



# AGENDA REPORT


**TO:** Jestin D. Johnson  
City Administrator

**FROM:** Sofia Navarro  
Interim Director, Economic  
& Workforce Development  
Department

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

**DATE:** June 11, 2023

City Administrator Approval

  
Jestin Johnson (Jun 29, 2023 22:29 PDT)

Date: Jun 29, 2023

## RECOMMENDATION

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

- 1) A City of Oakland (City) Resolution: (A) Approving The Fiscal Year 2022-23 Annual Reports Of The Lakeshore/Lake Park Business Improvement District Of 2022 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District 2015 (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District 2018 (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District), And The Chinatown Community Benefit District 2021 (Chinatown District) Advisory Boards; (B) Confirming The Continuing Annual Assessment For Each Said District And Levying Said Assessments, With The Exception Of The Jack London District That is Expiring, For Fiscal Year 2023-24; (C) Increasing the Laurel District, Lakeshore District, Chinatown District, Downtown Oakland District, and Lake Merritt-Uptown District By Five (5) Percent And The Temescal District By Four (4) Percent For The 2023-2024 Assessment; (D) Authorizing Payment Of The City's Cumulative Fiscal Year 2023-24 Fair Share Assessment In An Approximate Amount Of Four Hundred Four Thousand Nine Hundred Forty Dollars And Ten Cents (\$ 404,940.10) For City-Owned Properties In The Temescal District, The Koreatown District, The Downtown Oakland District, The Lake Merritt-Uptown District, And The Chinatown District; And (E) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds; And**
- 2) An Oakland Redevelopment Successor Agency (ORSA) Resolution Authorizing Payment Of ORSA's Cumulative Fiscal Year 2023-24 Fair Share Assessment In An Approximate Amount Of Three Thousand Fourteen Dollars And Seventy-Six**

**Cents (\$3,014.76) For One Oakland Redevelopment Successor Agency-Owned Property In The Downtown Oakland Community Benefit District 2018.**

**EXECUTIVE SUMMARY**

Pursuant to local enabling legislation (Ordinance No. 12190 C.M.S., 1999, codified as [Chapter 4.48 of the Oakland Municipal Code](#), subsequently amended by [Ordinance No. 13322 C.M.S.](#), July 21, 2015), City Council-appointed advisory boards for each property-based Business Improvement District (BID), also known as Community Benefit Districts (CBDs), must submit annual reports to the City of Oakland (City) for review and approval. The reports include any proposed changes to the boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year (FY), an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment.

Adoption of the proposed City resolution would approve the FY 2022-23 annual reports for the Lakeshore District, the Jack London District, the Temescal District, the Laurel District, the Koreatown District, the Oakland Tourism District, the Downtown Oakland District, the Lake Merritt District and the Chinatown District; confirm the continuing annual assessment for each district for FY 2023-24, with the exception of the Jack London District that is expiring and is seeking renewal through a separate City Council action; and authorize payment of a cumulative fair share assessment of approximately \$404,940.10 on City property located within the above districts. Adoption of the proposed Oakland Redevelopment Successor Agency (ORSA) resolution would authorize payment of a cumulative fair share assessment of approximately \$3,014.76 on ORSA property located in the Downtown Oakland District.

In FY 2023-24 the above special assessment districts will collectively generate an estimated \$8,934,278 of special assessment revenues: \$228,059 from the Lakeshore District; \$761,792 from the Temescal District; \$229,524 from the Laurel District; \$668,768 from the Koreatown District; \$1,209,840 from the Oakland Tourism District; \$2,457,774 from the Downtown Oakland District; \$2,003,192 from the Lake Merritt District; and \$1,375,329 from the Chinatown District.

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

The FY 2022-23 annual reports indicate no changes to the boundaries of any of the districts or to the original method and basis of levying the assessments; however, the Lakeshore District, Laurel District, Downtown Oakland District, Chinatown District and Lake Merritt District are each requesting a five percent increase, and the Temescal District is requesting a four percent increase, to the assessments for FY 2023-24, all of which are increases within the allowable amount. The advisory boards for the Koreatown District and the Oakland Tourism District have not requested assessment increases for FY 2023-24.

## **BACKGROUND / LEGISLATIVE HISTORY**

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

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

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

- The Lakeshore District on July 5, 2022, pursuant to [Resolution No. 89284 C.M.S.](#)
- The Jack London District, July 16, 2013, pursuant to [Resolution No. 84534 C.M.S.](#)
- The Temescal District, July 29, 2014, pursuant to [Resolution No. 85148 C.M.S.](#)
- The Laurel District, July 7, 2015, pursuant to [Resolution No. 85682 C.M.S.](#)
- The Koreatown District, July 18, 2017, pursuant to [Resolution No. 86864 C.M.S.](#)
- The Oakland Tourism District, June 19, 2018, pursuant to [Resolution No. 87242 C.M.S.](#)
- The Downtown Oakland District, July 24, 2018, pursuant to [Resolution No. 87323 C.M.S.](#)
- The Lake Merritt-Uptown District, July 24, 2018, pursuant to [Resolution No. 87324 C.M.S.](#)
- The Chinatown District, July 26, 2021, pursuant to [Resolution No. 88781 C.M.S.](#)

Each district was formed for a 10-year term, with the exception of the Oakland Tourism District which was formed for a 7-year term. The Jack London District is expiring this year. On May 16, 2023, the City Council adopted [Resolution No. 89731 C.M.S.](#), which declared an intention to renew the Jack London BID for an additional 10-year term, directed the distribution of a ballot to all affected property owners, and scheduled a public hearing for July 18, 2023 at 4:00 pm.

## **ANALYSIS AND POLICY ALTERNATIVES**

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

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

There is no anticipated adverse impact related to the adoption of the attached resolutions; however, there would be a negative impact to the districts if the proposed resolutions are not adopted and the assessments are not levied. Without a new infusion of assessment funds in the upcoming fiscal year, special benefit services paid for by the assessments would be curtailed or

terminated in FY 2023-2024. However, if City Council adopts the attached City resolution, the FY 2023-2024 assessment levy will be approved and special benefit services in each district will continue uninterrupted in FY 2023-2024, as they have for the past 20 years.

Levying the BID assessments for special benefits services advances the Citywide Priority of **housing, economic and cultural security**. BIDs provide additional resources (e.g., public safety, marketing, and cleanliness) that help make commercial corridors vibrant places that are consistently active, better serving the needs of Oakland’s business owners and residents.

**FISCAL IMPACT**

BIDs are self-initiated, self-funded, and self-administered entities. There are limited fiscal impacts to the City associated with the continuance of the above-referenced BIDs other than the costs of staff time to manage the BID program that are only partially recovered by the City’s administrative fee, as well as payment of fair share assessments on City and ORSA property located within the districts (\$404,940.10 and \$3,014.76, respectively). Details of those payments appear below.

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

Given the approximate \$6,418,191 of private funds that will be leveraged, the above-mentioned City and ORSA payments of \$404,940.10 on City properties and approximately \$3,014.76 on ORSA properties may be considered a reasonable and productive expenditure of public funds.

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

**Table 1: List of City and ORSA properties subject to FY 2023-24 BID Assessment Levies**

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Chinatown	1-177-1	City	163 9th St	\$ 8,199.49	1
Chinatown	1-179-1-1	City	822 Alice St	\$ 1,123.42	1
Chinatown	1-179-1-2	City	Alice St	\$ 346.42	1
Chinatown	1-183-1	City	640 Harrison St	\$ 14,205.24	1
Chinatown	2-71-1	City	250 10th St	\$ 14,756.54	1
Chinatown	2-89-1	City	125 14th St	\$ 13,088.78	1
Chinatown	2-91-1	City	Oak St	\$ 7,171.13	1
Chinatown	2-100-11	City	1220 Harrison St	\$ 4,243.16	1
Chinatown	18-450-4	City	1000 Oak St	\$ 45,386.25	1
Downtown Oakland	2-97-45	City	1327 Broadway	\$ 4,687.05	2

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Downtown Oakland	3-65-9-2	City	250 Frank H. Ogawa Plz	\$ 29,490.09	1
Downtown Oakland	3-67-2	City	City Hall Plz	\$ 12,470.70	1
Downtown Oakland	3-67-3	City	1 Frank H Ogawa Plz	\$ 20,744.47	1
Downtown Oakland	3-67-4	City	1414 Clay (Garage)	\$ 12,466.92	1
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz	\$ 28,739.84	1
Downtown Oakland	8-620-9-3	City	524 16 <sup>th</sup> St	\$ 2,270.28	2
Downtown Oakland	8-641-8-5	City	540 17 <sup>th</sup> St (Oakland Ice Center)	\$ 29,483.09	3
Downtown Oakland	1-199-1	City	620 Washington (Police Admin Bldg)	\$ 34,985.86	1
Downtown Oakland	2-98-1	City	Clay St (Scotland Convention Ctr)	\$ 34,860.16	1
Koreatown	8-648-16-3	City	2100 Telegraph	\$ 4,310.20	1
Koreatown	9-684-5-1	City	404 26 <sup>th</sup> Street	\$ 750.15	1
Koreatown	8-659-25	City	641 W. Grand Ave	\$ 490.18	1
Lake Merritt	8-623-6-1	City	1731 Franklin (Franklin St Garage)	\$ 20,922.84	1
Lake Merritt	8-635-1	City	274 19 <sup>th</sup> St (Snow Park)	\$ 23,607.16	1
Lake Merritt	8-649-5	City	2025 Broadway (Paramount Theater)	\$ 9,478.72	1
Lake Merritt	8-655-6	City	Grand Ave (foot of Valdez)	\$ 2,094.01	1
Lake Merritt	10-768-4	City	200 Grand Ave (Veterans Memorial Bldg)	\$ 11,717.52	1
Lake Merritt	8-673-1	City	2500 Broadway (Plaza)	\$ 1,402.53	1
Lake Merritt	8-716-58	City	1911 Telegraph (Vacant)	\$ 9,258.87	2
Temescal	14-1219-3	City	5205 Telegraph Ave	\$ 2,189.03	1
			<b>CITY TOTAL</b>	<b>\$ 404,940.10</b>	
Downtown Oakland	2-101-1	ORSA	989 Franklin	\$ 3,014.76	4
			<b>ORSA TOTAL</b>	<b>\$ 3,014.76</b>	
			<b>GRAND TOTAL</b>	<b>\$ 407,954.86</b>	

\*See **Table 2** for corresponding Fund Source Numbers.

Funds to pay FY 2023-24 assessments on City and ORSA properties include a combination of the following funding sources in the approximate amounts shown in **Table 2** below.

**Table 2: List of Funding Sources for Payment of FY 2023-24 BID Assessments on City and ORSA Properties:**

<b>Fund Source No.</b>	<b>Coding Block</b>	<b>Amount</b>
1) City General Fund	General Purpose Fund (1010)/Economic Development Organization (85411)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50)	\$ 359,240.81
2) City	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13).	\$ 16,216.20
3) City	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13);	\$ 29,483.09
4) ORSA	SRA Unrestricted Land Sales Proceeds Fund (9711)/Central District Redevelopment Organization (85245)/Rental: Miscellaneous Account (53219)/88 Franklin Garage - ROPS 84 Project (1001359)/Oakland Redevelopment Successor Agency Program (ORSA)	\$ 3,014.76

Other than the above assessments, as well as the staff costs associated with the BID program that are not covered by the City’s administrative fee, there is no further direct fiscal impact or cost anticipated with adoption of the proposed resolutions. However, going forward, the City and ORSA should be aware that each of the concerned districts could recommend annual assessment rate increases – up to 5 percent per year – for the remainder of their respective terms per their District Management Plans, on file in the Office of the City Clerk. If City Council chooses to approve such future recommendations for assessment rate increases, it would also increase assessment obligations on City- and ORSA-owned properties. Staff will coordinate closely with the City’s Finance Department to accommodate such potential increases.

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

Regarding the collection of the assessments, the Treasury Division of the City’s Finance Department will directly bill tax-exempt entities not on the County Assessor’s property tax roll. For taxable entities, the County of Alameda will add the assessment as a line item to the annual property tax bill of each affected property owner and remit the amount collected to the City, less the County’s collection fee of approximately 1.7 percent of total assessments billed. The City, in turn, will disburse the funds to the district, less a City administrative fee, to be deposited into the

General Purpose Fund (1010) primarily to offset the cost of staffing support from the City's Finance Department and the Economic and Workforce Development Department. This administrative fee is pursuant to written agreements between the City and each applicable district's designated non-profit management corporation.

Until disbursed, the BID assessments will be held in special trust funds (one for each district) established by the City's Finance Department. The trust fund Oracle coding is: Miscellaneous Trusts Fund (7999)/Treasury Operations Unit Organization (08721)/Pass-Thru Assessments Account (24224)/DP080 Administrative Project (1000007), as well as Economic Development Organization (85411)/DP850 Administrative Project (1000019).

### **PUBLIC OUTREACH / INTEREST**

For the City Council to adopt the proposed resolutions, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform the outreach necessary to secure advisory board consensus sufficient to generate the proposed annual reports and proposed 2023 district budgets (contained in *Exhibit A* to the proposed City resolution), and proposed FY 2023-2024 district assessments.

### **COORDINATION**

The Budget Bureau and the Office of the City Attorney were consulted in the preparation of this report, legislation, and exhibits.

### **SUSTAINABLE OPPORTUNITIES**

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

**Environmental:** BID assessments will fund special benefit services such as litter pickup, sidewalk steam cleaning, landscaping, public art, directional signage, and public safety capital improvements, which are intended to increase cleanliness of the applicable districts and contribute to the provision of safe, walkable commercial corridors

**Race and Equity:** The above special assessment districts will incorporate members of the affected commercial neighborhood into a participatory and proactive entity with sustainable and transparent financing that represents the interests of that community. Stakeholders themselves will administer revenues generated by the district, contributing to community self-empowerment, which, in turn, supports social equity. With respect to race and equity, the Chinatown and Downtown BIDs support neighborhood revitalization for neighborhoods that have been historically marginalized or under invested, as defined by the Oakland Department of Transportation (OakDOT) Equity Toolbox. In addition, in 2022, the City entered into a contract with Urban Place Consulting (UPC) to provide organizational assistance to underserved commercial corridors, which may include performing BID feasibility studies. With direction from

the City, UPC has been engaging groups of business owners, property owners, and other stakeholders in underserved commercial corridors, including Little Saigon, the Hegenburger Airport area, and International Boulevard in Deep East Oakland, providing education not just on BID formation, but on alternative means of formal organization, such as establishing nonprofit status or a merchant's organization, that can accomplish many goals of a commercial district while serving as interim steps to BID formation.



