management Services Income	\$ 154,583.16	\$ 168,718.96		Total Organization/Administration/Management Services Income	\$ 145,801.81	\$ -		\$ 144,614.50	\$ -
Rent	\$ 2,100.00	\$ 2,100.00		Rent	\$ 2,400.00			\$ 2,400.00	
Staffing	\$ 100,000.00	\$ 99,140.53	Project; Ambassador; and Event Admin	Staffing	\$ 100,000.00	\$ 6,909.25		\$ 100,000.00	
Payroll Expenses	\$ 2,500.00	\$ 1,523.99		Payroll Expenses	\$ 2,500.00			\$ 2,500.00	
Grant Program Administration	\$ 15,000.00	\$ 20,000.00	Reusable Admin; Grants (non-Ambassador)	Grant Program Administration	\$ 12,000.00			\$ 10,000.00	
Telephone	\$ 1,200.00	\$ 540.00		Telephone & Fax	\$ 1,200.00			\$ 1,200.00	
Internet				Internet					
Insurance	\$ 10,000.00	\$ 19,726.31	added services for ambassadors	Insurance	\$ 17,000.00	\$ 3,826.00		\$ 16,000.00	
Accounting & Taxes	\$ 5,900.00	\$ 2,577.40	CPA Review in 2025	Accounting & Taxes	\$ 3,500.00			\$ 4,500.00	
Bank Charges/Interest	\$ 130.00	\$ 87.77		Bank Charges/Interest	\$ 100.00			\$ 100.00	
Annual Dinner/Merchandise	\$ 1,000.00	\$ 198.00		Annual Dinner/Merchandise	\$ 500.00	\$ 900.00	Oakland Recycles Mixer	\$ 1,000.00	
Meetings/Memberships	\$ 1,000.00		see event exp	Meetings/Memberships	\$ 500.00			\$ 1,000.00	
Office Supplies	\$ 300.00			Office Supplies	\$ 150.00			\$ 150.00	
Postage				Postage					
Printing				Printing					
Unallocated/Misc	\$ 15,000.00	\$ 13,854.53	BID Renewal from reserve fund	Unallocated/Misc					
BID Hardship						\$ 2,149.69			
Fiscal Account Disbursements		\$ 9,223.10	See Fiscal Act Receivables	Fiscal Account Disbursements	\$ 5,000.00	\$ 2,212.00		\$ 5,000.00	
Total Organization/Administration/Management Services Expenses	\$ 154,135.00	\$ 169,171.63		Total Organization/Administration/Management Services Expenses	\$ 144,850.00	\$ 15,796.94		\$ 143,850.00	\$ -
Organization/Administration/Management Services Income - Expenses	\$ 453.16	\$ (452.67)		Organization/Administration/Management Services Income - Expenses	\$ 951.61	\$ (15,796.94)		\$ 764.50	\$ -
OTHER				OTHER					
County Fee (1.7%)	\$ 3,958.00	\$ 3,891.93		County Fee (1.7%)	\$ 4,354.55			\$ 4,573.00	
City Fee	\$ 3,492.00	\$ 2,236.87		City Fee	\$ 3,642.00			\$ 4,034.00	
Suspense			see carryover below						

LAUREL DISTRICT ASSOCIATION (LDA)									
City of Oakland Annual Report CY 2025 Budget to Actuals & CY2026 Budget & CY2027 Projected Budget BOD Approved March 16, 2026									
	2025 Budget	2025 Actuals	2025 Notes		2026 Budget	2026 Actuals to Date	2026 Notes	2027 Projected Budget	2027 Notes
Subtotal Fees NOT Included in BID				Subtotal					
Assessments Received	\$ 7,450.00	\$ 6,128.79			\$ 8,196.66	\$ -		\$ 8,607.00	
Contingency Reserves	\$ 12,000.00	\$ 13,865.00		Contingency Reserves	\$ 16,000.00			\$ 16,000.00	
Total Income	\$ 545,318.00	\$ 604,335.06		Total Income	\$ 881,451.48	\$ -		\$ 880,758.00	
Total Expenses	\$ 542,130.00	\$ 596,279.91		Total Expenses	\$ 880,350.00	\$ 63,470.42		\$ 882,350.00	\$ -
Net	\$ 3,248.00	\$ 7,445.14		Net	\$ 1,301.48	\$ (63,470.42)		\$ (1,592.00)	
Carryforward/Reserve	\$ 3,248.00	\$ 7,445.14		Carryforward/Reserve	\$ 1,301.48	\$ (63,470.42)		\$ (1,592.00)	



Friday, May 15, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

General Information & District Composition

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

☒ Business-Based BID

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

	Number of FTE
General/Admin Staff	9.26
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)

Number of FTE

0

Notes about staffing numbers

FTE for staffing represents all staff and in-house contractors which are split between OTBID and Measure C funding.

How many businesses in your BID? 20

Approximately how many residents in your BID? 20

Approximately how many occupied storefronts in your district? 0

Approximately how many vacant storefronts in your district? 0

Cleaning

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

Cleaning Outputs & Operations

Safety Services

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

Safety Outputs & Operations

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

Streetscape/Beautification 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

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

	Number of subscribers/followers as of Dec 31, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	17000	30	0	0

	Number of subscribers/followers as of Dec 31, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Facebook	50817	0	11700000	117000
Instagram	89244	0	2900000	124100
Twitter	0	0	0	0
Tiktok	10500		1600000	161000
WhatsApp	0	0	0	0
YouTube	1030	0	0	0

What is the average email open rate in 2025 as a percentage?

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 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	57
Amount (\$\$) of Event sponsorship provided in 2025	240889
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	90000

Business Support

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

Yes

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

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

In-person Merchant outreach & contacts

Business Support Outputs & Operations

Business Support outputs for Calendar Year 2025 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 2025	1
Annual total number of your business attendees at business support events coordinated by or supported by the BID	100

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

Request for Proposal Generation - Our sales team exhibited and hosted 34 trade shows and clients events in the corporate, association, government, leisure, and sports market

Mexico Reverse Trade Mission - In partnership with Visit California, Visit Oakland hosted 25 buyers and 15 journalists for a Mexico Reverse Trade Mission.

Launch of 2025 Inspiration Guide - Visit Oakland produced 30,000 print copies and an online version of the visitors guide distributed throughout California, in Portland and Seattle airports, local hotels, businesses, major convention partners and visitors.

510 in 48 - To further amplify the #1 Best Food City accolade, Visit Oakland hosted 510 in 48 - a crash course in Oakland's award winning culinary scene. 8 social media influencers visited from Chicago, Atlanta, DC, Mexico City, and Portland with a combined audience of more than 2M. Content received more than 1M views and generated ongoing positive storytelling.

NBA All Star Weekend - Through our partnership with Golden State and the Bay Area Host Committee, Visit Oakland hosted 3 NBA All-Star Weekend events that brought thousands to Oakland increasing hotel occupancy by 29% and increasing ADR by 20%. The designated website page received 21k views and social media content received more that 270k views.

Alpha Kappa Alpha Convention - In February Visit Oakland brought the 96th Far Western Regional Conference of Alpha Kappa Alpha to Oakland welcoming 200 attendees that traveled from 9 states.

Accomplishment/New activity description

Oakland Restaurant Week - In March Visit Oakland hosted Oakland Restaurant Week with 150+ participating restaurants. The website received 610k pageviews, social media content received more than 812k views, and press outreach earned _____ media impressions. 39M

Impact 510 - Visit Oakland hosted the annual Town Tourism Day where 2024 Tourism Economic Impact results were shared with city officials, chamber and BID leaders, and community. The total economic impact generated 779M and we welcomed 3.4M visitors to Oakland.

Seasonal Signature Events - From Memorial Day through Labor Day, Visit Oakland hosted Oakland Summer Vibes that celebrated all things happening throughout The Town. This included the launch of the Oakland Burger Trail, Culinary Events, Love Our Lake, Festivals, Concerts, Attractions, Outdoor Activities, Cultural Celebrations, and Sporting Events. Beginning in November, Visit Oakland worked with the City of Oakland and the Oakland Metropolitan Chamber of Commerce for Joy to The Town and holiday celebrations that highlighted local businesses, holiday markets, seasonal dining, and encouraged people to shop local.

Oakland Style 2025 - In October, Visit Oakland produced the third annual Oakland Style event - a five day celebration of art, fashion, music, cuisine, and culture. The series produced 5 signature events, 6 arts and culture events, and more than 20 community generated events. Oakland Style social media content received 292k views and over 28k interactions. Press outreach generated 28.6M media impressions with an estimated advertising value of 280k.

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Super Bowl LX - In partnership with the Bay Area Host Committee and Mayor Barbara Lee, Visit Oakland will host BAHC Live! - the only official NFL watch party in Northern California. It will be held at the Henry J. Kaiser Center for the Arts, the event will bring 4000 people to Oakland for the Fan Zone and 1500 people to the sold out watch party.

Alysa Liu Welcome Home Celebration - Together with Mayor Barbara Lee and the City of Oakland, Visit Oakland will host the Welcome Home Celebration for Olympic Gold Medalist Alysa Liu. 7000 people will attend the free community rally that featured entertainment including Kehlani, Sway, G-EAZY, TURF Inc, P-Lo, Kristi Yamaguchi, Andre Ward and more.

New program/activity description

Meetings & Events Campaign - In May 2026, Visit Oakland will launch a new phase of our Meetings & Events campaign. We are proud to be working with Oakland native Martinique Lewis – an award-winning travel influencer and meetings and events professional. Martinique will be our host for a series of engaging social media reels that will include Oakland venues, hotels, attractions, off site experiences and activities.

FIFA World Cup - Coming June 13 through July 1, 2026, FIFA World Cup will bring thousands of visitors to the Bay Area. Through Visit Oakland's partnership with the Bay Area Host Committee, we will host official events in The Town and witness increased traffic to our hotels, restaurants, attractions, and local businesses. The Australian team has selected the Oakland Roots facility as their home base which will have a direct positive impact on Oakland's tourism economy.

Oakland Restaurant Week 2026 - From March 12 - 22, 2026 Visit Oakland hosted Oakland Restaurant Week that featured 130+ restaurants. The restaurants were extremely busy with many reporting sold out reservations, new customer bookings, and traffic increases up to 25%.

Oakland Style 2026 - From October 7 - 11, 2026 Visit Oakland will host the fourth annual Oakland Style event. The five day series will include a Mixology Competition, Runway Fashion Show, High Tea + High Style, a Culinary Celebration, Art Walks, Music events, and arts and cultural happenings.

Impact 510 2026 - On May 6, 2026 Visit Oakland will host the annual Town Tourism Day at the Oakland Museum of California where the 2025 Tourism Economic Impact Results will be shared.

Seasonal Annual Campaigns - From Memorial Day through Labor Day, Visit Oakland will host Oakland Summer Vibes that celebrates all things happening throughout The Town. Beginning in November, Visit Oakland will work with the City of Oakland and the Oakland Metropolitan Chamber of Commerce for Joy to The Town.

Trade Shows - Our sales team will exhibit and attend over 30 trade shows and events.

Conventions in Oakland - Visit Oakland is hosting several conventions in Oakland including but not limited to; Professional Convention Management Association Northern California Chapter Town Hall, the Western Arts Alliance 2026 Conference, CAMDEN Health Care Annual Conference, and California Hispanic Chambers of Commerce.

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



Visit Oakland Board Approved Budget...xlsx



VO Board Approved FY 25-26 Budgetxlsx

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

\$114,940 surplus from previous fiscal year carried over into the current fiscal year as operating reserves and to be used in FY 26-27. In fiscal year 26-27 we will be using rollover funds of \$200,000. \$100,000 for Oakland Performing Arts Collaborative Project, a strategic initiative designed to elevate Oakland's national profile and drive long-term tourism demand through cultural storytelling. Another \$100,000 for Visit Oakland's new Meetings & Events Campaign in July 2026 for a strategic group sales initiative designed to directly convert marketing exposure into hotel bookings, room nights, and measurable economic impact for Oakland.

We are proposing the launch of the Visit Oakland "Meet in Oakland – Fly Free" Program for the period of July 1, 2026, through June 30, 2027, with a proposed investment of up to \$100,000 of OTBID rollover funds.

This initiative would provide qualified meeting planners with airfare assistance, curated site visits, hosted experiences, and destination access designed to position Oakland as a top-tier meetings and conventions destination for the purpose of securing and contracting business.

2026 Budget

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

[REDACTED]

[REDACTED]

Upload your BID's 2027 line-item detailed budget document here, as approved by your BID's Board of Directors:



Visit Oakland Draft FY 26-27 Budget... .xlsx

For the 2027 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.

Estimat ed Amount (\$)	Source of Contribution
39000	Ticket sales
30000	Sponsorsh ip Revenue

Will the BID be requesting an annual assessment rate increase for the upcoming calendar year of 2027?

No

What is the projected total assessment amount to be billed in this upcoming calendar year of 2027?

2291019

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming calendar year of 2027?

No changes proposed

**Board of Directors Roster 2025/2026
(list all directors that served anytime during 2025 or 2026)**

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Edward Roe	Property Owner/Rep	Claremont Resort & Club	President	Current
Dhruv Patel	Property Owner/Rep	Ridgemo nt Hospitality	Other Officer	Current
Jana Pastena	Business Owner/Rep	Community Kitchens	Director	Past
Kymberly Miller	Business Owner/Rep	Fairyland	Secretary	Current
Nik Dehejia	Business Owner/Rep	Oakland Zoo	Treasurer	Current
Mieko Hatano	Business Owner/Rep	Oakland Symphony	Director	Current
Barbara Leslie	Business Owner/Rep	Oakland Metropolitan Chamber of Commerce	Director	Current
Casey Graves	Property Owner/Rep	Kissel Hotel Uptown	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Tyrell Johnson	Property Owner/Rep	Holiday Inn Express	Director	Current
Dennis Berris	Property Owner/Rep	Homewood Suites by Hilton Oakland-Waterfront	Director	Past
Mark Jenkins	Property Owner/Rep	Courtyard Downtown Oakland	Director	Current
John Lauritsen	Property Owner/Rep	AC Hotel and Residence Inn	Director	Current
Bryan Osaki	Property Owner/Rep	Best Western Plus Bayside Hotel	Director	Current
Eyah Valmores-Campoy	Property Owner/Rep	Holiday Inn Oakland Airport	Director	Current
Nikhil Patel	Property Owner/Rep	Westward Lodge	Director	Current
Ranil Bhukhan	Property Owner/Rep	Springhill Suites	Director	Current
Girume Teklemariam	Property Owner/Rep	Oakland Moxy	Director	Past
John Albrecht	Business Owner/Rep	Port of Oakland	Director	Current
Peter DePaschalis	Business Owner/Rep	Southwest Airlines	Director	Current
John Marsh	Business Owner/Rep	District Oakland	Director	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Carl Chan	Business Owner/Rep	Oakland Chinese Chamber of Commerce		Current
Savlan Hauser	Business Owner/Rep	Jack London Improvement District		Current
Thomas Cavanagh	Business Owner/Rep	BANDAL OOP	Director	Current
Autumn King	Business Owner/Rep	OMCA	Director	Current
Tracy Corado	Business Owner/Rep	Chabot	Director	Current
Angela Tsay	Business Owner/Rep	Oaklandish	Director	Current
Barney Fonzi	Community Member/Rep	Diablo Publications	Director	Current