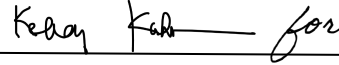
**ACTION REQUESTED OF THE CITY COUNCIL**

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

- 1) A City of Oakland (City) Resolution: (A) Approving The Fiscal Year 2022-23 Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District Of 2012 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District 2015 (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District 2018 (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District), And The Chinatown Community Benefit District 2018 (Chinatown District) Advisory Boards; (B) Confirming The Continuing Annual Assessment For Each Said District And Levying Said Assessments, With The Exception Of The Jack London District That is Expiring, For Fiscal Year 2023-24; (C) Increasing the Laurel District, Lakeshore District, Chinatown District, Downtown Oakland District, and Lake Merritt-Uptown District By Five (5) Percent And The Temescal District By Four (4) Percent For The 2023-2024 Assessment; (D) Authorizing Payment Of The City's Cumulative Fiscal Year 2023-24 Fair Share Assessment In An Approximate Amount Of Four Hundred Four Thousand Nine Hundred Forty Dollars And Ten Cents (\$ 404,940.10) For City-Owned Properties In The Temescal District, The Koreatown District, The Downtown Oakland District, The Lake Merritt-Uptown District, And The Chinatown District; And (E) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds; And
- 2) An Oakland Redevelopment Successor Agency (ORSA) Resolution Authorizing Payment Of ORSA's Cumulative Fiscal Year 2023-24 Fair Share Assessment In An Approximate Amount Of Three Thousand Fourteen Dollars And Seventy-Six Cents (\$3,014.76) For One Oakland Redevelopment Successor Agency-Owned Property In The Downtown Oakland Community Benefit District 2018.

For questions regarding this report, please contact Shifra de Benedictis-Kessner, Urban Economic Analyst III, at 510-238-6230.

Respectfully submitted,



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SOFIA NAVARRO  
Interim Director, Economic & Workforce  
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Attachments (1): **Exhibit A**

## **Exhibit A**

### To the Staff Report for Property BID Annual Reports And Assessment Payment Approval

Annual Reports for the:

- Laurel Business Improvement District 2016
- Temescal/Telegraph Business Improvement District 2015
- Lakeshore/Lake Park Business Improvement Management District of 2022
- Oakland Chinatown Community Benefit District 2021
- Oakland Tourism Business Improvement District 2018
- Downtown Oakland Community Benefit District 2018
- Lake Merritt-Uptown Community Benefit District 2018
- Jack London Improvement District
- Koreatown/Northgate Community Benefit District 2017



## LAUREL DISTRICT ASSOCIATION (PBID) ANNUAL REPORT TO CITY COUNCIL FY 22-23

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

No changes.

### II. Improvements and Services Provided to Businesses and Property owners in 2022:

#### **DISTRICT IDENTITY (DISI)**

##### PUBLIC EVENTS

- The Laurel holiday campaign, included a Santa Stroll, Halloween Trick-or-Treating, and Live in The Laurel
- Coordinated 2022 Lion Dance Parade and Blessing of Businesses
- A monthly event, “Live in the Laurel” activated music in multiple venues in the district to drive foot traffic to the commercial corridor
- Continued Small Event Grant Fund to support merchant activities and Oakland artists

##### LAUREL STREET FAIR

- The Laurel StreetFair World Musical Festival returned in 2022, attracting over 10,000 attendees to this free community arts and culture event
- Continued a tax-deductible donation fund in support of Laurel Small Businesses, and the cultural artists that have been traditionally involved with the Laurel StreetFair. Donations have been received from past festival attendees and Laurel area residents

##### DIGITAL MARKETING AND NEW LDA WEBSITE FEATURES

- Made updates and additions to district website to drive increased traffic.. District website has comprehensive and updated merchant directory, community calendar, and Facebook integration. Built out a comprehensive small business resources repository.
- Reconstituted the digital billboard campaign with local tech firm Digifli – Digital billboards are computer monitor sized display screens placed in Laurel businesses or in their window displays (currently 12 locations in The Laurel) with rotating ads for their businesses, Laurel District shop local and event promotions, and ads from other independent business clients.

- Local Listserves - Monitored the daily digests for Laurel, Maxwell Park, Redwood Heights, and Allendale listserves. Posted as needed in reply to LDA related issues and submit posts in promotion of Laurel events, activities, new businesses, and business announcements
- Maintained The Laurel merchant database of business
- Published News Briefs article in partnership with Bay Area News Group to share business news
- Distributed a recently developed Guidebook for Board of Directors
- Launched a public-facing electronic newsletter, built initial subscriber list to over 1,000

#### PRINT ADVERTISING

- Actively worked to position Laurel for positive press in area media outlets. Facilitated a series of merchant profiles in *Oaklandside*. Items were also covered in the *East Bay Times* and multiple Bay Area News Group properties
- Extended District Marketing Campaign promoting The Laurel and its events and local businesses through Facebook and Instagram. Placed digital and print advertising in East Bay publications

### **PROPERTY IMPROVEMENTS (SOBO)**

#### SECURITY

- Collaborated with Oakland Police to respond to and provide security camera evidence for crimes committed in the district
- Added new License Plate Recognition security camera systems to the commercial district
- Adjusted private security response to address spike in protest related looting and vandalism
- Secured a Safety Ambassador grant through the Department of Violence Prevention to provide technical services and address safety issues to support small businesses along the MacArthur Corridor
- The Laurel District Association works through a technology application as a direct tool for communication and documentation of security staff
- Handling Community Concerns - The Laurel District Association acts as a community liaison to property owners for assistance with business attraction and/or property sale. The City of Oakland Planning Department works closely with the LDA when reviewing applications. Formal board positions of support for well-designed projects help ensure projects keep moving and the district vision of growth is achieved. The LDA often works to assist in monitoring problem properties in support of the property owner, helping to prevent incidents of illegal dumping, vagrancy, and vandalism and theft
- Partnered with OPD walking officer and merchant watch to educate merchants and utilize CPTED tactics for crime deterrence
- Obtained \$10,000 in funding from the City of Oakland to provide a professional and visible security presence in the commercial district for an inviting and safe holiday shopping season.

The Safety Ambassador Program provided streamlined communications between merchants, the general public, seven days per week for one month.

#### CAPITAL IMPROVEMENTS

- The LDA installed and maintains additional decorative lighting for year-round ambiance and improved visibility after dark
- Worked with public utilities to address old infrastructure issues affecting the quality of the MacArthur roadway – including erosion of the base of the road surface in 3 locations, repairing water leaks under the road surface, improper patching after utility repairs, repair and replacement of old utility covers in 2 locations
- Worked with the property owner and elected officials to evolve the vision of a housing development project at High Street and MacArthur Boulevard from assisted living use to approximately 197 units of workforce housing with an additional 4000 square feet of ground floor commercial

#### MAINTENANCE AND LANDSCAPING

- Implemented the public art restoration and installation plan
- Coordinated district-wide sidewalk steam cleaning with identification and focus on “hotspots.”
- Worked with City of Oakland Department of Transportation to further next steps in traffic calming along MacArthur Boulevard
- Worked closely with subcontractors and service providers (Peralta, Urban Shield, First Building Maintenance, City of Oakland) to ensure high-quality deliverables on core services and contracted responsibilities. Reviewed all existing contracts with a performance assessment for continuous quality improvement and adaptation to current district needs
- Facilitated volunteer and community workdays with volunteers to address litter and improve landscaping
- Updated sidewalk planter signage for an improved streetscape aesthetic

### **ORGANIZATION**

#### MERCHANT TRAININGS AND COMMUNICATIONS

- **Monthly Merchant Meetings** - The LDA continues to conduct monthly Board meetings, transitioned to Zoom video conference
- Assist merchants through information sharing, project facilitation, and event support
- Held monthly Board meetings where merchant members and the members of the public could comment, share partner opportunities, and ask questions
- Convened ad-hoc committees and working groups for branding, events, board member recruitment, with Board and merchants participating
- Maintained/updated database of District merchants, property owners/managers

- Involved (4) high school and college interns to learn about community organizing and business support
- Implemented the recommendations from a strategic planning consultant for early steps toward the long term LDA strategic plan. Recommendations include, develop and adhere to branding guidelines, facilitate faced improvements, add public art, prioritize highest and best use for development (High and MacArthur), grow small events to increase foot traffic and connect public to business, prioritize traffic calming and seek lane reduction along MacArthur for a more safe more walkable business district, attract retail and food tenants. All are currently underway
- Responsiveness to Board Direction - Prepare and properly notify board meetings with appropriate guest coordination and supporting materials. Finalize and post meeting minutes as submitted by Secretary Wong-Lam. Ensure LDA is in compliance with the Sunshine Ordinance and Brown Act
- Attending community meetings and building/maintaining positive and collaborative relationships with neighborhood associations (Laurel Village Association, Redwood Heights Neighborhood Association, Beat 25Y Crime Prevention Council, Maxwell Park Neighborhood Association)

#### COMMUNITY ENGAGEMENT

- Community Collaborations – Assisted with the outreach and connectivity to property owners with land use issues, code compliance, and business attraction
- Expand salesforce database of businesses and property owners for improved communication through a MailChimp stakeholder newsletter
- Attend monthly BID managers meeting, actively supporting the coordination of best practices and improved access to City staff and resources

### III. Improvements and Activities to be Provided in Calendar Year 2023:

#### DISTRICT IDENTITY

##### **Digital Marketing and New Website**

- Continue Online Engagement – Maintain 2 Facebook accounts, and Instagram, updating daily with photos, features, and discussions. Enlist more merchants to utilize the “Laurel District Association” page as a direct-marketing tool
- Connected Facebook and Instagram marketing to business support strategies – promoting individual business and products and services found in Laurel through social media channels
- Partner with *Oaklandside* for a comprehensive and targeted digital marketing campaign
- Enhance “Business Opportunities” listings on our website
- Launch public facing electronic newsletter

##### **Print Advertising**

- Further targeted advertising plan to pull in shoppers and diners

### **Business Directories and Business Promotions**

- Continue to strengthen the district brand through the marketing and advertising integration of The Laurel – Oakland’s Neighborhood campaign
- Continue distribution of Laurel business directories/maps and marketing of district businesses locally and throughout greater Oakland
- Initiated a district marketing campaign for business promotion to offset the negative impacts of COVID-19 and business activity restrictions, highlight businesses, The Laurel *Oakland’s Neighborhood*, and the assets of the District
- Expand social media and local digital news outreach to highlight district businesses

### **Street Banners**

- Contract a banner company to upgrade brackets and restock aging banner inventory
- Maintain rotation of two seasonal banner sets

### **Public Events**

- Re-establish, post-COVID, the annual Laurel StreetFair, Halloween Trick-or-Treating, Lunar New Year Lion Dance Parade,
- Showcase Laurel businesses at the Laurel Street Fair World Music Festival
- Launched Live in the Laurel, a monthly live music series hosted by various businesses

### **Laurel Block Captains**

- Expand and Support the active participation of Laurel business owners to improve the safety and cleanliness of the commercial district.

## **PUBLIC RIGHTS OF WAY (PROW)**

### **Maintenance and Landscaping**

- Continue the Maintenance and Landscaping Program
- Service street trees

### **Capital Improvements**

- Façade Improvements – Continue to assist and facilitate façade improvement projects on the commercial corridor
- Leveraging City Resources – Seek ways for existing efforts (Laurel Design Guidelines, Litter Studies, Business Attraction Studies, etc.) to be implemented and supported by the City in zoning and business attraction efforts
- Continue to share Design Guidelines with prospective and existing business and property owners

### **Security**

- Maintain 5 day-per-week Security services
- Continue to expand license plate recognition capable camera installations



- Work with property owners and merchants to enhance existing security camera coverage in high-crime areas

## **ORGANIZATION**

### **Merchant Trainings and Communications**

- Conduct monthly meetings consisting of news updates, event scheduling and planning, security discussion, and marketing channels
- Expand use of Laurel Merchant Discussion Facebook group

### **Community Engagement**

- Continue to Present Online and Neighborhood Surveys
- Coordinating Volunteers and staff for Business Attraction
- Continue relationships and projects with Mills College Public Policy Department and Laurel Village Association

#### **IV. An Estimate of the Cost of Providing the Improvements and the Activities for Calendar Year 2023:**

See attached budget for details

#### **V. Method and Basis of Levying the Assessment**

- The method of levying the assessment has not changed from the adoption of the original resolution which established the Laurel Business Improvement District 2016
- Assessment Increase of 5%: Pursuant to the City Council Resolution 85682 dated July 7, 2015 and the Laurel BID 2016 Management District Plan the LDA Board of Directors, acting as the Laurel BID Advisory Board, has the option to recommend an increase to assessments annually up to 5% from the previous year's assessment. The LDA Board of Directors is recommending a 5% assessment increase to the fiscal year 2023-2024 assessment subject to Oakland City Council approval. The proposed increase is needed due to increasing costs of core services including maintenance and security, along with rising materials costs

#### **VI. Surplus or Deficit to be carried over from a previous fiscal year.**

- There is no carry forward

#### **VII. Contributions from other sources.**

See attached budget for details

**Laurel District Association Proposed Annual Budget by Category**

**Revenue**

Assessment Revenue 100% Collection	\$ 218,594.16
Projected Prior Year Balance – Carry Forward	\$ 0
Non-BID Income to Cover District General Benefits - From donations to the 501ciii via Laurel StreetFair, public art and mural donations, donations to the public program (3%)	\$ 6,557
Assessment Revenue 94% Collection	\$ 205,479
Total Income	\$ 212,036

**Expenses**

<b>Category of Special Benefit Service</b>	<b>Estimated Percentage</b>	<b>Estimated Amount</b>
PROW/ SOBO (Public Rights Of Way)	37%	\$ 78,453
DISI (District Identity)	35%	\$ 74,212
Organization	25%	\$ 53,009
Reserve	3%	\$ 6,361
Total Expenses	100%	\$ 212,036

# TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

## 2023 Annual Report Temescal Telegraph Business Improvement District Oakland, California

Prepared by Katie Larson  
Executive Director, TTBD  
March 2023

### OVERVIEW:

The Temescal Telegraph Business Improvement District (TTBD)'s mission is to create, promote, and nurture an engaging destination for Bay Area residents, workers, and visitors to experience Oakland's Temescal District. We do so through strengthening our thriving economic base of both longtime and new businesses, celebrating the diverse cultures of the District, promoting its events, and enhancing Temescal Telegraph's physical environment and public safety. The TTBD is guided by a Board of Directors and three committees: (1) Promotion & Safety, (2) Design & Economic Development, and (3) the Executive Committee. All meetings convene monthly at Temescal Works (490 43rd Street) and have a Zoom option. All Board and committee meetings are open to the public. In 2022, Executive Director Katie Larson brought on Jaymee Rayford as the BID's Marketing & Program Assistant. Joey Harrison serves as the BID's Director of Operations, and Jamar Leonard is the Operations Manager. Jamar oversees two Street Ambassadors.

## Section 1: Proposed Boundary Changes

There are no proposed changes to the boundaries of the Business Improvement Management District.

## Section 2: Improvements and activities provided in 2022

### *a. 2022 Events & Advertising Campaigns*

#### **12th Annual Taste of Temescal: Tuesday, March 29th**

Taste of Temescal is our annual culinary crawl, highlighting more than 20 local restaurants each year, and introducing hundreds of attendees to their various cuisines. In 2022, we put on the largest Taste of Temescal yet, with the goal of promoting food service businesses in the District. The event took place on Tuesday, March 29th from 6-9pm, and featured a street closure along Telegraph between 40th and 51st St. Tri Cal was contracted to carry out the street closure, Event Magic provided furniture rentals, and VMA provided security guards. Live music was featured throughout the event. Total revenue from ticket sales was \$31,227 for 600 tickets. Proceeds were donated to Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. UCSF Children's Hospital, The Oaklandside, and Waste Management sponsored the event.

#### **17th Annual Temescal Street Fair: Sunday, June 12**

The 17th Annual Temescal Street Fair (TSF) was held on Sunday, June 12, following a two-year hiatus due to the COVID-19 pandemic. With the endorsement of the Promo/Safety Committee, BID staff produced TSF in-house for the first time in over 15 years, which resulted in significant savings. Other major changes that were implemented into the existing TSF model were to (1) prohibit outside food vendors, to encourage patronage of TTBID restaurants in the vicinity, (2) to provide free space at the event to any and all interested TTBID businesses, and (3) reduce the amount of outside vendors, to encourage patronage of (and decrease competition for) TTBID Retail businesses. These three decisions were made with the unifying intention of ensuring that TSF was beneficial to TTBID businesses first and foremost. Katie developed an interactive event map, which was printed onto event signage, and allowed her to track its usage. In turn, this provided a new and effective gauge of event attendance, as the QR code was scanned over 5,000 times over the course of the day. Katie brought in \$12,000 in event sponsors, with Park Day School, UCSF Benioff Children's Hospital, and The Village of Love coming in as Presenting Sponsors. Root'd in the 510, Temescal Brewing, The Skylyne, MacArthur Commons, Canventa Life Sciences, The Oaklandside, and Temescal Works also sponsored the event. Oakland

Venue Management was brought in to coordinate the stages, sound, and rentals for the event, and Katie contracted TC rentals to carry out the street closure.

### **Temescal Roots Project (ongoing)**

In 2022, the Temescal Roots Project received a grant from the Kenneth Rainin Foundation to develop a concept for an art installation at Kasper's Plaza that will honor the roots and legacy of the Black Panther Party in Temescal and North Oakland. The project is a partnership between the TTBD and Made in Color, with the Dr. Huey P. Newton Foundation serving as a fiscal sponsor and guiding force. Together the Temescal Roots Project (TRP) team hosted a kickoff event, three public "Community Conversations", and posted a Call for Artists. The Kenneth Rainin Foundation grant allowed the BID to make all the events free and open to the public, to maximize community participation and input.

### **Temescal Trick-or-Treat: Sunday, October 30th**

Temescal Trick-or-Treat returned on Sunday, October 30th, and invited all Temescal businesses to participate in this beloved event for the first time since 2019. A total of 25 businesses signed up to formally participate, and several more joined in over the course of Halloween weekend. Katie produced an interactive map that received over 500 views. The event was an overall success based on attendance, business participation, and website traffic.

### **Freedom Farmers Market (recurring)**

In partnership with Farms to Grow, the TTBD has hosted Freedom Farmers Market in Kasper's Plaza on a monthly (Winter season) and weekly (Summer season) basis. Freedom Farmers Market centers around Black farmers and supporting their businesses, as well as lifting up farmers from other minority groups, and provides access to fresh, organic produce to the local Temescal community. The BID has funded the required ADA-compliant restroom on-site year round, and supported the market via online marketing and social media promotions.

### **HEAD WEST Holiday Market: Saturday, December 3rd**

HEAD WEST Holiday Market returned for a second year in Temescal on Saturday, December 3rd. Katie secured all necessary permits from the Fire Department and City Special Events, and petitioned the surrounding residences and business to notify them of the 12 hour street closure on 49th Street. The event took place, despite heavy rain, and saw significantly reduced foot traffic as a result of the poor weather conditions.

#### *b. Cleaning/Maintenance/Security Services*

In 2022, our Operations team, led by Joey Harrison and contracted through Block By Block, stepped up cleaning and maintenance in the District in response to the increased frequency of trash, illegal dumping, and tagging that we saw as a result of the pandemic. Jamar Leonard, Operations Manager, supervises Block By Block operations in the District. In total, the Ambassador team removed 1,611 instances of graffiti and 1,372 stickers/posters/flyers from

public spaces in Temescal. Additionally, they cleaned up 560 instances of broken auto glass, provided 115 hours of power washing, and watered 967 planters over the course of 2022. Trash collection totalled 2,359 bags, and Ambassadors made contact with residents and stakeholders in the District approximately 2,063 times. The team received a total of 408 calls to the Ambassador Hotline in 2022. On the security front, we added an ambassador to increase our presence and engagement with the community during the holiday season, and to provide an additional layer of security during business hours.

### *c. Community Engagement*

#### **Pop-up events at Kasper's Plaza (multiple dates)**

The BID used the pedestrian plaza space at 45th and Telegraph to co-host a series of community events, in partnership with local businesses who could make use of the centrally located outdoor space. These events ranged from clothing swaps, gardening equipment exchanges, toy and costume giveaways, and more. The plaza also served as the location for volunteer events, such as the Adopt-a-Planter volunteer days.

#### **Community Engagement Pilot Program**

For our pilot Community Engagement Program, the Temescal BID Operations Manager and ambassadors engage with all members of the Temescal Community and provide a sense of hospitality, safety and assistance to deal with quality of life issues, as well as providing a welcoming presence in the Temescal District. Joey Harrison, the Temescal BID Operations Director, has years of experience and training, working with individuals experiencing mental health issues, substance abuse issues and homelessness. While cleaning remains the team's first priority, the Operations Director utilizes his experience and training to communicate with, and build relationships with all members of the Temescal Community. The ambassadors will also receive training on compassionately and respectfully interfacing with people experiencing homelessness and mental health issues, de-escalation training, and business relations.

#### **Adopt-a-Planter Program**

The TT BID has approximately 100 planters located throughout the District to enhance curb appeal and greenery at the street level. While our Ambassador team oversees the watering of these planters, TT BID Board member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful. Jordie worked to encourage local businesses and neighbors to adopt individual planters and handle planting, weeding, and upkeep in between Ambassadors watering them. The program launched with a Volunteer Planting Day in January and continued quarterly throughout the year, with each event tending to a different area within the District.

#### **Holiday Lights Program**

The TT BID continued its annual Holiday Lights Program, which offers free strands of holiday lights to TT BID businesses to display in their storefront windows. 20 businesses

signed up for and received free holiday lights from the BID to display in their windows for the duration of the holiday season.

### **Community Safety & Crime Prevention Roundtables**

In response to rising crime rates across the Bay Area, and spurred by interest from our Promotions/Safety Committee members, the BID began hosting and organizing a series of Community Safety & Crime Prevention Roundtable events. These discussions brought together local TTBD stakeholders, business owners, property owners, residents, and local officials together to share their experiences and voice their concerns. Councilmember Dan Kalb attended the first two of these events, along with some of his staff. Representatives from Oakland Police Department attended the second conversation, which was held via Zoom. Community members expressed appreciation for the BID's effort to bring attention to safety issues and facilitate productive dialogue with local officials.

### **Deescalation Training Workshop**

Operations Director Joey Harrison hosted a de-escalation training workshop for local businesses and community members in September 2022. The meeting was well attended and many businesses requested 1:1 follow up training for their employees.

### **Business Outreach Task Force**

In early 2022, the BID decided to ramp up in-person outreach to local businesses and property owners, which had been difficult to carry out during the height of the COVID-19 pandemic. Volunteers from the TTBD Board worked with BID staff to determine a plan for conducting in-person outreach to stakeholders, with the goal of (1) increasing awareness of BID services and functions, (2) gathering feedback from stakeholders and (3) updating our business contact database. This informal task force has focused on door-to-door canvassing and direct outreach to business and property owners.

## **Section 3: Improvements and activities to be provided for 2023**

### *a. 2023 Events Schedule:*

#### **Community Clean-up Event: Earth Day 2023**

On April 22, the TTBD will be partnering with UCSF Children's Hospital and the Mayor's office to host an Earth Day Clean Up in Temescal. TTBD Operations Director Joey Harrison will speak at the event and help lead volunteers through parts of the District, cleaning up rubbish and litter to support a healthy, clean environment. Joey will also apply his years of experience in the field, by advising volunteers and organizers on proper safety protocols for dealing with potential needles and other hazardous materials they may encounter.

#### **Taste of Temescal: Autumn (date TBD)**

Due to an upcoming change in BID staffing, the Board has voted to postpone Taste of Temescal 2023, which had been scheduled for mid-April. The event is still set to take



place this year, but will likely occur in late Summer, once the new Executive Director is in place. This annual event is a culinary crawl spanning 11 blocks of Telegraph Avenue, introducing attendees to dozens of local restaurants, new and old. The event also raises over \$30,000 annually in ticket sales, which is donated to local schools and nonprofit organizations.

### **Temescal Roots Project**

Temescal Roots Project is pivoting into the Artist Call and Selection phase of development. In early 2023, the RFQ for the project was posted, and in March, a panel will meet to review applications and select semi finalists to further develop their ideas. There will be interview conducted by the panelists with finalists, and the final round of selection will include a public community feedback event on-site in the Plaza. Once an artist is selected, the BID hopes to secure funding to carry out the actual installation of the public art piece, which will honor the legacy and roots of the Black Panther Party in Temescal.

### **Temescal Trick-or-Treat: Date TBD**

Temescal Trick-or-Treat will return in 2023, encouraging locals and visitors alike to bring their children Trick-or-Treating throughout the District, going door-to-door between local businesses to receive their treats. The BID also intends to host family-friendly programming, and to install temporary place-making decor, such as balloons and signage, to advertise the event. This event is a favorite of both our merchants and local families, who enjoy the opportunity to connect with the community and take advantage of the walkability and variety of our business district.

### **Freedom Farmers Market**

Freedom Farmers Market is set to return with their weekly Saturday Farmers Markets in Kaspers Plaza for their Summer 2023 season. The Winter 2022/23 season was cut short due to crop failures and other environmental challenges to the historically Black farmers that the market supports.

### **Holiday Lights Program**

The TT BID will continue its annual Holiday Lights Program, which offers free strands of holiday lights to TT BID businesses to display in their storefront windows. In 2022, 20 businesses signed up for and received free holiday lights from the BID to display in their windows for the duration of the holiday season, and several opted to keep the lights up longer, citing their positive impact.

#### *b. Cleaning/Maintenance/Security Services*

Operations Director Joey Harrison oversees the cleaning and maintenance contract with Block-By-Block, and provides guidance to Operations Manager Jamar Leonard and the team of Cleaning Ambassadors. The team takes care of graffiti removal, power washing, removing stickers/posters/flyers, cleaning up auto glass, watering District planters, and litter collection. On the security front, the ambassadors increase our presence and engagement with the community, and to provide an additional layer of

security during business hours. The team also staffs a hotline for District stakeholders, and reports local issues such as illegal dumping to OAK 3-1-1.

c. Community Engagement

**Business Outreach Task Force**

The Business Outreach Task Force plans to continue their work of direct outreach to TT BID business and property owners, and ramp up efforts in alignment with the BID's upcoming renewal in 2024. This task force is primarily composed of TT BID Board and committee members, who volunteer time to canvas the district and conduct digital and in-person outreach to connect with stakeholders. The task force has also been involved with the planning and recruitment of attendees for the BID's Community Safety Conversations, which began in 2022.

**Community Engagement Pilot Program**

Temescal BID Operations Manager and ambassadors engage with all members of the Temescal Community and provide a sense of hospitality, safety and assistance to deal with quality of life issues, as well as providing a welcoming presence in the Temescal District. Joey Harrison, the Temescal BID Operations Director, has years of experience and training, working with individuals experiencing mental health issues, substance abuse issues and homelessness. While cleaning remains the team's first priority, the Operations Director utilizes his experience and training to communicate with, and build relationships with all members of the Temescal Community. The ambassadors will also receive training on compassionately and respectfully interfacing with people experiencing homelessness and mental health issues, de-escalation training, and business relations. This program also includes a public hotline that goes directly to the BID Operations Manager, who can dispatch Ambassadors as needed to tend to urgent, non-emergency situations that require cleaning or de-escalation support.

**Adopt-a-Planter Program**

The TT BID has approximately 100 planters located throughout the District to enhance curb appeal and greenery at the street level. While our Ambassador team oversees the watering of these planters, TT BID Board member Jordie Bornstein continues to spearhead an organized effort to refresh the planters and encourage community participation to help maintain healthy, thriving greenery. Jordie works to encourage local businesses and neighbors to adopt individual planters and handle planting, weeding, and upkeep in between Ambassadors watering them. The program hopes to continue quarterly Volunteer Days throughout the year, with each event tending to a different area within the District.

**Pop-up Events at Kasper's Plaza**

The BID will use the pedestrian plaza space at 45th and Telegraph to co-host a series of community events, in partnership with local businesses who can make use of the

centrally located outdoor space. These events include community swaps, giveaways, and other engaging and family friendly programming.