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



VO Slides for FY 25-26 OTBID Annualpdf

Visit Oakland	Visit Oakland FY 24-25 Consolidated Budget vs Actuals				OTBD FY 24-25 Budget							OTBD FY 24-25 Actuals	OTBD Budget Variance
	YTD Actuals as of June 30, 2025	Fiscal Year 24/25 Budget (Consolidated)	Budget Variance (\$)	Budget Variance (%)	60%	23%	4%	7%	3%	3%	Total TBID Budget FY 24/25	OTBD YTD Actuals as of June 30, 2025	Budget Variance (\$) (Over)/ Under
Income					Marketing & Advertising	Sales	Special Events	Admin & Ops	City Admin Fee	Contingency			
City of Oakland - Measure C											\$0		\$0
City of Oakland - Measure C OTBD Revenue				-14.51%							\$0		\$0
OTBD Revenue	\$2,238,014	\$2,617,731	(\$379,717)		\$1,824,161	\$699,262	\$121,611	\$212,819	\$91,208	\$91,208	\$3,040,269	\$2,217,409	(\$822,860)
Government Grants											\$0		\$0
Contribution Revenue	\$43,400	\$20,000	\$23,400	117.0%							\$0		\$0
Release of TRNA - TR	(\$57,780)	\$0	(\$57,780)								\$0		\$0
Release of TRNA - UNR	\$57,780	\$0	\$57,780								\$0		\$0
Total Contribution Revenue	\$0	\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0
Civic Marketing Support											\$0		\$0
Private Funding	\$0	\$10,000	(\$10,000)	-100.0%							\$0		\$0
Event Revenue											\$0		\$0
Ticket Sales	\$57,524	\$0	\$57,524								\$0		\$0
Sponsorship Revenue											\$0		\$0
Sponsorship Revenue	\$31,500	\$118,500	(\$87,000)	-73.42%							\$0		\$0
Interest Income											\$0		\$0
Interest Income	\$87,111	\$125,000	(\$37,889)	-30.31%							\$0		\$0
Other Income											\$0		\$0
Miscellaneous Income	\$926	\$0	\$926								\$0		\$0
In-Kind Contributions	\$45,000	\$35,000	\$10,000	28.57%							\$0		\$0
Total Other Income	\$45,926	\$35,000	\$10,926	31.22%							\$0		\$0
Total Income	\$4,720,885	\$5,966,500	(\$1,245,615)	-20.88%	\$1,824,161	\$699,262	\$121,611	\$212,819	\$91,208	\$91,208	\$3,040,269	\$2,217,409	(\$822,860)
Expenses											\$0		\$0
Personnel Expenses					\$564,536	\$216,406	\$9,466	\$84,033			\$884,440	\$0	\$28,227
Accounting, Tax, end Audit Fees	\$1,666,174	\$2,031,906	(\$365,732)	-18.0%							\$0	\$912,667	\$0
Contract Labor	\$146,451	\$152,000	(\$5,549)	-3.65%				\$30,755			\$30,755	\$0	\$0
Contract labor	\$335,130	\$529,900	(\$194,770)	-36.16%	\$144,064	\$23,500	\$40,000		\$6,300		\$307,564	\$145,121	(\$162,443)
IT Services	\$36,760	\$30,000	\$6,760	22.53%							\$8,300	\$7,720	\$1,420
Sponsorship Commission	\$0	\$25,450	(\$25,450)	-100.0%							\$0	\$0	\$0
Total Contract Labor	\$371,890	\$585,350	(\$213,460)	-36.47%	\$244,064	\$23,500	\$40,000	\$6,300	\$0	\$0	\$313,864	\$153,840	(\$160,024)
Freelance Consultants					\$0						\$0	\$0	\$0
Legal	\$33,000	\$0	\$33,000								\$0	\$14,290	\$14,290
Legal	\$8,542	\$11,000	(\$2,458)	-22.35%				\$2,310			\$2,310	\$1,794	(\$516)
Recruiting											\$0	\$0	\$0
Recruiting	\$1,769	\$0	\$1,769					\$371			\$371	\$371	\$0
Operating Expenses											\$0	\$0	\$0
Occupancy	\$61,347	\$86,311	(\$24,964)	-18.92%	\$5,204	\$1,354		\$18,130			\$24,687	\$12,887	(\$11,800)
Insurance	\$13,391	\$20,600	(\$7,209)	-35.0%				\$4,126			\$4,126	\$2,812	(\$1,314)
City of Oakland admin fee	\$66,522	\$81,208	(\$24,686)	-27.07%						\$91,208	\$91,208	\$66,522	(\$24,686)
OTBD 3% Contingency	\$66,522	\$91,208	(\$66,522)								\$0	\$66,522	\$0
Miscellaneous	\$36,756	\$4,487	\$32,269	719.17%		\$1,169		\$942		\$91,208	\$21,111	\$66,522	(\$24,686)
Board of Director expenses	\$26,943	\$49,000	(\$18,057)	-40.13%				\$9,450			\$9,450	\$5,658	(\$3,792)
Office expenses	\$72,266	\$100,966	(\$28,700)	-28.43%	\$8,030	\$1,447	\$21,203	\$30,680			\$30,680	\$28,723	(\$1,957)
Total Operating Expenses	\$343,767	\$439,800	(\$71,377)	-20.47%	\$13,234	\$3,969	\$0	\$34,051	\$91,208	\$91,208	\$253,470	\$190,843	(\$62,626)
Program Expenses											\$0	\$0	\$0
Business Relations & Sponsorships	\$302,785	\$347,685	(\$44,900)	-12.91%	\$120,316			\$15,000			\$135,316	\$120,887	(\$14,429)
Program Events	\$588,995	\$889,158	(\$300,163)	-31.76%	\$523,621	\$166,720	\$72,145				\$762,486	\$195,841	(\$566,645)
Program Expenses	\$991,949	\$1,186,985	(\$255,136)	-21.49%	\$272,519	\$257,753					\$530,272	\$403,632	(\$126,640)
Travel	\$181,393	\$206,614	(\$25,221)	-12.23%	\$85,871	\$30,914		\$10,000			\$126,785	\$78,548	(\$48,237)
Total Program Expenses	\$2,005,022	\$2,630,502	(\$625,480)	-23.78%	\$1,002,327	\$455,387	\$72,145	\$15,000	\$0	\$0	\$1,554,859	\$798,909	(\$755,950)
Total Expenses	\$4,576,613	\$5,850,558	(\$1,249,257)	-21.69%	\$1,824,162	\$699,262	\$121,611	\$212,819	\$91,208	\$91,208	\$3,040,269	\$2,102,479	(\$897,799)
Operating Surplus/Deficit	\$144,270	\$115,942	\$3,642	1.76%	(\$0)	\$0	\$0	(\$0)	\$0	\$0	\$0	\$114,940	\$114,940
Other Expenses											\$0	\$0	\$0
Other Expenditures											\$0	\$0	\$0
Obsolete Inventory	\$4,158	\$0	\$4,158								\$0	\$0	\$0
Earnings Before Interest & Tax	\$140,112	\$115,942	(\$516)	-0.23%							\$0	\$0	\$0
Change In Net Assets	\$140,112	\$115,942	(\$516)	-0.25%	(\$0)	\$0	\$0	(\$0)	\$0	\$0	\$0	\$114,940	\$114,940
Prior Year Carryover											\$188,063	\$188,063	\$188,063
Net Change In Net Assets	\$140,112	\$115,942			(\$0)	\$0	\$0	(\$0)	\$0	\$0	\$0	\$303,003	\$303,003