### **Community Safety & Crime Prevention Roundtables**

These events were developed in response to rising crime rates across the Bay Area, and spurred by interest from our Promotions/Safety Committee members. The BID began hosting and organizing a series of Community Safety & Crime Prevention Roundtable events in 2022, and has continued these events into the new year. These discussions bring together local TT BID stakeholders, business owners, property owners, residents, and local officials together to share their experiences and voice their concerns. In March, the BID's Business Outreach Task Force proposed hosting an "internal" version of these discussions, which meant inviting the same stakeholders to share and discuss their needs and experiences without City or Police officials present. The group plans to follow this conversation with another public event, which will have City and Police officials present, now that a list of immediate needs and concerns has been developed. Community members have expressed appreciation for the BID's effort to bring attention to safety issues and facilitate productive dialogue with local officials.

### **Deescalation Training Workshops**

Operations Director Joey Harrison intends to bring these free de-escalation training sessions back to a quarterly occurrence in 2023. The BID invites all business owners, staff, property owners, and residents to attend these free workshops to learn vital skills for de-escalating and navigating difficult situations, such as encounters with individuals experiencing mental health crises or disruption of their business operations. Joey uses a combination of role playing, informational handouts, and sharing his own experiences to teach community members best practices for complex situations that arise.

### **2024 BID Renewal Process & Outreach**

The TT BID's 10-year term is set to expire in December 2024, so the Board and staff are beginning the process of renewal. This process will include the selection of an engineering firm to guide the process, and provide an opportunity to revise various fixed aspects of the organization, such as boundaries, services, and the equation used to calculate BID assessment amounts for property owners.

## **Section 4: Estimated Costs for Providing Improvements and Services in 2023**

Attached: 2023 Budget

## **Section 5: Method and basis for levying the assessment**

In accordance with the TT BID Management Plan, "the proposed method and basic of levying the assessments to be levied against each property in the District are based on the lot size, building size, and linear frontage of properties located within the District." (Management Plan, Page 2, Item 8). As outlined in the document, "a maximum 5%

increase per year in the amount of the assessment on each property shall be allowable (Management Plan, Page 2, Item 10). **See attached Management Plan for reference.**

The TT BID Board voted in favor of a 4% increase in tax assessments for FY 2023/2024. The vote took place at the March 2023 board meeting. Board members cited inflation and rising costs as need for the increase, but reduced the amount to 4% in acknowledgement of current economic challenges. All board members present at the meeting voted in favor of this increase except for one, who opposed. In accordance with Brown Act Section 54954.6, the TT BID will provide written notice, via First Class mail, to all property owners within the District, in April 2023. The notice will include all fields outlined in the aforementioned section of the Brown Act, as well as an invitation to attend our Annual Meeting, and an invitation to complete our annual stakeholder survey.

### Section 6: Surplus or Deficit for 2023 to be carried over from previous fiscal year

The Surplus for 2022 was \$14,142.46 which was added to our Cumulative Reserves from the previous year, bringing the total reserves to \$270,750.14. Our target reserve is 100k. Extra reserves will be used for renewal and then we are targeting the installation of the next round of pedestrian lights.

### Section 7: The amount of any contribution to be made from sources other than BID assessments to be levied in 2023

The BID plans to seek event sponsorship of Taste of Temescal, which will be revenue neutral, per our 2023 budget. We also received a security grant of \$20,000.

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT		
2023 Budget		
		<b>2023</b>
		7%
	Est Annual increase in costs	3.5%
	Increase in Assessment rate	5.0%
	<b>Projected Assessment Revenue Calculation</b>	<b>732,493</b>
	<b>Total 1-Year Revenue</b>	<b>732,493</b>
<b>PUBLIC RIGHTS OF WAY SIDEWALK OPERATIONS 2023</b>		
	<u>Total Prowso Revenue</u>	439,496
	Prowso Expenditures	
	40th St Median Mntnce	(4,338)
	Cleaning/maintenance contract	(278,913)
	Executive Director Salary & Benefits	(32,309)
	Loan service on Ped lighting	(81,004)
	Ped Light Savings to Capital Reserves	
	BID Renewal Costs	(3,000)
	Operations Director	(31,000)
	Trash Can Doors Maintenance	(3,749)
	Ped Lts for City Inventory	
	Replace Plants in Planters	0
	Additional homeless services – support Day Center in Temescal (Village of Love)	0
	<u>Total Prowso Expenditures</u>	<u>(434,313)</u>
	<b>Prowso Pro Forma Surplus/(Deficit)</b>	<b>5,183</b>
<b>MARKETING &amp; IDENTITY ENHANCEMENT 2023</b>		
	Marketing Revenue	
	Allocated Marketing Revenue	139,174
	Taste of Temescal*	18,360
	<u>Total Marketing Revenue</u>	<u>157,534</u>
	Marketing Expenditures	
	Cross-Telegraph Banner	(3,293)
	Assistant	(15,002)
	Pole Banners	(4,140)
	Holiday Decorations/Tree Lights	(554)
	Art Support	(2,892)
	Executive Director Salary & Benefits	(33,000)
	Assistant	(35,005)
	Halloween Event	(295)
	Holiday Fair	(1,475)
	Loan Service on Ped lighting	(41,900)
	Taste of Temescal*	(18,360)
		0
		0
	Pedestrian Plaza Improvements	0
	Utility Box Upgrades	
	Online Marketing Support & Ads	
	Website, Maps, Dng-Shp Guide	(5,221)
	<u>Total Marketing Expenditures</u>	<u>(161,138)</u>
	<b>Marketing Pro Forma Surplus/(Deficit)</b>	<b>(3,605)</b>
<b>ADMINISTRATION 2023</b>		
	<u>Administration Revenue</u>	<u>117,199</u>
	Administration Expenditures	
	Bookkeeping / Accounting	(8,865)
	Operations Director	(20,000)
	Executive Director Salary & Benefits	(41,136)
	Food for meetings	(3,664)
	Insurance	(3,546)
	Office Supplies and Other	(5,382)
	Phone and Internet	(2,710)
	Professional Development	(1,773)
	Assistant	(15,002)
	Potential employee raise/bonus	
	Employer taxes	
	BID Storage Container	(2,616)
		(14,115)
	<u>Total Administration Expenditures</u>	<u>(118,808)</u>
	<b>Administration Pro Forma Surplus/(Deficit)</b>	<b>(1,609)</b>
<b>CONTINGENCY 2023</b>		
	<u>Contingency Revenue</u>	<u>36,625</u>
	<u>Contingency Expenditure**</u>	<u>(36,625)</u>
<b>SUMMARY 2023</b>		
	Total Revenue	750,853
	Total Expenditures	(750,884)
	<b>Pro Forma Surplus/(Deficit)</b>	<b>(31)</b>

3/30/2023

# LAKESHORE AVENUE BID 2023 ANNUAL REPORT

Carol Knight  
CAROL@LAKESHOREAVENUE.COM

**The Lakeshore/Lake Park Avenues Business Improvement District  
3534 Lakeshore Avenue, Oakland 94610  
2022-2023 Annual Report**

**1. Proposed Changes to boundaries of the BID.**

**We have removed Lakeshore Baptist Church from our Boundaries since they are a nonprofit.**

**2. Improvements and activities provided during 2022**

- **We have contracted Peralta Cleaning Service keep our street clean of litter. This amounts to about 3 bags of garbage a day which are put into our garbage bins.**
- **We also contract a Gardener to plants flowers and to clean city tree wells.**
- **We are also working on new major lighting for our street.**
  
- **Major clean-up of areas of vegetation to remove littler and weeds This work supplied the impetus for several volunteer efforts by neighborhood residents to be involved in maintenance and beautification.**
  
- **The BID contracts a security officer to do foot patrol on Lakeshore and Lake Park Avenues 7 days a week, 8 hours a day.**
  
- **We added extra security patrol in the evening during Holidays**

**3. We communicate the district needs to the City of Oakland, through Councilmember Fortunato Bas, regarding parking, garbage pick-up , the major increase of crime and lack of Police presents in our district.**

**4. The BID continues to host Annual Easter and Halloween Parades on Avenue . This event is paid for by contributions from Merchants and donations of food from Lakeshore Baptist Church members.**

**The BID also does a Holiday Stroll with the Alameda County food Bank each December. The hope is to help the community food bank and get customers into our stores.**

- The board of directors meets monthly to address management practices, relationships with merchants and neighbors, fiscal matters, and to monitor the contracts with the BID's service providers.
- The BID employees two consultant part time staff members Carol Knight works with neighborhood business leaders to resolve problems and create a more cohesive merchant group. She oversees various contractors and service providers, helps coordinate the BID's community events, represents the BID in the Oakland community. Also new to our team is Racheal Scott she will update and maintain social media and directories. She will assist merchants in posting on social media networks.
- We established 3534 Lakeshore (Lakeshore Avenue Baptist Church) as our mailing address. The church provides, free of charge, a file cabinet for our records, meeting space and an occasional workspace.

### **3. Improvements and activities to be provided in 2023.**

Services provided in 2023 will continue, we are planning to add some more plants and flowers to brighten up the street. We also received a grant and will be using the funds to add more lighting on the street for public safety.

We hope to improve relationships with the merchants and work with them to help improve business since Covid shut down a few of our merchants who are struggling.

We plan to continue our communication upgrades.

### **4. Budget (See Page 5)**

### **5. Methods and basis of levying the assessment.**

The methodology to levy assessments upon real property that receives special benefits Lot Square Footage Plus Linear Street Frontage. These parcel characteristics are an equitable way to identify the proportional special benefit that each of the assessed parcels receive. Lot square footage reflects the long-term value implications of the improvement district. A parcel's linear street frontage is relevant to the street level usage of a parcel and the demand for LABID activities. Together, these parcel characteristics serve as the basic unit of measure to calculate how much special benefit each parcel receives in



**relationship to the district as a whole, which then is the basis to proportionately allocate the cost of the special benefits.**

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<b>Factor</b>	<b>Benefit Units</b>
Lot Square Footage	316,568
Linear Street Frontage	2,669

**At the April 17<sup>th</sup> board meeting, The Lakeshore BID Board approved a 5% increase in tax assessments for Fiscal Year 2023-24. In compliance with the Brown Act Section 54954.6, the Lakeshore BID sent written notices via First Class mail to all property owners within the District, informing them of the approved increase.**

**6. We have no surplus left over**

**7. Contributions from other sources.**  
**From Lakeshore Baptist Church we are given an Office space and a room to hold our Monthly meetings.**  
**This is a donation to our BID of 3000.00 annually.**

## Budget Lakeshore Avenue BID 2023

<b>Lakeshore Avenue Business Improvement District</b>	
<b>3534 Lakeshore Ave, Oakland, California 94610</b>	
<b>LAKESHORE/LAKE PARK BID</b>	
<b>PROPOSED BUDGET FOR 2023</b>	
<b>Description</b>	
<b><i>Income</i></b>	
Estimated Bid Collections (FY 22/23 Assessment roll total )	<u>\$217,199.00</u>
Other Revenues (1)	<u>\$2,801.00</u>
Carry Forward from 2022 (Reserve for Nonpayment) (Interest Bearing)	<u>\$0.00</u>
<b>Total Available Funds</b>	<b>\$220,000.00</b>
<b><i>Expenditures</i></b>	
<b>Environmental/Clean/Safe/Beautiful</b>	
Security	<b>(\$97,000.00)</b>
Street Maintenance	<b>(\$49,500.00)</b>
Gardners	<b>(\$10,500.00)</b>
<b>Economic Vitality</b>	
Promotions/Facebook/Instagram	<b>(\$3,500.00)</b>
Banners	<b>(\$2,500.00)</b>
<b>Administration/Reserve Fees</b>	
Administration	<b>(\$32,600.00)</b>
Office (\$1700)/Annual Meeting (\$1800)	<b>(\$3,500.00)</b>
Bid Renewal (annual reserve)	<b>(\$2,000.00)</b>
Professional Expenses (Accounting \$2500/Insurance \$2300)	<b>(\$4,800.00)</b>
City Fees 3% and County Fees 3% based upon \$235,000	<b>(\$14,100.00)</b>
<b>Total Expenses</b>	<b>(\$220,000.00)</b>
<b>Reserve For Nonpayment (Year-End Balance)</b>	<b>\$0.00</b>
<b>Total Expenditures</b>	<b>(\$220,000.00)</b>

1) Other non-assessment funding to cover the cost associated with general benefit.



屋崙華埠  
社區促進會

Oakland  
Chinatown  
Improvement  
Council

638 Webster St, Suite 220, Oakland, CA

**Administrator of the Oakland Chinatown Community Benefits District  
FIRST ANNUAL REPORT TO THE CITY– Calendar Year 2022**

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## Community Benefits District

The Oakland City Council approved a resolution (C.M.S. 88781) on July 27, 2021 formally establishing the existence of the Oakland Chinatown Business Improvement District (BID), also called the Oakland Chinatown Community Benefits District (CBD) interchangeably. The non-profit organization Oakland Chinatown Improvement Council (OCIC) finalized an agreement with the City of Oakland on January 26, 2022 to administer the Oakland Chinatown Community Benefits District. Fiscal year 2021 to 2022 is the first full year of operations for Oakland Chinatown Improvement Council's administration of the Chinatown CBD. Oakland Chinatown Improvement Council's fiscal year runs from December 1, 2021 to November 30, 2022, which overlaps with most of the calendar year 2022.

In its first year of operation, OCIC was initially overseen by an interim Board of Directors. Beginning Fall 2022, 27 permanent Board of Directors were elected from the nominated list of Chinatown property owners and community members. An Executive Director led the organization for more than half of 2022.

OCIC is guided by its Board of Directors and three committees: (1) Civil Sidewalk, (2) District Identity and Placemaking and (3) Land Use, all of which meet monthly. All Board and committee meetings are open to the public. OCIC prioritizes equity, proudly serving the multi-lingual needs of the community by making every meeting accessible via English, Cantonese and Mandarin in both written materials and spoken dialogues by translating every document and providing interpretation services. Translated information is used by community members at every meeting. Occasionally, OCIC also makes available Korean and Vietnamese language translation services based on the needs of our meeting participants.

Oakland Chinatown is a vibrant neighborhood located in the heart of Oakland, California. It is home to a diverse mix of businesses and non-profit cultural centers, as well as a number of residential buildings. The area is known for its vibrant street life, with colorful storefronts and a bustling pedestrian-friendly atmosphere.