Visit Oakland	Visit Oakland FY 25-26 Consolidated Budget vs Actuals				OTBID FY 25-26 Budget							OTBID FY 25-26 Actuals	OTBID Budget Variance
	YTD Actuals as of March 31, 2026	Fiscal Year 25/26 Budget (Consolidated)	Budget Variance (\$)	Budget Variance (%)	63% Marketing & Advertising	23% Sales	4% Special Events	7% Admin & Ops	3% City Admin Fee	0% Contingency	Total TBID Budget FY 24/25		
Income												OTBID YTD Actuals as of March 31, 2026	Budget Variance (\$)(Over)/ Under
City of Oakland - Measure C											\$0	\$0	\$0
City of Oakland - Measure C											\$0	\$0	\$0
OTBID Revenue	\$1,777,109	\$2,225,071	(\$447,962)	-20.13%							\$0	\$0	\$0
OTBID Revenue	\$1,785,685	\$2,128,188	(\$342,503)	-16.09%	\$1,340,758	\$489,483	\$85,128	\$148,973	\$63,846	\$0	\$2,128,188	\$1,785,685	(\$342,503)
Event Revenue											\$0	\$0	\$0
Ticket Sales	\$39,412	\$14,000	\$25,412	181.51%							\$0	\$0	\$0
Total Event Revenue	\$39,412	\$14,000	\$25,412	181.51%							\$0	\$0	\$0
Sponsorship Revenue					\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sponsorship Revenue	\$243,505	\$30,000	\$207,500	691.67%							\$0	\$0	\$0
Interest Income											\$0	\$0	\$0
Interest Income	\$65,795	\$70,000	(\$4,205)	-6.01%							\$0	\$0	\$0
Other Income											\$0	\$0	\$0
In-Kind Contributions	\$5,000	\$0	\$5,000		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income	\$3,916,507	\$4,467,259	(\$550,752)	-12.33%	\$1,340,758	\$489,483	\$85,128	\$148,973	\$63,846	\$0	\$2,128,188	\$1,785,685	(\$342,503)
Expenses													
Personnel Expenses											\$0	\$0	\$0
Personnel Expenses	\$1,067,655	\$1,943,469	(\$875,814)	-45.06%	\$620,252	\$268,703	\$0	\$30,138			\$919,093	\$352,326	(\$566,767)
Accounting, Tax, and Audit Fees											\$0	\$0	\$0
Accounting and audit	\$133,775	\$161,000	(\$27,225)	-16.91%				\$40,250			\$40,250	\$28,093	(\$12,157)
Contract Labor											\$0	\$0	\$0
Contract labor	\$170,198	\$232,008	(\$61,810)	-26.64%	\$54,098	\$26,707		\$18,998			\$99,803	\$56,105	(\$43,638)
Consultants	\$287	\$0	\$287					\$0			\$0	\$0	\$0
IT Services	\$24,975	\$39,444	(\$14,469)	-36.68%				\$8,283			\$8,283	\$4,493	(\$3,788)
Total Contract Labor	\$195,459	\$271,452	(\$75,993)	-27.99%	\$54,098	\$26,707	\$0	\$27,281	\$0	\$0	\$108,085	\$69,781	(\$47,333)
Legal											\$0	\$0	\$0
Legal	\$17,078	\$6,000	\$11,078	184.63%	\$633			\$1,250			\$1,883	\$3,586	\$1,703
Recruiting											\$0	\$0	\$0
Recruiting	\$4,220	\$0	\$4,220					\$0			\$0	\$0	\$0
Operating Expenses											\$0	\$0	\$0
Occupancy	\$78,165	\$99,367	(\$21,202)	-21.34%	\$2,868	\$1,059		\$19,180			\$23,107	\$16,415	(\$6,692)
Insurance	\$7,959	\$18,614	(\$10,655)	-57.24%				\$3,909			\$3,909	\$1,671	(\$2,238)
City of Oakland admin fee	\$53,571	\$63,845	(\$10,274)	-16.09%							\$0	\$53,571	\$53,571
OTBID 3% Contingency											\$0	\$0	\$0
Miscellaneous	\$15,312	\$14,467	\$845	4.46%				\$0			\$0	\$0	\$0
Board of Director expenses	\$9,971	\$27,000	(\$17,029)	-63.07%	\$757	\$294		\$2,588			\$3,639	\$4,987	\$1,348
Office expenses	\$19,417	\$72,506	(\$53,089)	-45.64%	\$10,173	\$3,475		\$5,688			\$19,336	\$2,094	(\$17,242)
Total Operating Expenses	\$204,195	\$295,799	(\$91,604)	-30.97%	\$13,798	\$4,828	\$0	\$47,080	\$0	\$0	\$65,706	\$87,015	\$21,309
Program Expenses													
Business Relations & Sponsorships	\$175,374	\$308,981	(\$133,607)	-43.31%	\$24,728	\$8,597	\$0	\$74,980	\$0	\$0	\$108,305	\$0	(\$108,305)
Program Events	\$598,037	\$593,725	\$4,312	0.73%	\$166,173	\$5,213		\$1,744			\$175,130	\$57,808	(\$117,322)
Program Expenses	\$523,484	\$702,483	(\$178,999)	-25.48%	\$174,951	\$66,600		\$241,351			\$443,902	\$196,015	(\$247,887)
Travel	\$98,166	\$184,350	(\$86,184)	-46.75%	\$232,058	\$91,935		\$1,250			\$325,243	\$172,750	(\$152,493)
Total Program Expenses	\$1,394,861	\$1,789,539	(\$394,678)	-22.05%	\$76,795	\$25,497	\$0	\$2,994	\$0	\$0	\$102,292	\$32,395	(\$69,897)
Total Expenses	\$3,017,244	\$4,467,259	(\$1,450,015)	-32.46%	\$651,977	\$189,245	\$0	\$2,994	\$0	\$0	\$844,216	\$458,967	(\$385,249)
Operating Surplus/Deficit	\$899,263	\$0	\$899,263		\$1,340,758	\$489,483	\$85,128	\$148,973	\$63,846	\$0	\$1,979,234	\$991,629	(\$987,605)
Change In Net Assets	\$899,263	\$0	\$899,263		\$0	\$0	\$85,128	(\$20)	\$63,846	\$0	\$148,954	\$794,056	\$645,102

Visit Oakland	Visit Oakland FY 26-27 Consolidated Budget vs Actuals				OTBID FY 26-27 Budget							Measure C and Non-City Budget		Total FY 26/27 Operating Budget	
					63%23%4%7%3%0%					Total TBID Budget FY 24/25					
					Marketing & Advertising	Sales	Special Events	Admin & Ops	City Admin Fee		Contingency				
Income	YTD Actuals as of	Fiscal Year 26/27 Budget (Consolidated)	Budget Variance (\$)	Budget Variance (%)											
City of Oakland - Measure C															
City of Oakland - Measure C		\$2,483,332										\$0	\$2,483,332	\$2,483,332	
OTBID Revenue												\$0	\$0	\$0	
OTBID Revenue		\$2,291,019				\$1,443,342	\$526,934	\$91,641	\$160,371	\$68,731		\$0	\$2,291,019	\$0	
Event Revenue												\$0	\$0	\$0	
Ticket Sales		\$39,000										\$0	\$0	\$0	
Total Event Revenue	\$0	\$39,000				\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$39,000	\$39,000	
Sponsorship Revenue						\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$39,000	\$39,000	
Sponsorship Revenue		\$30,000										\$0	\$0	\$0	
Interest Income												\$0	\$0	\$0	
Interest Income		\$87,000										\$0	\$87,000	\$87,000	
Other Income												\$0	\$0	\$0	
In-Kind Contributions		\$0				\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Income	\$0	\$4,930,351				\$1,443,342	\$526,934	\$91,641	\$160,371	\$68,731	\$0	\$2,291,019	\$2,639,332	\$4,930,351	
Expenses															
Personnel Expenses															
Personnel Expenses		\$1,934,364				\$581,313	\$291,273	\$0	\$19,107			\$891,693	\$1,042,671	\$1,934,364	
Accounting, Tax, and Audit Fees												\$0	\$0	\$0	
Accounting and audit		\$187,000							\$41,140			\$41,140	\$145,860	\$187,000	
Contract Labor												\$0	\$0	\$0	
Contract Labor		\$393,075				\$258,098			\$32,958			\$291,056	\$102,019	\$393,075	
Consultants		\$0										\$0	\$0	\$0	
IT Services		\$43,400							\$9,548			\$9,548	\$33,852	\$43,400	
Total Contract Labor	\$0	\$436,475				\$258,098	\$0	\$0	\$42,506	\$0	\$0	\$300,604	\$135,871	\$436,475	
Legal															
Legal		\$26,000				\$459			\$5,500			\$5,959	\$20,041	\$26,000	
Recruiting												\$0	\$0	\$0	
Recruiting		\$0										\$0	\$0	\$0	
Operating Expenses												\$0	\$0	\$0	
Occupancy		\$111,767				\$3,714	\$2,347		\$21,785			\$27,846	\$83,921	\$111,767	
Insurance		\$16,313							\$3,589			\$3,589	\$12,724	\$16,313	
City of Oakland admin fee		\$68,731								\$68,731		\$68,731	\$0	\$68,731	
OTBID 3% Contingency												\$0	\$0	\$0	
Miscellaneous		\$10,671				\$731	\$480		\$1,788			\$2,999	\$7,672	\$10,671	
Board of Director expenses		\$37,000							\$8,140			\$8,140	\$28,860	\$37,000	
Office expenses		\$107,668				\$12,171	\$4,341		\$15,959			\$32,471	\$75,197	\$107,668	
Total Operating Expenses	\$0	\$352,150				\$16,616	\$7,168	\$0	\$51,261	\$68,731	\$0	\$143,776	\$208,374	\$352,150	
Program Expenses															
Business Relations & Sponsorships		\$442,380				\$251,255	\$6,712		\$542			\$258,509	\$183,871	\$442,380	
Program Events		\$611,952				\$176,199	\$68,796	\$91,641				\$336,636	\$275,316	\$611,952	
Program Expenses		\$869,315				\$319,812	\$130,261		\$315			\$450,388	\$418,917	\$869,315	
Travel		\$131,300				\$39,590	\$22,715					\$62,315	\$68,965	\$131,300	
Total Program Expenses	\$0	\$2,054,947				\$786,856	\$228,494	\$91,641	\$857	\$0	\$0	\$1,107,848	\$947,099	\$2,054,947	
Total Expenses	\$0	\$4,990,936				\$1,643,342	\$526,935	\$91,641	\$160,371	\$68,731	\$0	\$2,491,020	\$2,499,916	\$4,990,936	
Operating Surplus/Deficit	\$0	(\$60,585)				(\$200,000)	(\$0)	(\$0)	\$0	(\$0)	(\$0)	(\$200,001)	\$139,416	(\$60,585)	
Change In Net Assets	\$0	(\$60,585)				(\$200,000)	(\$0)	(\$0)	\$0	(\$0)	(\$0)	(\$200,001)	\$139,416	(\$60,585)	
Prior Year Carryover														\$0	
Net Change In Net Assets	\$0	(\$60,585)				(\$200,000)	(\$0)	(\$0)	\$0	(\$0)	\$0	(\$200,001)	\$139,416	(\$60,585)	