Oakland Chinatown has a long and rich history, with roots dating back to the 1850s when Chinese immigrants first began settling in the area. Today, the neighborhood is home to a thriving Chinese-American community, with many businesses and cultural organizations serving the local population. Immediately evident to any visitor, key to Oakland Chinatown's uniqueness is the predominance of Cantonese, Mandarin, and Vietnamese as many community members' primary language.

Like many urban areas, Oakland Chinatown has faced a number of challenges in recent years, including issues related to street cleanliness, safety and security, cultural vibrancy, and

homelessness. The priority of OCIC during its first year of operations was to respond to the desires of the Oakland Chinatown community as expressed by property owners within the Chinatown CBD during the establishment of the CBD. It was indicated their desire for the following priority special benefit services within the Chinatown CBD:

1. Sidewalk cleaning and graffiti removal
2. Community ambassador and security patrols
3. Support of special events, décor, and street events
4. Response to homelessness, panhandling, and loitering

One of the major challenges facing the Oakland Chinatown CBD is the issue of street cleanliness. The area is known for its bustling street life and vibrant storefronts, but it can also be affected by litter and debris, as there are many food-oriented establishments such as eateries, restaurants, and grocery stores in the Chinatown CBD. Litter and debris can create a less welcoming and attractive environment for both residents and visitors and can also impact the overall image and reputation of the neighborhood. To address this issue, OCIC contracted with Family Bridges, Inc. (Family Bridges) to implement a number of sidewalk cleaning and beautification programs, including the deployment of early morning pressure washing, sweeping and litter removal initiatives. In addition, community organizations and volunteers have organized clean-up events and have worked to educate residents and visitors about the importance of keeping the neighborhood clean.

Safety and security are also concerns in Oakland Chinatown. The neighborhood has a higher-than-average crime rate, and residents and business owners have expressed concerns about incidents of hate crime, burglary, theft, vandalism, and other types of crime. To address this issue, the community has implemented a number of security and community safety initiatives, including working with the Oakland Police Department to have a regular presence in the neighborhood, partnership with 3 volunteer community patrol groups, establishing presence of cleanup crews and community ambassadors via Family Bridges Ambassadors, and negotiating a security patrol contract for presence at night. In addition, OCIC and other local community organizations have worked to educate residents and business owners about how to stay safe and have advocated for policies and programs that support public safety. The Chinatown CBD has an active and thriving informal dialogue network of community residents and business owners that communicate with one another to help stay safe. For example, when there is a call to help, volunteers show up to help the community.



**OCIC WeChat community: connect volunteers and ambassadors**

Cultural vibrancy is an important aspect of Oakland Chinatown. The neighborhood is home to a thriving Chinese American community, with many businesses and cultural organizations serving the local population. To enhance cultural vibrancy, the Oakland Chinatown CBD has implemented several initiatives, such as supporting local organizations, and the organization of special events and festivals. OCIC added to the cultural momentum of the Oakland Chinatown by hosting well-received inaugural street festivals in 2022 for two Chinese holidays, with plans for more special events in the future. The street festivals featured a wide range of activities, including food stalls, cultural performances, and art exhibits, and attracts thousands of visitors from around the Bay Area. In addition, the neighborhood is known for its colorful storefronts and decorative elements, which contribute to its unique character and atmosphere.

Homelessness is another issue in Oakland Chinatown. The area has a significant homeless population, and residents and business owners have reported instances of panhandling, drug use, and other forms of antisocial behavior. To address this issue, the Oakland Chinatown CBD has contracted with Family Bridges for ambassador services to provide services and support to the homeless population, including the establishment of shelters and resource centers and the deployment of outreach workers. The unsheltered community is provided with compassionate first response grounded in empathy, service, and community. In addition, OCIC and Family Bridges have worked to educate residents about the needs and challenges facing the homeless population and have advocated for policies and programs that support housing and other services for those in need.

Overall, Oakland Chinatown is a vibrant and culturally rich neighborhood that is facing a number of challenges. However, the community is strong and resilient, and is working to address these issues and ensure that the neighborhood remains a welcoming and inclusive place for all. Through a combination of community efforts, policy advocacy, and private initiatives, the Oakland Chinatown CBD is making progress in addressing these challenges and building a brighter future.

In recent years, Oakland Chinatown has undergone a number of revitalization efforts, aimed at improving the area for both residents and visitors. These efforts have included the development of new housing, the creation of public spaces, and the restoration of historic buildings. Despite these efforts, Oakland Chinatown still faces a number of challenges, including issues related to gentrification and the displacement of long-time residents. However, the community remains strong and is working to address these issues and ensure that the neighborhood remains a vibrant and welcoming place for all.

Overall, Oakland Chinatown is a lively and vibrant neighborhood with a rich history and a bright future. It is a vital part of Oakland's cultural and economic fabric and is a must-visit destination for anyone interested in experiencing the city's diverse communities and cultures.

## **1. Boundaries of the BID/CBD.**

The boundaries of the Chinatown Community Benefits District (Chinatown CBD) were established in 2021. There are no proposed changes to the boundaries of the Community Benefit District.



## 2. Improvements & Activities in 2022

### Administration

- Held every board meeting, community outreach, community meeting, event planning and event in Chinese and English written and through verbal dialogues. Some meetings also had Korean and/or Vietnamese language availability.
- Signed a lease for an office space at 638 Webster St Suite 220, in the middle of Chinatown with a medium size conference room for the many meetings that occur.
- Entered into an agreement with four firms to provide financial services for OCIC: (1) Sure Payroll for payroll services, (2) New City America for bookkeeping services until July 2022 when the bookkeeping services were replaced by Jeffrey J. Lee & Company, (3) Jeffrey J. Lee & Company for financial auditing services, and (4) Menjivar & Company for income tax returns.
- Organized and hosted Oakland Chinatown Improvement Council’s first permanent board election on August 29, 2022. 27 Board of Directors were elected.
- Councilmember Nikki Bas swore in the first permanent Board of Directors at the OCIC Office on October 11, 2022. The first permanent Board of Directors elected the Treasurer, Vice President, and Secretary for OCIC operations starting October 2022.

### Promotion and District Evolution

- OCIC logo and brand contest was created. Community artists submitted several logo proposals and OCIC selected the current OCIC logo to brand all OCIC-related materials.
- Worked with a website designer to design and create OCIC’s website at ocic-ca.org utilizing the newly branded OCIC identity.
- Created the social media presence for the OCIC organization.

*Table 1 Social Media Presence and Contact Data as of December 31, 2022*

Facebook OCIC	151 Followers 49 posts in 2022
Instagram OCIC	1,132 Followers 63 posts in 2022
E-mail Newsletter	Event and meeting notifications e-mailed to board members and interested community members several times a month
WeChat Group OCIC	650 Members

- The OCIC Land Use Committee is tracking the progress of proposed building projects such as Lake Merritt BART Station and Strada building development. EBALDC and Strada have partnered together on their proposal to build new buildings next to the Lake Merritt BART Station. OCIC is communicating the Chinatown CBD's interests on projects.
- Entered a promotional advertisement in the Wa Sung Community Service Club Directory to promote the Chinatown CBD. Wa Sung Community Service Club is a local organization that helps API youth.
- Provided \$500 in funding for promotion, and staff support to the Asian Pacific American Labor Alliance (APALA) "API Women Rising" event.
- Worked with the East Bay Local Development Corporation (EBALDC) to apply for the "Robert Wood Foundation Grant" to improve community use of data to improve racial equality.
- Entered into an agreement with specialty events management company OMG Entertainment to organize and manage street festivals for OCIC.
- Organized and hosted OCIC's first large-scale event, the July 30, 2022, All Day Qi Xi Street Festival. Themed "Behind the Media, The Real Chinatown", more than 70 volunteers, over 20 food vendors and over 50 arts/crafts/merchandise vendors and local businesses worked to create a vibrant street festival that resulted in many local Chinatown businesses to have lines out the door during the festival. The first large-scale event for OCIC was an invaluable experience that taught the organization how to better manage staging, cleaning, security, promotion, and performances for future promotional events.
- Governor Gavin Newsom designated Lunar New Years into a state holiday on September 30, 2022. To celebrate the newly designated Lunar New Year State Holiday, the Board of Directors decided to host the Lunar New Year Parade to occur on January 29, 2023. It was the first parade held in Oakland Chinatown in over half a century. A lot of work went into organizing and marketing the parade in late 2022. OCIC oversaw the planning of the Lunar New Year parade, which included securing permits, setting a budget of \$33,000, and engaging stakeholders. OCIC designed a parade route, coordinated with local authorities, and recruited volunteers and staff to ensure the event's success. Throughout the lead up to the event, OCIC implemented a marketing strategy to promote the event including videos, posters, postcards and word of mouth marketing. Cultural and business organizations were invited to showcase the rich traditions of Lunar New Years.
- Partnered with Skylink TV to record an episode of television show 夏一個家, translated as Finding Home in English, with prominent Hong Kong actress Lana Wong Ha-Wai in Oakland Chinatown. The recording brought media coverage of Oakland Chinatown locally, to the Chinese-speaking population online, and to Chinese people watching

Skylink TV on television in Asia. Furthermore, working with Lana Wong Ha-Wai established a deeper relationship between Oakland Chinatown and the roots of its cultural heritage.

- Held a I-880 area walk with Councilmembers Nikki Fortunato Bas and Carrolle Fife in November 2022 to discuss issues and opportunities for improvement in the areas around, under, and near the Interstate 880 freeway, which inhabits part of the historical Chinatown pre-freeway construction and borders upon the current boundaries of Oakland Chinatown.
- Organized and hosted the inaugural Dongzhi Winter Solstice Festival on December 3-4, 2022, which attracted many visitors to Oakland Chinatown in December, a month that typically attracts fewer patrons. More than 200 volunteers, over 23 food vendors and over 30 arts/crafts/merchandise vendors and local businesses participated in this first-of-its kind street festival in Oakland. The event also drew attention to the Dongzhi Holiday, an important holiday for the Chinese people to celebrate with family and friends.

## **Community Safety**

- Started communications with and partnered with 3 volunteer community groups that provide community patrol services.
- After many events that reflect an alarming amount of API hate crimes and violence, OCIC hosted media events, held interviews, and rallied about API hate.
- Negotiated a contract with Defense Logistics Specialist Corp (DLSC) for overnight vehicle-based security patrol in the Oakland Chinatown CBD area with service starting on January 6, 2023. Three security vendors were considered and the company that was selected was chosen for its bilingual ability and understanding of AAPI community protection.

## **Maintenance, Beautification and Visual Aesthetics**

- Selected Family Bridges Inc. to start work on providing street cleaning, homeless intervention, street power washing, and graffiti abatement services.
- Worked with Family Bridges Inc. to acquire a truck with pressure washing equipment.
- Negotiated and signed a contract with Family Bridges Inc. for Ambassador services. The service started in July 2022, with 80 ambassador service hours per week.
- Worked with Family Bridges Inc. to increase the Ambassador personnel hours. By December 2022, the weekly ambassador service increased to 149 hours.
- OCIC is continually encouraging Family Bridges Inc. to hire more people that can speak one or more of the non-English languages spoken by the community. The community has been grateful for the Chinese speaking ambassadors that had been serving. OCIC

hopes that future ambassadors will have even further non-English capabilities as there are many languages spoken in Chinatown.

- Began work with World Wildlife Fund (WWF) to help the Oakland Chinatown community reduce environmental impacts. OCIC will be an educational partner of the City of Oakland to prevent Oakland Chinatown businesses from receiving citations for improper disposal and sorting of waste materials. The initiative is scheduled to launch Spring-2023.
  - The Chinatown Partnership Chinatown Food Waste Reduction Pilot - OCIC is a community partner working with Oakland, Stop Waste (county), Pacific Coast Collaborative (regional) and global partners (WWF in PCFWC). OCIC has been working on a partnership that brings the people, policy and outreach together, with appropriate cultural and linguistic reach to assist Chinatown merchants with language and cultural barriers, and waste management struggles.
- Authorized funding of cleanup materials for the ToiShan Benevolent Association to use during the Holiday shopping season Sunday Street (from Dec. 4, 2022, to Jan.22,2023) cleanings of Oakland Chinatown on Sundays for 8 weeks. The ToiShan Benevolent Association augmented the work of Family Bridges Ambassadors and provided additional sidewalk cleaning services for the Chinatown BID.
- Built relationships with the local community to provide education about the Oakland Façade and Tenant Improvement Program Grant to small business owners and property owners to enable owners to receive funding to improve the appearance of their properties.

In 2022 OCIC entered into an agreement with Family Bridges to provide district ambassador services including street cleaning, graffiti abatement, pressure washing, and homeless intervention services. Street pressure washing services are provided from 5AM to daybreak in a different section of the CBD area daily. Ambassadors perform light-duty cleaning services such as sweeping and graffiti abatement during daytime hours.

Family Bridges Inc. ambassador services include but are not limited to:

- Sidewalk and curb-line cleaning from property line to 18” into the street.
- Removal of litter, leaves, weeds, and other debris from tree wells and median strips.
- Removal of graffiti from private property with authorization, and from public property (or referred to city services).
- Removal of all decals, flyers and stickers from public surfaces.
- Proper disposal of all collected refuse and debris.
- Monitoring public litter bins for overflow and keeping them clean.
- Pressure washing on a regular basis and as needed

- Removing weeds from tree wells, sidewalks, curbs and property lines.
- Safety and hospitality services including:
  - Engaging with local businesses and residents to establish relationships, listen to concerns, support and facilitate further contacts.
  - Some ambassadors can speak Cantonese, Mandarin, Vietnamese or Laotian with non-English fluent speakers.
  - Personal safety escorts when requested within the Chinatown CBD boundaries and only on public property.
  - Seek compliance with local ordinances around quality of life.
  - Report any criminal activity to Oakland police.
  - Engage with pedestrians to provide directions and information about the Chinatown CBD and Oakland including businesses, restaurants, attractions and activities.

OCIC works with Family Bridges to provide street cleaning and maintenance to enable an enjoyable environment for Chinatown patrons. Family Bridges is contracted by OCIC to directly hire, supervise, direct, and provide support to the ambassadors serving the Chinatown community. Preference is given to local hires, especially those that have an interest in serving Chinatown or speaks one of the non-English languages spoken in Chinatown. Many ambassadors are formerly incarcerated or were formerly homeless, which enables them to be empathetic to the plight of homeless people residing in Oakland Chinatown, and to be more effective in helping homeless people with their knowledge of available resources.