Friday, April 3, 2026

BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY25: January 1, 2025 – December 31, 2025) and planned activities for the current calendar year (CY26). This report will summarize your BID's programs and impacts for CY25, 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

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

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	1

		Number of FTE
Volunteers (not counting your board members)		20
How many parcels in your BID?	614	
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?	18	

Cleaning

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

Yes

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

No

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Pressure/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

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2025 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	2314
Pounds of trash collected (if you measure trash by number of bags, please multiply number of bags by 25)	121700
Number of Incidents of illegal dumping removed	110
Number of 311 requests made	247
Number of hours of pressure washing	85
Number of stickers/posters removed	1649

Notes about cleaning outputs (e.g., whether your tracking differs from metrics requested)

Decreases in trash collection and pressure washing are attributable to operational changes in the district's maintenance program. Our maintenance team has been replaced and we have a new operations tracking system.

120 hours of cleaning services refers to 40 per week by three staff members.

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) 5

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

Safety Services

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

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

What types of work are done by your safety staff? Monitoring security cameras

Crime prevention workshops

Street patrol/ambassadors

Coordination with OPD

Walking safety escorts

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2025 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 2025	250
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025	1572
Number of merchant checks (scheduled outreach visits or check-ins that are not responding to requests for service)	1480
Number of service responses (visits made in direct response to a business owner's specific request)	85
Number of 911 calls made by the BID	0
Number of non-emergency calls made by the BID	75
Total number of security cameras the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new cameras installed in new locations in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2025	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2025 (if known)	0

Notes about safety outputs (e.g., whether your tracking differs from metrics requested)

Question: Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2025

Including safety ambassadors only, all maintenance ambassador time is in Cleaning & Operations Patrol hours Intervention Group (IG)

Jan - Mar 2025: 21 hours per week x 12 = 252

Apr-Dec 2025: 33 hours per week x 40 weeks = 1,320

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

Throughout the year

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2026

0

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

Yes

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

Install/maintain planters and/or hanging baskets

Maintain tree wells

Install / 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

Maintain medians

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2025 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2025	75
Number of new planters and/or hanging baskets installed in new locations in 2025	0
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2025	250
Number of new tree wells installed in new locations in 2025	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2025	124
Number of new banners installed in 2025	0

	Number
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2025	11
Total acres illuminated by pedestrian-oriented lighting elements the BID is responsible for maintaining as of Dec. 31, 2025	1
Number of new pedestrian-oriented lighting elements installed in new locations in 2025	11
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new Big Belly trash cans installed in new locations in 2025	0
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public plazas added in 2025	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2025	0
Number of new public art pieces installed in 2025	0

Notes about streetscape/beautification outputs (e.g., whether your tracking differs from metrics requested)

Lighting additions: In September 2025, 10 street trees were wrapped with lighting and 1,050 feet of bistro lighting were added.

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, 2025	Number of posts/emails sent in 2025	Total Reach/opens in 2025	Total engagement/clicks in 2025
Email Distribution List	5601	46	64809	2412
Facebook	4129	425	300000	8700
Instagram	4868	625	900250	26000
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 2025 as a percentage? 57

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2025 by your BID:

	Number
Number of events produced by the BID	7
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	40
Amount (\$\$) of Event sponsorship provided in 2025	2500
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	25000

Notes about events and district promotions outputs (e.g., whether your tracking differs from metrics requested)

Meta Business: Key Metric Changes (2025-2026)

Reach vs. Viewers: Meta is replacing "Reach" with "Viewers" in Facebook organic reporting to more accurately count the number of unique accounts that actually saw content.

Impressions vs. Views: "Impressions" are being replaced by "Views", which count every instance content is seen, including multiple views by the same person.

What this means: "Viewers" (formerly reach) is expected to be 35% lower than old, inflated reach figures, providing a more accurate, tighter metric.

Definitions in Meta Business Suite & Ads Manager

Viewers (formerly Reach): Represents the number of unique users or accounts that saw your content.

Business Support

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

Yes

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

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 & Operations

Business Support outputs for Calendar Year 2025 by your BID:

	Number
Number of merchant contacts	800
Number of business support events coordinated by or supported by the BID for your businesses in 2025	6

Annual total number of your business attendees at business support events coordinated by or supported by the BID

Number

200

BID 2025 Accomplishments & Plans for 2026

Please list out the BID's top accomplishments from 2025, as well as note-worthy new projects, services and plans for 2026. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2025 (List at least three, and up to ten)

Accomplishment/New activity description

Social Media Growth Consistent social media growth that reflects interest in the neighborhood with 100-400K monthly views.

Taste of Temescal, April 23rd Taste of Temescal returned to the district for the NSA annual fundraiser. Highlighting the very best of the neighborhood's award winning restaurants, we sold out with 400 ticketed patrons visiting 33 participating merchants offering delicious samples of their cuisine, libations and more and a featured spot on Live in the Bay. This event raised over \$15,000 for the district.

Halloween, October 31st A family friendly "Halleyween in the Alley" in Temescal Alley was launched on October 31st from 3-6 pm with full participation from the alley merchants, candy donations from Whole Foods and two craft stations (one hosted by Memorial Tabernacle Church), and a face painter. Over 300 free Halloween branded tote bags were handed out to collect the bounty. A destination for adult revelers followed from 6 pm - Midnight Halloween night with the 2nd Annual Temescal Halloween Night Party featuring a Telegraph bar crawl, music and live performances, a costume contest and treats.

TACo Show at the vacant MacArthur Commons, August 23rd TTBITD helped to activate MacArthur Commons ground floor space with a gallery exhibit in August with 20+ artists represented from the Temescal Arts Community (TACo). An outdoor courtyard reception with museum quality installations. Commercial brokers were invited to introduce them to the space and see the opportunity for leasing.

Accomplishment/New activity description

Earth Day & Neighborhood Clean Up Approximately forty volunteers gathered to participate in this year's Temescal Earth Day event, taking part in such projects as replanting 25 planters, litter & graffiti abatement and landscaping. Community members worked diligently to remove over 1200 gallons of trash, 900 gallons of compost and the covering of numerous graffiti tags throughout the Temescal Commercial District. Our green thumb volunteers replanted over twenty of the district's planter pots in preparation of Spring! On October 26th in collaboration with Temescal Neighbors and the non-profit Sidewalk Trees and Gardens, a community clean-up had 47 volunteers help plant 26 trees in Temescal.

Lighting The lights are sparkling in the Temescal with 10 new wrapped street trees and 1,050 feet of bistro lighting between 40th and 44th.

Mitigate longstand issues of crime and unsafe conditions A total of 20 encampment abatements were completed throughout 2025 [excludes recurring unsheltered instances and the occasional individual outreach & follow up]. The majority of these abatements occurred between 40th & Telegraph - 59th & Telegraph [with exception to the two encampments mentioned below]. Most notably, two long standing, high risk encampments were removed from 51st & Shattuck and 52nd & Shattuck respectively. TTBID completed these abatements in collaboration with: Oakland Police Dept D1 Councilmember Zac Unger and staff City of Oakland Public Works City Administrator's Office City of Oakland Parking & Mobility [DOT] District Stakeholders [merchants, property owners, community members] Children's Hospital Temescal Neighbors NCPC Intervention Group Security Services

Strategic Plan Adopted a 10 year Strategic plan in March for 1, 5, and 10 years and achieved first year goals of revising bylaws, creating Board Member Handbook, crime reduction, maintenance service enhancements, infrastructure (landscaping, lighting, trash cans) improvements.

Holidays Hosted by Oakland Recycles, we had Merchant Mixer December 3rd welcoming over 100 merchants, stakeholders and elected officials on the rooftop of Skylyne. Holiday community outreach included a successful Toy Drive & Giveaway with Bebee Memorial and Memorial Tabernacle Church benefited local families and Oakland Fire Department as well as a free community meal on Christmas day with Village of Love and Beebe Memorial with over 30+ volunteers.

New programs/activities planned for 2026 calendar year that the BID didn't do in 2025 (List at least three, and up to ten)

New program/activity description

Temescal Entertainment Zone Temescal is one of four pilot program districts awarded Town Alive - Economic Activation Zone. Launching Temescal Entertainment Zone with activations coming in Fall of 2026.

Panther Plaza Plans for a Black Panther Plaza Capital Campaign are underway. The plaza will be a dedicated event and community gathering space around the new Winky Dinky Dogs (former Kasper's building at 46th & Telegraph), and anchored by the first historical tribute to the Black Panther Party in Oakland. Once built, 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.

Telegraph Street Banners Production has begun to redesign and replace approximately 124 street pole banners which will be installed in the summer of 2026.

Earth Day & Neighborhood Clean Up On January 18, 2026 MLK Clean up with Temescal Neighbors 27 volunteers collected 1500 pounds of garbage and cleaned up 100 square meters of graffiti abatement. Earth Day and additional community clean ups are planned.

Black Panther 60th Anniversary October 16, 2026

Phase 3 Lighting Plan Lighting Illuminaries Mural of Alysa Liu

TTBID Holiday Concert, December 2026 Coordinate a holiday choir concert with engagement from all TTBID churches

Landscaping Revitalization Budgetary constraints prevented revitalization of three neglected 40th Street medians between Telegraph and Webster. Our hope is to collaborate with Temescal Neighbors/NCPC 12X, to bring our three year plan to fruition in 2026. The goal is to landscape with drought-tolerant and California native plants to transform this barren landscape and create a vibrant, walkable neighborhood that promotes local businesses. Planters will be replanted and upgraded in 2026.

Temescal Street Fair, July 12th: Coordinated the 20th Annual FREE-Family Friendly Street Fair bringing 15,000 patrons to the district to experience four stages of live entertainment with 100+ performers, three stages, as well as 100 vendors and Oakland artisans. Secured promotion with KTVU, a spot on Live in the Bay and featured on eight outdoor Becker boards.

BID Financials

2025 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the

2025 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2025 line-item detailed budget versus actuals document here:



City of Oakland TTBID Annual Reportxlsx

Please provide the Surplus or Deficit amount from the previous calendar year of 2025 that was carried over into 2026. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

\$6,687

2026 Budget

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

[REDACTED]

[REDACTED]

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



City of Oakland TTBID Annual Reportxlsx

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

Estimated Amount (\$)	Source of Contribution
70000	Event Income
30000	Public events
5000	Charitable Contributions
3000	Interest income

Will the BID be requesting an annual assessment rate increase for the upcoming fiscal year of 2026/2027?

Yes

What is the proposed assessment increase for Fiscal Year 2026/2027?

5

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

February 11, 2026 - Members to be noticed via electronic communications to all property owners, publicly posted board meeting agenda and notification at public board meetings.

What is the projected total assessment amount to be billed in this upcoming fiscal year of 2026/2027?

873075

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 property/businesses for this upcoming fiscal year of 2026/2027?

No changes proposed

**Board of Directors Roster 2025/2026
(list all directors that served anytime during 2025 or 2026)**

Name	Affiliation Type	Name of Affiliated Business/Org	Title	Status
Shawn Granberry	Property Owner/Rep	Hip Hop TV	President	Current
Jordie Bornstein	Property Owner/Rep	Urban Habitat	VP	Current
Tom Ames	Community Member/Rep	Ames Studio	Secretary	Current
Sara Sens	Property Owner/Rep	Temescal Works	Treasurer	Current
Daniel Chung	Property Owner/Rep	Root'd in the 510	Director	Current
Tiffany Grant King	Property Owner/Rep	Memorial Tabernacle Church	Director	Current
Steven Morales	Property Owner/Rep	MacArthur Commons	Director	Current
Tom Murphy	Property Owner/Rep		Director	Current
Pat Smith	Property Owner/Rep		Director	
Jessica Arline	Business Owner/Rep	Children's Hospital	Director	Past

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Andres Florez	Business Owner/Rep	Snail Bar	Director	Past
Don MacCleary	Property Owner/Rep		Treasurer	Past
Alex Schafran	Community Member/Rep		Director	Past
Noahdiah West	Property Owner/Rep	East Bay Church of Religious Science	Director	Past

Upload slides or a pdf (maximum 3 slides/pages) that communicate the BID's impact in a format you choose (event highlights/pictures, before/after photos showing impact, etc)



Slides - TTBID 2026 (CY2025) Annualpdf

TEMESCAL TELEGRAPH AVENUE
ASSOCIATION
WORKING BUDGET
CY2025 for City of Oakland Annual Report
TTBID Board Approved 04-08-2026