**a. Community Ambassadors:** Weekday ambassadors that clean/pressure-wash sidewalks, de-escalate, and help the community as responders.

**b. Street ambassadors:** Ambassadors in training, working on weekdays/Saturdays. They are ambassadors that don't de-escalate (but can request community ambassadors' de-escalation services). As part of OCIC's vendor workforce development program, the team brings on some of their Cabin residents (unhoused mothers in 2022) to gain work experience, with a focus on sidewalk cleaning.

**c. Volunteers:** Unpaid volunteers to assist ambassadors and supplement ambassador services. Community ambassadors, by choice, often spend their own free time to be volunteers and participate in community events hosted by OCIC as ambassadors.

Below are chart of outcomes and services provided from our ambassadors in 2022:

## Community Ambassador Services for 2022

Table 2 Personnel Numbers

STAFFING	JULY	AUG	SEP	OCT	NOV	DEC
Community Ambassadors	3	3	3	3	3	4
Street Ambassadors	1	4	3	3	3	3
Volunteers	3	3	3	3	1	1
TOTAL	7	7	9	9	7	8

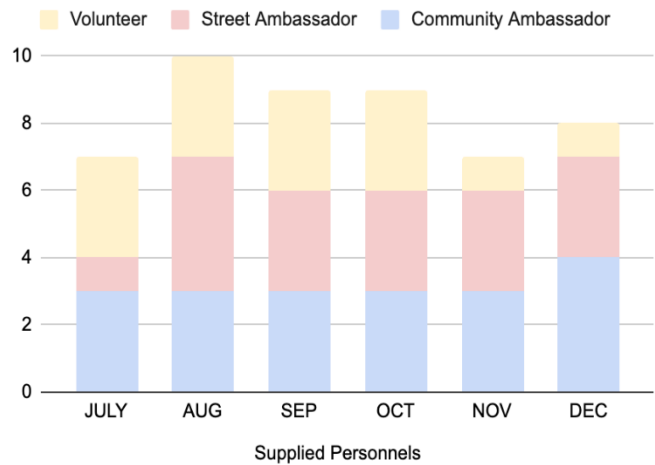


Table 3 Service Hours in 2022

Service Hours in 2022	JULY	AUG	SEPT	OCT	NOV	DEC
Community Ambassadors	240	240	269	252	248	436
Street Ambassadors	80	215	120	168	64	160
Volunteers	100	105	115	52	72	25
TOTAL	420	560	504	472	384	621

Table 4 Ambassador Hours of Operation

Services	Monday to Friday	Saturday
Power Washing	5am to 9am	
Community Ambassadors	9am to 4pm	
Street Ambassadors	12pm to 4pm	10am-2pm (started in December 2022)

Community Ambassador Services (Started 7-2022)	社區大使	7月	8月	9月	10月	11月	12月	YTD
社區大使	服務	JULY	AUG	SEP	OCT	NOV	DEC	
<b>Relationship Building &amp; Community Healing</b>								
Conversations with community members	與社區成員的對話	408	712	1,021	503	407	822	3873
Merchant checks	商家照應	244	412	459	168	324	193	1800
Homeless outreach occurrences	無家可歸者幫助活動	84	202	355	289	812	431	2173
<b>Street Safety &amp; Revitalization Activities</b>								
Pounds of garbage removed	清除垃圾磅數	5,445	9,020	10,175	9,075	6,385	8,085	48185
Bio-waste removal	清除生物廢物	49	145	69	48	42	54	407
Illegal dumping	非法傾倒	67	122	77	70	96	34	466
Graffiti removed	清除塗鴉	10	20	30	4	0	10	74
Graffiti removed (in square feet)	清除塗鴉(平方尺)			900	56	0	1500	2456
# of blocks power washed	高壓清洗街區數	100	138	50	42	28	10	368
# of blocks cleaned	數			75	28	41	41	185
311 requests (See, Click, Fix)	311請求市府處理(查看、點擊、修復)	67	92	69	43	83	32	386
Needles found and disposed of	針頭發現並處理	0	4	220	124	77	351	776
Painting/touch-up/washing	油漆/修飾/清洗	10	20	7	21	15	5	78
<b>Public Safety &amp; Response</b>								
De-escalated/Diffused situations	緩解/分散情況	5	7	8	3	6	10	39
Directions/referrals to community resources	指路/轉介社區資源	82	191	33	240	294	121	961
911 calls	911 電話	0	2	1	0	0	0	3
Special events	特別活動*	4	3	1	1	1	2	12

### **3. Improvements and activities planned for 2023 calendar year.**

After successfully wrapping up OCIC's first year of administrating the Chinatown CBD, OCIC will continue to provide promotional services, advocacy, street beauty maintenance, ambassador services, outreach services, safety protection services, and Chinatown events in the district in 2023.

OCIC's plans for 2023 include the following:

- a) Finished organizing and hosted the inaugural Lunar New Year Parade on January 29, 2023, in Oakland, CA.
- b) Organized for a successful 2024 Lunar New Year Parade in Oakland Chinatown.
- c) Organized and hosted the second annual Qi Xi Summer Street Festival.
- d) Organized and hosted the second annual Dongzhi Holiday Street Festival during Winter 2023.
- e) Entered into contract with DLSC on January 5, 2023, and started regular security patrol services at night in Oakland Chinatown beginning January 6, 2023.
- f) Work on designing and creating a gateway to Oakland Chinatown representative to the district's identity.
- g) Continue evaluating proposed development projects to ensure the Chinatown CBD has a voice in the development process.
- h) Build and strengthen relationships with Oakland Chinatown businesses, property owners, and patrons.
- i) Strengthen OCIC's communication with stakeholders so they can meaningfully contribute their ideas in improving the Chinatown CBD area.
- j) Provide educational outreach for Oakland Chinatown business owners and property owners to utilize to enhance their properties.
- k) Begin the organization of a regular series of night food festivals.
- l) Continue to promote local arts organizations to place more murals and art in the district.
- m) Create an online directory of businesses for the use of promoting Chinatown patronage on social media and printed collateral.
- n) Worked with Family Bridges to develop a system for a more regular reporting of the services rendered to the community.
- o) Create a dedicated page on the OCIC website showing the work and services rendered by the ambassadors. Results of the cleanup efforts and outreach will be shown on the website.



- p) Create Ambassador cards for ambassadors to use for communicating with the community about services they render.
- q) Signed a contract with DLSC for the provision of vehicle-based security services on January 5, 2023, and subsequently started nightly security patrol services on January 6, 2023.
- r) Evaluate the satisfaction of the DLSC-provided security service and expand the operation with extended hours such as daytime operational hours or beyond the duration of the shopping season.
- s) Form a reporting system of non-emergency security incidents so that the patrolling security teams can respond or investigate. The reporting system could include the ability to provide a description and pictures of an incident.

#### 4. Estimated costs of providing improvement and services in 2023.

<b>Chinatown Business Improvement District</b>			
<b>Fiscal Year 2023 Budget</b>			
<b>Projected Assessment Revenue</b>		<b>\$ 1,263,370.00</b>	
<b>Allocation per District Management Plan:</b>			
	<b>Administration</b>	<b>20%</b>	<b>\$ 252,674.00</b>
	<b>Civil Sidewalk</b>	<b>66%</b>	<b>\$ 833,824.20</b>
	<b>District Identity Placemaking</b>	<b>14%</b>	<b>\$ 176,871.80</b>
<b>Administration</b>		<b>2023 Allocation</b>	<b>2023 Budget</b>
		<b>\$ 252,674.00</b>	<b>\$ 252,674.00</b>
	Administrative Contingency		\$ 15,000.00
	Accounting Fee		\$ 12,000.00
	Annual tax return		\$ 2,000.00
	Bank Charges		\$ 200.00
	Board meeting Interpreters		\$ 12,000.00
	Insurance-Liability D and O		\$ 10,000.00
	Job posting		\$ 1,000.00
	Legal Fees		\$ 6,000.00
	License and Fee		\$ 300.00
	Office Expenses		\$ 800.00
	Office Equipment		\$ 3,000.00
	Office Furniture		\$ 1,000.00
	Office Rent		\$ 36,000.00
	Office Utilities		\$ 7,000.00
	Postage, Mailing Service		\$ 1,000.00
	Printing and Copying		\$ 500.00
	Staff and Directors Development		\$ 5,000.00
	Telecommunication Expense		\$ 7,400.00
	Admin. Assistant Salary and Benefit Analyst-SP		\$ 30,898.00
	Admin. Assistant Salary and Benefit		\$ 45,876.00
	On Hiring. Executive Director salary w/benefit		\$ 42,400.00
	Payroll Fees		\$ 300.00
	Payroll Tax		\$ 13,000.00

<b>Civil Sidewalk</b>	<b>2023 Allocation</b> <b>\$ 833,824.20</b>	<b>2023 Budget</b> <b>\$ 833,824.20</b>
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Civil Sidewalk Contingency		\$ 39,417.29
<b>Community Ambassador Services Contract</b>		
	<i>2022-2023 Family Bridges Ambassador contract, between December 1, 2022 to June 30, 2023</i>	\$ 284,375.00
	<i>2023 Family Bridges Ambassador contract, between July 1, 2023 to November 23, 2023</i>	\$ 125,000.00
<b>Security Patrol Services</b>		
	<i>Overnight security patrol services between January 2023 to March 13, 2023</i>	\$ 90,537.91
	<i>Overnight security patrol services between March 13, 2023 to December 31, 2023</i>	\$ 155,594.00
City of Oakland Holiday Shopping Season Grant		\$ (20,000.00)
OCIC Logo Uniform Vests		\$ 2,500.00
Volunteer Appreciation: t-shirts, food and snacks		\$ 2,500.00
Miscellaneous		\$ 5,000.00
Communications Equipment		\$ 9,000.00
ED salary w/ benefits		\$ 42,400.00
Staff Program Coordinator (inclusive of benefits)		\$ 97,500.00

<b>District Identity Placemaking</b>	<b>2023 Allocation</b> <b>\$ 176,871.80</b>	<b>2023 Budget</b> <b>\$ 176,871.80</b>
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District Identity Placemaking Contingency		\$ 8,400.00
ED. Salary w/ benefits		\$ 42,400.00
Lunar New Years Parade		\$ 33,000.00
<b>Lighting Program</b>		
	<i>Lighting Program: Planning</i>	\$ 10,000.00
	<i>Lighting Program: Implementation</i>	\$ 16,471.80
District Identity Planning and Signage		\$ 10,000.00
Outreach / Event Promotion and Sponsorship		\$ 28,600.00
Website and Social Media		\$ 5,000.00
<b>Lincoln Square Park Community Nights</b>		
	<i>May</i>	\$ 4,000.00
	<i>June</i>	\$ 2,500.00
	<i>July</i>	\$ 2,500.00
	<i>August</i>	\$ 2,500.00
	<i>September</i>	\$ 2,500.00
	<i>October</i>	\$ 4,000.00
Chinatown Trash Bin Beautification		\$ 5,000.00

## **5. Method and basis for levying the assessment.**

Full details about the method and basis for levying the assessment is outlined in the “The Oakland Chinatown Community Benefit Management District Plan, Final Plan (Revised) dated July 22, 2021”, beginning on page 23 on file in the Office of the City Clerk.

In accordance with the District Management Plan, “The District budget and assessments may be subject to annual increases not to exceed 5% per year. Increases will be determined by the Owners’ Association/District Management Corporation and will vary between 0% and 5% annually.” (District Management Plan, Page 10, Cap and District Management Plan, Page 21, Operating Budget). As per the plan, assessment increases require a discussion and approval by the OCIC Board of Directors.

Overall costs had experienced a notable increase during the Fiscal Year 2022/2023. An increase in tax assessments is necessary to address the changing costs associated with providing services. In particular, the contract with DSLC, which provides vehicle patrol services, has incurred significant expenses. By implementing the nominal assessment increase, the Oakland Chinatown Improvement Council aims to maintain the consistent delivery of services to the community.

To ensure the consistent delivery of services, the Board unanimously recommended a 5% increase in tax assessments for the upcoming fiscal year. This recommendation was made during the May 25, 2023 Executive Committee meeting and subsequently discussed and approved at the May 30, 2023 OCIC Board of Directors meeting. The Board meeting, attended by 17 in-person board members, resulted in the unanimous approval of the 5% assessment increase. In compliance with the Brown Act Section 54954.6, the Oakland Chinatown Improvement Council will send written notices via First Class mail to all property owners within the District, informing them of the approved increase.