Management District Plan (MOP)	2025 Budget Adjusted Feb25	2025 Districtwide Actual	2025 Districtwide Variance	2025 Notes	2026 Budget	2026 Districtwide Actual (to Date)	2026 Districtwide Variance (to Date)	2026 Notes	2027 Projected Budget	2027 Notes
Income										
BID Assessments	\$ 832,610	\$ 762,518	\$ 70,092		\$ 873,075	\$ 428,389	\$ 444,686		\$ 916,729	
Total Non-BID Sources of Funds	\$ 255,000	\$ 96,513	\$ 158,487		\$ 139,687	\$ 3,378	\$ 136,308		\$ 225,000	
40th Street Event Income			\$ -				\$ -			
Event Income			\$ -				\$ -			
Public Events	\$ 90,000	\$ 85,128	\$ 4,872	TSF \$ 57,546 ; Holiday 1,313; Taste	\$ 70,000		\$ 70,000			
Individual Charitable Contributions	\$ 5,000		\$ 5,000		\$ 30,000		\$ 30,000		\$ 90,000	
Grants	\$ 5,000		\$ 5,000	Panther Tour Income	\$ 5,000		\$ 5,000		\$ 1,000	
Special Projects Revenue	\$ -		\$ -		\$ 25,000		\$ 25,000		\$ 125,000	Panther Plaza fundraiser
Interest Income	\$ 5,000	\$ 11,385	\$ (6,385)	**improved fund management	\$ 3,000	\$ 2,617	\$ 383		\$ 9,000	
Uncategorized Revenue			\$ -			\$ 761	\$ (761)			
Carry Forward + Reserve	\$ 150,000	\$ -	\$ 150,000	Actual Reserve fund remaining reserve balance 150K	\$ 6,687		\$ 6,687		\$ -	
Total Income	\$ 1,087,610	\$ 859,031	\$ 228,579		\$ 1,012,762	\$ 431,768	\$ 580,994		\$ 1,141,729	
Expenses										
68.1% Clean & Safe Operations (per Management Plan)	\$ 566,968		\$ 566,968	161,408 admin/ marketing QB	\$ 594,564	\$ 291,733	\$ 302,831		\$ 624,292	
Non-BID Funds Allocated to PROW (Clean & Safe Ops)	\$ 20,000		\$ 20,000		\$ 46,000	\$ 46,000	\$ -		\$ 130,000	
Total Economic Restructuring/PROW Income	\$ 586,968	\$ -	\$ 586,968		\$ 640,564	\$ 337,733	\$ 302,831		\$ 754,292	
100 PROWSA (Clean & Safe Operations)			\$ -				\$ -			
BID Renewal Costs	\$ 3,000		\$ 3,000	Consultant as needed	\$ 1,000		\$ 1,000		\$ -	
Improvement Mini Grants			\$ -				\$ -			
Cleaning/Maintenance Contract	\$ 284,000	\$ 249,041	\$ 34,959	10K reserve allocation for 2024 unpaid wage increase	\$ 284,000	\$ 67,078	\$ 216,922		\$ 290,000	
Management Contract (PROWSA) [NEW]	\$ 50,000	\$ 50,000	\$ -	Admin Contract	\$ 50,000	\$ 10,206	\$ 39,794	Admin Contract	\$ 50,000	Admin Contract
PR1 - Executive Director Fees (also in Admin)			\$ -				\$ -			
PR2 - Admin Assistant (also in Admin)	\$ 40,000	\$ 40,000	\$ -	Admin Contract	\$ 40,000	\$ 10,206	\$ 29,794	Admin Contract	\$ 40,000	Admin Contract
PR4 - Operations Director	\$ 55,900	\$ 57,060	\$ (1,160)	Jan 2025 40 hrs	\$ 54,000		\$ 54,000		\$ 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 project]				\$ 10,000	\$ 950		Stump removal; Beyond	\$ 10,000	Beyond Cleaning/Mainte

TEMESCAL TELEGRAPH AVENUE
ASSOCIATION
WORKING BUDGET
CY2025 for City of Oakland Annual Report
TTBID Board Approved 04-08-2026

Management District Plan (MDP)	2025 Budget Adjusted Feb25	2025 Districtwide Actual	2025 Districtwide Variance	2025 Notes	2026 Budget	2026 Districtwide Actual (to Date)	2026 Districtwide Variance (to Date)	2026 Notes	2027 Projected Budget	2027 Notes
Streetscape			\$ -	1X projects includes 15% administrative overhead for project management staff			\$ -	Tree Service		
Graffiti Abatement and Prevention (ie Murals)	\$ 30,000		\$ 30,000	20K reserve allocation: Graffiti (5K); Prevention (25K)	\$ 10,000	\$ 14,675	\$ (4,675)	Lighting sidewalk	\$ 10,000	
40th Gateway Landscaping Medians and Sidewalks	\$ 50,000		\$ 50,000	Treewells expensed in 2026; 50K reserve allocation: 3 Medians (40K); Gateway (5K); Sidewalk tree wells (5K)			\$ -			
Planters	\$ 20,000	\$ 1,108	\$ 18,892	To be expensed in 2026; 10K reserve allocation: Re-Plant and Re-Locate as	\$ 2,000		\$ 2,000		\$ 2,000	
Plaza Phased Development	\$ 20,000		\$ 20,000	To be expensed in 2026; 20K reserve allocation: 5K facilitation of Kaspers encroachment and public space activation; 15K Panther Plaza design and fundraising	\$ 40,000		\$ 40,000	20K from grants or direct	\$ 140,000	from grants or direct dor
Environmental Design Encampment Mitigation	\$ 10,000		\$ 10,000	10K reserve allocation	\$ 8,000		\$ 8,000		\$ 6,000	
Security	\$ 130,000	\$ 74,005	\$ 55,995	12K/month beginning April; 10K to roll over into full 2026 term	\$ 148,000	\$ 31,890	\$ 116,110		\$ 140,000	
Security Camera Program	\$ 10,000		\$ 10,000	10K reserve allocation for gateway coverage pilot program	\$ 4,000		\$ 4,000		\$ 10,000	
Public Improvement Design Services	[see streetscape]								\$ 1,000	
Equipment Rentals	\$ 1,200		\$ 1,200	rent storage container	\$ 1,200		\$ 1,200		\$ 1,200	
Total 100 PROWSA (Clean & Safe Operations) Expenses	\$ 704,100	\$ 471,214	\$ 232,886		\$ 652,200	\$ 135,005	\$ 508,145		\$ 754,200	
16.21% BID Assessments Marketing Identity Enhancements (per Management Plan)	\$ 134,946	\$ 123,604	\$ 11,342		\$ 141,525	\$ 69,442	\$ 72,084		\$ 148,602	
Non-BID Funds Allocated to District Identity (Marketing & Identity Enhance	\$ 55,000	\$ 55,000	\$ -		\$ 55,000	\$ 55,000	\$ -		\$ 50,000	
Total Promotions and Design (District Identity) Income	\$ 189,946	\$ 178,604	\$ 11,342		\$ 196,525	\$ 124,442	\$ 72,084		\$ 198,602	
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	\$ 3,264	\$ 6,736	* +5K event s Assistant/ Admin	\$ 10,000	\$ 810	\$ 9,190		\$ 6,000	
Temescal Street Fair	\$ 100,000	\$ 90,018	\$ 9,982	* +30K event s Assistant/ Admin	\$ 100,000		\$ 100,000		\$ 100,000	
40th St Block Parties	\$ 7,000		\$ 7,000		\$ 7,000		\$ 7,000		\$ 3,000	
Farmers Market (Freeform FM and Urban Village)	\$ 3,000	\$ 1,588	\$ 1,412		\$ 5,000	\$ 1,389	\$ 3,611		\$ 5,000	
Halloween Event	\$ 4,000	\$ 3,054	\$ 946		\$ 5,000		\$ 5,000		\$ 3,000	
Holiday Event	\$ 4,000	\$ 2,903	\$ 1,098		\$ 5,000		\$ 5,000		\$ 5,000	

TEMESCAL TELEGRAPH AVENUE
ASSOCIATION
WORKING BUDGET
CY2025 for City of Oakland Annual Report
TTBID Board Approved 04-08-2026