## **6. Surplus or deficit to be carried over from Fiscal Year 2022 to 2023 calendar year.**

The carry forward from 2022 to 2023 is \$550,345.68. A carryover fund of \$300,000 will be set aside for reserve and contingency funds. Any remaining funds that are not allocated to reserve or contingency funding from the monies carried forward will be allocated to the committees in the 2023 budget by the following percentages: 66% to Civil Sidewalk, 14% to District Identity/Place Making and 20% to Administration. Due to OCIC's infancy and its first year of administering the CBD, OCIC has not yet had many large expenditures. As OCIC hits its stride, more recurring expenses to provide more services are planned, which means that such surplus will not be expected for future years. As indicated in Section 3 – 2023 Planned Activities and 4 – 2023 Budget of the annual report, OCIC has budgeted for a plethora of planned activities in the 2023 year. The bulk of the remaining carryover spending will be allocated to the vehicular security patrol services (\$246,131.91)

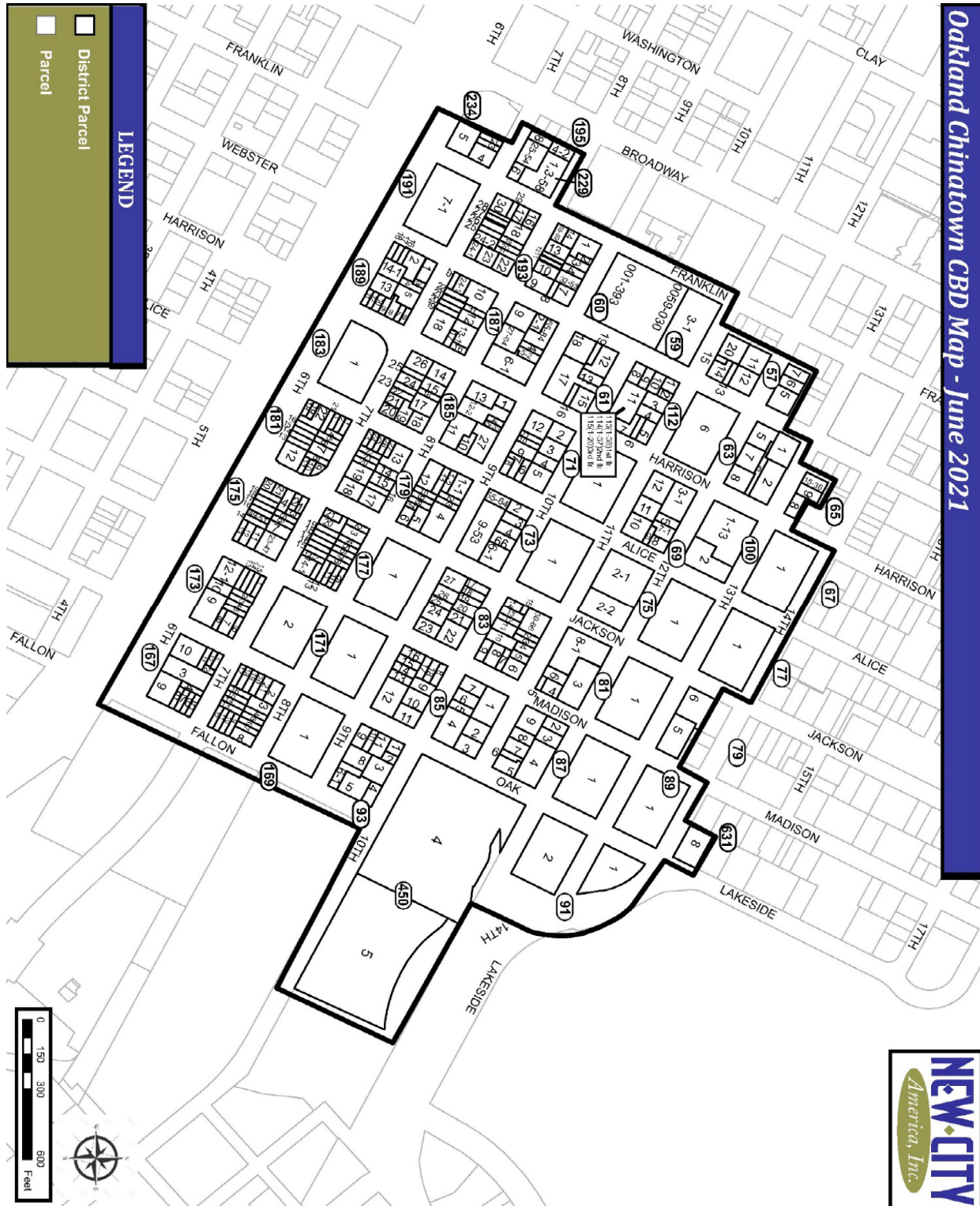
## 7. Amount of any contributions to be made from sources other than BID/CBD assessment to be levied.

In 2023 contributions other than the assessments, are expected to be obtained through fundraising, donations and grants.

<b>Amount projected to be received</b>	<b>Category</b>	<b>Description</b>
\$20,000.00	Grant	City of Oakland Holiday Shopping Season Grant, intended to help the BID to encourage shoppers to visit the area to shop during the Holiday season
\$10,000	Fundraising	Year-end OCIC Fundraising Dinner
\$17,500	Grant	World Wildlife Fund (Pacific Coast Food Waste Commitment): Food Waste Reduction Pilot in Oakland Chinatown
<b>\$47,500.00</b>	<b>TOTAL</b>	

# Appendix:

## Chinatown CBD Map 2021-2022



## Pictures of Ambassador Work Helping the Community



*Figure 1 Trash and needles from knocked over rubbish bins were cleaned up by Community Ambassadors and then subsequently picked up by the rubbish truck.*



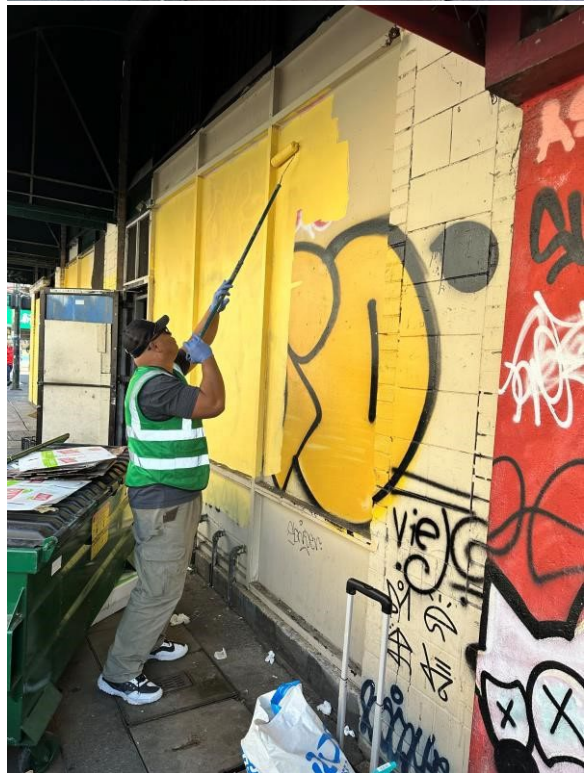


Figure 2 Graffiti Removal



Figure 3 Graffiti removal on 7th Street between Broadway and Franklin



Figure 4 Graffiti removal on 12th St

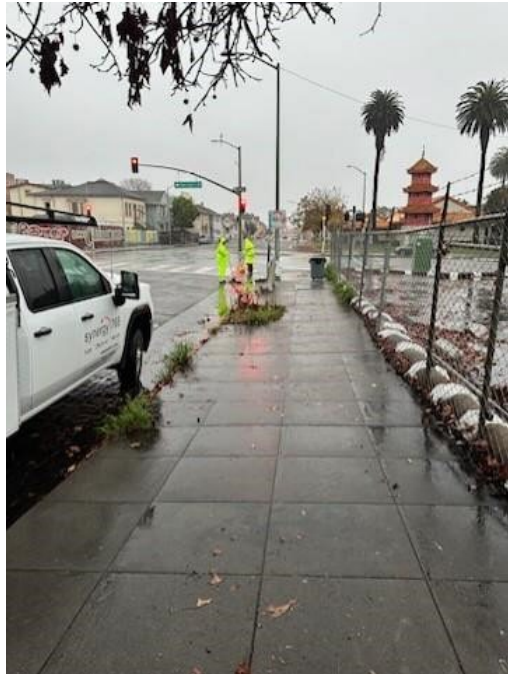
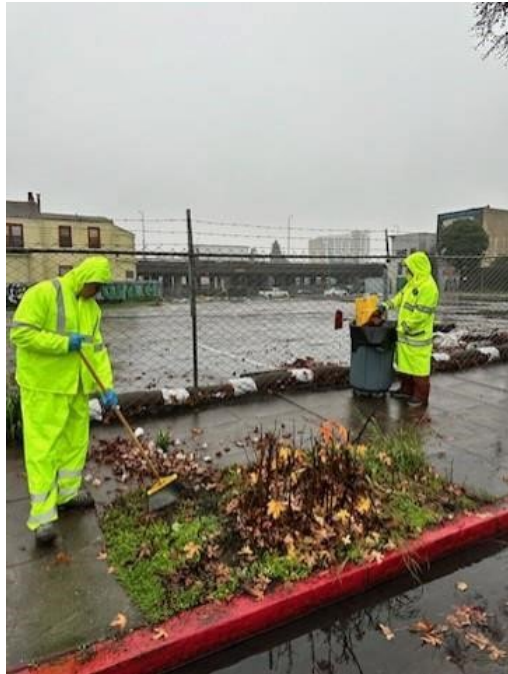
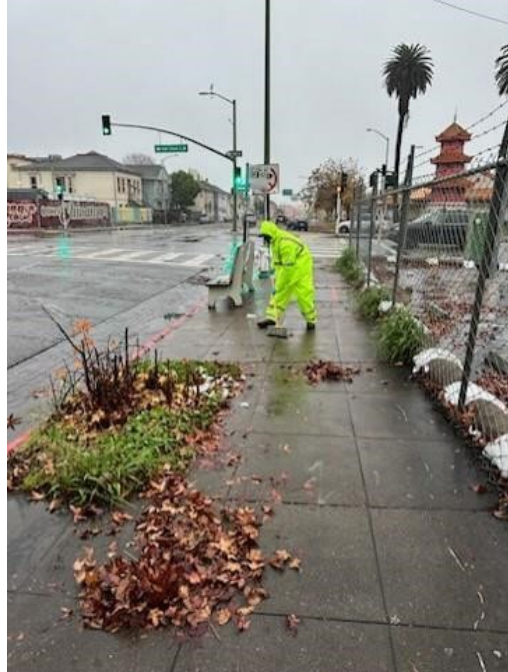
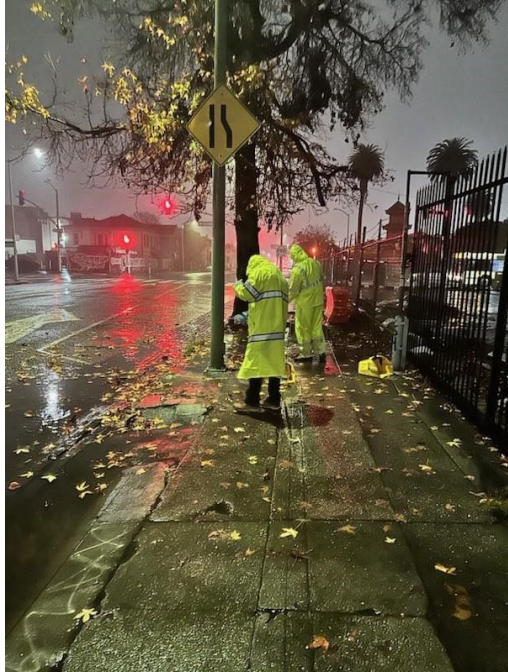
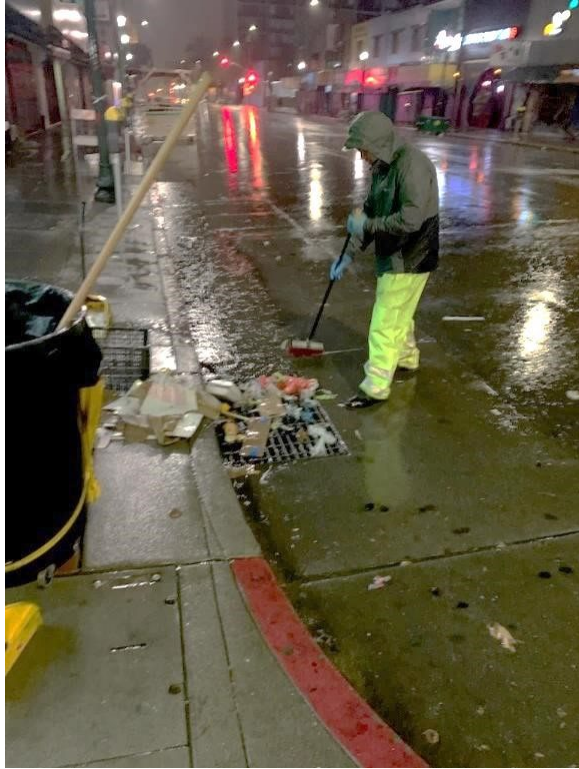


Figure 5 Community Ambassadors sweeping up wet leaves to clean up sidewalk



*Figure 6 Community ambassador cleaning storm drain to prevent flooding*

# OAKLAND TOURISM BID ANNUAL REPORT PREPARED BY VISIT OAKLAND

## FY 2022/2023

### OAKLAND, CALIFORNIA

**1. Any proposed changes in the boundaries of the BIMD or in any benefits zones within the district:**  
There are no proposed changes to the boundaries of the Business Improvement Management District.

**2. Improvements and activities provided in 2022:**

Increased sales staff to generate more corporate meetings and increase room night bookings, increased PR and advertising for the City of Oakland, and the See Things from Our Side Campaign. Membership and advocacy for hotels with associations such as Cal Travel and Visit California participated in campaigns that generated more room night bookings. Total room night leads have increased by 275% from the prior year, and total room bookings will exceed prior years.