Management District Plan (MDP)	2025 Budget Adjusted Feb25	2025 Districtwide Actual	2025 Districtwide Variance	2025 Notes	2026 Budget	2026 Districtwide Actual (to Date)	2026 Districtwide Variance (to Date)	2026 Notes	2027 Projected Budget	2027 Notes
Black Panther Tours	\$ 5,000		\$ 5,000	** Net \$0	\$ 5,000		\$ 5,000		\$ 2,000	
Mixer - Holiday Sponsored		\$ 3,720		Rev neutral, sponsored above 6k in events	\$ 16,625				\$ 4,000	
Banners Street Poles (new banners)	\$ 20,000	\$ 1,175	\$ 18,825	2025 print and install; 20K reserve	\$ (700)		\$ (700)		\$ -	
Banners Street Poles and Cross Street (relation/annual maintenance)	\$ 6,000		\$ 6,000	Rotate cross street banner 3x per year	\$ 6,000		\$ 6,000		\$ 6,000	
Holiday Decorations	\$ 5,000	\$ 890	\$ 4,110	Tree lights, funds carried to 2026 billing	\$ 2,000		\$ 2,000		\$ 8,000	
PR2 - Admin Assistant			\$ -				\$ -			
PR3 - Events Assistant	\$ 25,000	\$ 25,000	\$ -	Admin Contract	\$ 25,000	\$ 10,206	\$ 14,794	Admin Contract	\$ 25,000	Admin Contract
Other			\$ -				\$ -			
Printing			\$ -				\$ -			
Special Projects Expense			\$ -				\$ -			
Website, Logo, Walking Map, Dining & Shopping Guide		\$ 396	\$ (396)				\$ -		\$ 500	
Paid District Advertising (non-event)	\$ 5,000	\$ 915	\$ 4,085	Oaklandside	\$ 5,000		\$ 5,000		\$ 5,000	
Management Contract (Marketing) [NEW]	\$ 25,000	\$ 25,000	\$ -	Admin Contract	\$ 25,000	\$ 10,206	\$ 14,794	Admin Contract	\$ 25,000	Admin Contract
Advertising/ Marketing Design Services	\$ -		\$ -	Admin Contract	\$ -		\$ -	Admin Contract		Admin Contract
Public Relations	\$ -		\$ -	Admin Contract	\$ -		\$ -	Admin Contract		Admin Contract
TOTAL 200 Marketing & Identity Enhancement	\$ 219,000	\$ 157,922	\$ 61,078		\$ 218,125	\$ 22,611	\$ 195,514		\$ 197,500	
10.89% BID Assessments Administration & Government/Comm Relations	\$ 90,696		\$ 90,696		\$ 95,078	\$ 46,652	\$ 48,426		\$ 99,832	
Non-BID Funds Allocated to Administration & Government/Comm Relations	\$ 15,000		\$ 15,000		\$ 4,000	\$ 4,000	\$ -			
Total Administration & Government/Comm Relations Income	\$ 105,696		\$ 105,696		\$ 99,078	\$ 50,652	\$ 48,426		\$ 99,832	
300 Administration & Corporate Operations			\$ -				\$ -			
			\$ -				\$ -			
BID Storage Container	\$ 1,200	\$ 1,490	\$ (290)	** moved lot rental to PROW	\$ 1,200	\$ 496	\$ 704		\$ 1,500	
Food for meetings	\$ 1,000	\$ 1,066	\$ (66)		\$ 1,000		\$ 1,000		\$ 1,000	
Insurance	\$ 4,000	\$ 3,413	\$ 587	added employee theft per COO contract	\$ 4,000	\$ 2,031	\$ 1,969		\$ 4,000	
Legal, Tax & Accounting	\$ 20,000	\$ 15,374	\$ 4,626	MNP, CPA, CA Registru	\$ 16,000	\$ 4,670	\$ 11,330		\$ 16,000	
Management Contract (Admin) [NEW]			\$ -				\$ -			
Moving Expenses			\$ -				\$ -			
Office			\$ -				\$ -			
Bank Charges & Processing Fees	\$ 500	\$ 945	\$ (445)	** Recalezorized CC charges 591.89	\$ 500	\$ 241	\$ 259		\$ 500	
Copies	\$ 100	\$ 26	\$ 74		\$ 100		\$ 100		\$ 100	
IT/Online Services & Subscriptions	\$ 4,000	\$ 372	\$ 3,628		\$ 4,000	\$ 738	\$ 3,262		\$ 1,000	
Office Programs	\$ 1,000	\$ 3,887	\$ (2,887)	see IT/Online Services & Subscriptions	\$ 1,000	\$ 2,193	\$ (1,193)		\$ 3,000	see IT/Online Services
Parking/Travel	\$ 50	\$ 92	\$ (42)	gas TSF	\$ 50		\$ 50		\$ 100	
Postage	\$ 100		\$ 100		\$ 100		\$ 100		\$ 100	
Printing	\$ 500	\$ 26	\$ 474		\$ 500		\$ 500		\$ 500	
Supplies	\$ 500	\$ 58	\$ 442		\$ 500		\$ 500		\$ 500	
Other - Administrative Fees		\$ 225	\$ (225)				\$ -		\$ 300	
Phone, Internet & Utilities	\$ 900	\$ 641	\$ 259		\$ 900	\$ 276	\$ 624		\$ 800	

TEMESCAL TELEGRAPH AVENUE
ASSOCIATION
WORKING BUDGET
CY2025 for City of Oakland Annual Report
TTBID Board Approved 04-08-2026

Management District Plan (MDP)	2025 Budget Adjusted Feb25	2025 Districtwide Actual	2025 Districtwide Variance	2025 Notes	2026 Budget	2026 Districtwide Actual (to Date)	2026 Districtwide Variance (to Date)	2026 Notes	2027 Projected Budget	2027 Notes
PR1 - Executive Director Fees	\$ 50,000	\$ 21,408	\$ 28,592	Admin Contract	\$ 50,000	\$ 10,206	\$ 39,794		\$ 50,000	
PR2 - Admin Assistant			\$ -				\$ -			
Professional Development		\$ 316	\$ (316)				\$ -		\$ 500	
Professional Services	\$ 5,000	\$ 15,360	\$ (10,360)	Strategic planning	\$ 5,000		\$ 5,000		\$ 1,000	
Rent at Temescal Works	\$ 12,000	\$ 11,431	\$ 569		\$ 12,000	\$ 2,546	\$ 9,454		\$ 12,000	
Website	\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000	
Workers Compensation Insurance	\$ 3,168	\$ 1,208	\$ 1,960		\$ 3,168		\$ 3,168		\$ 3,200	
TOTAL 300 Administration & Corporate Operations	\$ 105,018	\$ 77,358	\$ 27,660		\$ 101,018	\$ 23,396	\$ 77,622		\$ 97,100	
Payroll Expenses			\$ -				\$ -			
Non-BID Funds Allocated to Payroll Expenses	\$ 13,000		\$ 13,000		\$ 15,000		\$ 15,000			
Total Payroll Expenses Income	\$ 13,000		\$ 13,000		\$ 15,000		\$ 15,000			
Balance Due			\$ -				\$ -			
Company Contributions	\$ 5,000	\$ -	\$ 5,000	total salaries reduced	\$ 5,000		\$ 5,000			
Health Insurance	\$ 2,805	\$ -	\$ 2,805	wee wadges above	\$ 2,805		\$ 2,805			
Taxes	\$ 5,000	\$ 4,711	\$ 289		\$ 5,000	\$ 1,224	\$ 3,776			
Wages			\$ -	PROW has wages		\$ 11,250	\$ (11,250)			
Reimbursements			\$ -				\$ -			
Unapplied Cash Bill Payment Expenditures			\$ -				\$ -			
Uncategorized Expenditure			\$ -			\$ 1,178	\$ (1,178)			
TOTAL Payroll Expenses	\$ 12,805	\$ 4,711	\$ 8,095		\$ 12,805	\$ 13,652	\$ (846)		\$ -	
TOTAL EXPENSES	\$ 1,040,924	\$ 711,205	\$ 329,718		\$ 984,149	\$ 194,664	\$ 789,484		\$ 1,048,800	
TOTAL INCOME	\$ 1,087,610	\$ 859,031	\$ 228,579		\$ 1,012,762	\$ 431,768	\$ 580,994		\$ 1,141,729	
TOTAL EXPENSES	\$ 1,040,924	\$ 711,205	\$ 329,718		\$ 984,149	\$ 194,664	\$ 789,484		\$ 1,048,800	
INCOME LESS EXPENSES	\$ 46,687	\$ 147,826	\$ (101,139)	Reserve funds on Medians, and Murals help until permissions can be granted; Planters, Plaza, and Banners carried over to **Spending down reserve in 2025	\$ 28,613	\$ 237,103	\$ (208,490)	\$ -	\$ 92,929	\$ -
Contingency & Reserve (per Management Plan)	\$ 40,000	\$ 40,000	\$ -		\$ 40,000	\$ 40,000	\$ -		\$ 40,000	
Less General Benefit			\$ -				\$ -			
NET [CARRY OVER OR (ADD'L FUNDS FOR RESERVE)]	\$ 6,687	\$ 107,826	\$ (101,139)		\$ (11,387)	\$ 197,103	\$ (208,490)	\$ -	\$ 52,929	\$ -