January 2022:

- Attended Professional Management Association Convening Leaders, Las Vegas
- Conducted What's New in 2022 media outreach
- Visit California CEO Mission in Mexico City

February 2022:

- Hosted Unscripted with local news directors and media
- Worked on media outreach and secured press opportunities for Black History Month
- Sponsored Black Joy Parade
- Sponsored Annual Black Vines Toast to Black Wineries and Diverse Art

March 2022:

- Hosted Oakland Restaurant Week
- Worked on media outreach and secured press opportunities for Oakland Restaurant Week
- Attended the Spirit Open with OAK Airport Marketing - Spirit Airlines Charitable event in Florida
- Attended Powerful women of the Bay Area awards luncheon

April 2022:

- Hosted 3 day Press Trip with 7 visiting journalists
- Sponsored Oakland Art Murmur's Art Walk
- Partnered with Chef Tu to create IG Reels to promote a few restaurants along the Vegan Trail
- Exhibited at the Meeting Professional International Annual Conference and Expo, SF
- Attended and presented at California Society of Association Executives Elevate Conference, California

May 2022:

- Hosted Unscripted event with city officials and public officers
- Launched Oakland Cannabis Trail
- Worked on media outreach for Oakland Cannabis Trail
- Hosted Cannabis Trail kickoff dinner
- Attended IPW, Orlando: Meeting with international and domestic buyers for one:one appointments and meetings with Journalists
- Attended HelmsBriscoe Conference in Las Vegas with one:one appointment with professional meeting planners
- Attended most successful and powerful Bay Area women's awards ceremony

#### June 2022:

- Sponsored Black Food & Wine Experience
- Attended Meeting Professional International World Education Conference with one:one Appointments with corporate meeting planners

#### July 2022:

- Exhibited and Panelist at Bay Area Business Travel Association Conference, Diversity, Equity, Inclusion and Community
- Attended CVENT Connect meeting in Las Vegas with one:one schedule appointments with meeting planners
- Sponsored lunch at Air Service World Congress along with OAK Airport Marketing
- Partnered with Kind Traveler and Visit California campaign

#### August 2022:

- Launched Oakland Vegan Trail
- Launched A Seat at the Town Table - Mayor Debate
- Sponsored Oakland Symphony Summer Stage
- Sponsored 60th Anniversary Celebration of Sistership Between Oakland & Fukuoka, Japan

#### September 2022:

- Sponsored Pride Fest
- Hosted Pride Honor Dinner
- Hosted Unscripted event with Oakland BID Leaders
- Sponsored Hiero Day
- Sponsored First Friday - "Oakland Proud"
- Attended Visit California, Visit Native California Promotion in Palm Springs
- Attended Visit California Media Outreach Reception in San Francisco
- Hosted media outreach events and press meetings in New York
- Attended and presented at Professional Convention Management association:  
Learn. Engage. Act. Participate

#### October 2022:

- Sponsored Dia De Los Muertos
- Sponsored Dogfest Bay Area (Jack London Square)
- Attended Routes World 2022 with the OAK Airport Marketing team
- Attended IMEX International Trade Show in Las Vegas meeting with Key Meeting planners
- Attended Northern California sales mission in Washington, DC meeting with key association and corporate meeting planners
- Attended Northern California sales mission in New York meeting with Key association and corporate meeting planners

#### November 2022:

- Hosted Black Panther: Wakanda Forever Movie Premiere w/ The Town Experience and Black Joy Parade
- Sponsored McMullen 15th Anniversary
- Supported Oakland Cannabis Equity Week
- Sponsored Meeting Professionals International Gala in San Francisco with 8 partner Hotels

#### December 2022:

- Supported Think Oakland First

- Sponsored 5th Annual Black Sunday Holiday Expo
- Participated in California Society of Association Executives Conference/Tradeshow in Sacramento along with Sales staff from 7 partner hotels
- In 2022 we welcomed 34 journalists and influencers to Oakland resulting in 131 media placements and 354M media impressions

### **3. The improvements and activities to be provided for 2023:**

The OTBID specific benefits directly to assessed lodging business by increasing room night sales. Marketing, advertising, sales, and special events will increase overnight tourism and market-assessed lodging businesses as tourist, meeting, and event destinations, thereby increasing room night sales.

January 2023:

- Sponsored Chinatown Lunar New Year Bazaar - Created landing page
- Published Inspiration Guide
- Attended Professional Mgt Convention/Tradeshow in Columbus OH
- Sponsored Mistah F.A.B. Week
- Annual Sponsorship of the Oakland Roots & Oakland Soul
- Hosted media outreach and press meetings in Mexico City

February 2023:

- Created Black History Month Landing Page
- Sponsored Black Joy Parade
- Sponsored Annual Black Vines Toast to Black Wineries and Diverse Art
- Sponsored Mayor's Breakfast Event at the Oakland Marriott (Oakland Chamber) - One Oakland Celebration
- Sponsored San Francisco Business Times at the Oakland Marriott - Mayor Economic Forecast
- Sponsored Professional Convention Mgt Bay Area Chapter Town Hall
- Attended California Society Association Execs Sacramento Crab Feed

March 2023:

- Hosted Oakland Restaurant Week
- Sponsored Powerful Women Luncheon
- Hosted local client event, Oakland A's game/reception
- Attended Volaris Inaugural Flight Reception at Oakland Airport
- Participated in CA Society Association Execs local Chapter Volunteer/Day of Service

April 2023:

- Sponsored Dogtrekker Dogcaytion Campaign
- Attended CA Society Association Execs ELEVATE Conference in Santa Rosa
- Attended Simpleview Conference in Houston
- Organized and produced destination video shoot in partnership with Sunset Magazine

May 2023:

- Created AAPI Landing Page
- Celebrated National Tourism Week
- Sponsored Oakland Chinatown Chamber Annual Spring Banquet
- Sponsored Oakland Art Murmur Open Studio
- Sponsored Children's Fairyland Gala
- Hosted Impact510: The Town Tourism Day
- Sponsored and Attended Meeting Planners Intl Northern Annual Conference & Expo at Oakland Convention Center

- Attended HelmsBriscoe ABC Conference in Denver
- Attended U.S. Travel Assn's IPW Conference/Tradeshow in San Antonio
- Exhibited at Bay Area Business Travel meeting in Silicon Valley

#### June 2023:

- Created Juneteenth Landing Page
- Sponsored Black Food & Wine Experience
- Sponsored 14th Annual Juneteenth Festival
- Launching See Things From Our Side Vodcast
- Attended CA Society Assn Execs Bay Area Chapter Giants Game Networking Event
- Attend Professional Convention Mgt Local Chapter Lunch in Oakland
- Attend Meeting Planners Intl Convention/Tradeshow in Mexico

#### July 2023:

- Sponsoring Turf Inc. 11th Year Anniversary Dance Battle Competition
- Hosting AIR World Congress Reception at Claremont Hotel
- Hosting Michelin Guide Launch Party at the Chabot Space & Science Center
- Destination Partner Sponsorship at PLATFORM by James Beard Foundation at Pier 57 in New York from July 20-23, 2023
- Attend CVENT Connect Conference/Tradeshow in Las Vegas
- Entertain and Present to key third party clients HPN and HelmsBriscoe in Phoenix
- Digital ad buy - SF Bay Ferry and Bay Crossings
- Sponsor Meeting Professionals International Gala in San Francisco with 8 hotel partners.

#### August 2023:

- Sponsoring 50th Anniversary of Hip-Hop at OMCA
- Relaunching Oakland Ale Trail
- Sponsoring Oakland Chinatown Streetfest
- Sponsoring Oakland First Fridays (8/4) - It's our Anniversary!
- Attend Connect Meetings Marketplace Tradeshow in Minneapolis

#### September 2023:

- Sponsoring Pridefest Oakland
- Hosting Pride Honors Dinner
- Sponsoring Oakland First Fridays (9/1) - Oakland Proud / Korean Culture Fest
- Creating Hispanic Heritage Month Landing Page
- Attend HPN Partner Conference in Tampa
- Attend Northstar Meetings Conference in San Diego

#### October 2023:

- Sponsoring Dia De Los Muertos Festival
- Sponsoring Dogfest Bay Area
- Launching Annual Oakland Style Week
- Attend IMEX America Conference in Las Vegas
- Participate in SF Travel Sales Missions Washington DC/New York

#### November 2023:

- Attend Connect Meetings San Francisco Conference



- Attend Visit California Conference
- Planning to sponsor Oakland Zoo’s Glowfari

December 2023

- Support Think Oakland First
- Sponsoring First Friday (12/1) “Frosty Friday”
- Attend CA Society Assn Execs Seasonal Spectacular Conference/Tradeshow

**4. Estimated costs for providing the improvement and services in 2023:**

<b>Expense Category</b>	<b>%</b>	<b>Amount</b>
Marketing & Advertising		\$604,920
Sales		\$413,950
Administration		\$48,394
Special Events		\$48,384
Contingency		\$35,295
City Fee		\$36,295
<b>TOTAL</b>	100%	<b>\$1,209,840</b>

Revenue budget for 2022/202 is \$1,209,840 – Calculated at 806,560 occupied room nights at \$1.50/room night. The 2018 OTBID Management plan estimated an annual budget of \$1,542,000 due to the continued recovery from COVID’s impact on tourism; we budgeted to only collect 78% of the annual budget in the management plan.

**5. Method and basis for levying the assessment:**

A) Per the OTBID Management District Plan approved on 6/19/2018

\$1.50 per occupied room night at assessed hotels (i.e. lodging businesses with 50 or more rooms) Assessed hotels shall be every hotel within the City of Oakland that contains more than 50 rooms. Exemptions:

- a) Hotel rooms that are rented in excess of 30 consecutive days which are also exempt from the TOT
- b) Hotel rooms rented to any officer or employee of a foreign or domestic government on official business.
- c) Hotel rooms rented pursuant to contracts executed prior to August 1, 2015 that excluded collection of assessments.

B) The BID will not be requesting an annual assessment increase for the upcoming fiscal year.

**6. Surplus or Deficit for [upcoming fiscal year] to be carried over from a previous fiscal year.**

Carryover of \$87,982

**7. The amount of any contribution to be made from sources other than BID/CBD assessments to be levied.**

Measure C - \$895,548



## FY 2022-2023 ANNUAL REPORT TO THE CITY OF OAKLAND

**Downtown Oakland Association**

**388 19<sup>th</sup> Street, Oakland, CA 94612**

**tori@downtownoakland.org**

**510-238-1122**

### **1. Proposed Changes in boundaries of the CBD:**

There are no proposed changes to the boundaries of the CBD.

### **2. Improvements and activities provided during fiscal year 2022:**

**The District Management Corporation continues to have no employees and contracts out all services.**

#### **A. The Clean and Safe Committee:**

\$1,650,041.00 was allocated for Clean and Safe related activities in 2022. The key elements of the work of this committee are summarized as follows:

#### **I. Ambassadors/Safety and Maintenance:**

The district contracts with Block by Block (BBB) which provides hospitality and maintenance ambassador services. In 2022, we had 30 full-time ambassadors in addition to several part-time ambassadors dedicated to additional service contracts, dividing their work day between the two jointly managed districts according to the budget allocation. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, assisting those in need to the best of their abilities with kindness and compassion, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$111,000.00 per month from our organization and is operated under the on-site supervision of Operations Manager, Kathy Bretz (through October 1, 2022) and

**DOWNTOWN OAKLAND ASSOCIATION**

388 19th Street ■ Oakland, California 94612

Phone 510.238.1122 ■ Fax 510.452.4530 ■ info@downtownoakland.org ■ www.downtownoakland.org

Operations Supervisor Joe Sayphrarath, working out of the CBD office. In addition to ambassador services, the district also continued to improve and maintain hanging plants, back of BART planters, street-level planters, and over 3,000 linear feet of medians within our boundaries to green and beautify our district.

B. The Marketing and Branding Committee:

\$211,729.00 was allocated for Marketing and Branding related activities in 2022. The following represents the work of the Marketing and Branding Committee:

I. Social Media:

The district has accounts with Facebook, Instagram, Twitter, Constant Contact, and Flickr. In addition, we host a destination marketing platform Oakland Central, which utilizes a website and social media to promote downtown Oakland as a destination to work, dine, and explore. We accomplish this through the use of a social media coordinator that curates and posts stories, reels, etc., featuring businesses, events, and activations taking place in our downtown. We have positioned Oakland Central as a lifestyle and editorial platform by producing rich and engaging content created to educate, entertain, and inform. We leverage the Oakland Central user base for our small businesses by providing opportunities for them to market directly to an engaged audience through the production of original content that puts their businesses at the forefront. Individual business owners can visit the site, claim their business, and promote special events, promotions, etc. We also engage heavily with our business community outside of the Oakland Central Platform through email, where we receive marketing materials to promote and requests for event sponsorship, all contributing to more visibility for the business and more foot traffic downtown.

II. Branding and Marketing:

In 2022, the district resumed our public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate underutilized spaces in our CBD footprint with lunchtime performances of all types. The series ran from May through October, with performances held at Frank H. Ogawa Plaza. In addition to AMP lunchtime performances,

the district, in partnership with owners of the Rotunda Building and Garage, activated the plaza closest to the ground floor of that building, in an area we have dubbed “Pablo’s Alley”. These activations were conducted during the evening hours between 4-8pm, and included a curated vendor market, live music, games, and a food truck, and were intended to bring positive energy and a sense of community to the plaza. The efforts of this committee also serve to enhance the organization’s role in activating ground-floor commercial space, with the end goal of helping existing and prospective retail and other businesses thrive, .

III. Sponsorship of events:

In 2022, the Downtown Oakland CBD sponsored Bike to Work Day, Art & Soul, E14 Gallery’s Honoring Our Ancestors, Art Murrur, Bandaloop, and the Black Joy Parade.

C. Administration:

\$382,098.00 was allocated to Management and Administrative functions, including office rent, payments to vendors, accounting expenses, the maintenance and purchase of office equipment and supplies, and legal and consulting expenses, in 2022. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2022:

Oakland Venue Management (OVM) is the principal administrator for the district. OVM employs six full time individuals who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, maintenance of public records, relations with the City of Oakland, community relations, public space activation, beautification and landscaping, and oversight of contractors and programs.

**3. The improvements and activities to be provided for fiscal year 2023:**

A. The Clean and Safe Committee:

We plan to continue providing Ambassador and beautification services as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, medians, and 13<sup>th</sup> Street and Latham Square, and Frank H. Ogawa Plaza programming and activation in coordination with the City.

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2023 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website and public space programming, specifically in Frank Ogawa Plaza. Additionally, we intend to work in partnership with the Oakland Metropolitan Chamber of Commerce and a diverse working group representing the small business community around business retention.

I. Sponsorship of events:

The Downtown Oakland CBD will continue the sponsorship of events in 2023 that align with our mission, vision, and values and serve to promote the stated priorities of the committee.

C. The following special benefits will be prioritized over the next year or two:

- I. Facilitating and creating opportunities to support and promote downtown Oakland's small business community
- II. Retail Retention and Blight Abatement
- III. Repairing public amenities
- IV. Landscaping medians throughout the district
- V. Public Space Development and Activation

4. It will cost \$2,472,090.00 to provide the improvements and activities described above in the 2023 calendar year. Please see the attached board approved 2023 operating budget. The budget is based upon an assumed 98% assessment collection (100% collection equals \$2,337,469,36).

5. The method and basis for levying the assessment is based upon an allocation of program costs and a calculation of land and building square footage and linear frontage. Two-thirds of program costs are allocated to land and building square footage, and one-third of program costs are allocated to linear frontage. Residential condominiums and properties owned by government will receive full benefit from Safe and Clean Services and will be assessed fully for them; however, owner-occupied residential condominiums and government parcels will not receive the same benefit as commercial parcels from Marketing and Economic Enhancements because those uses are not engaged in commercial or customer attraction activities, thus their assessment will not include that portion of the assessment. All commercial and mixed-use parcels with residential condominium uses will be subject to an adjusted

assessment rate for the owner-occupied residential square footage of that parcel. The commercial square footage for that type of parcel will be assessed the assessment rate applied to all commercial parcels. Rental residential units (i.e. apartments) are considered income-producing commercial property and will be assessed at commercial rates, receiving full benefit from all PBID services. Further details regarding the methodology used can be found in the District Management Plan, pages 17-19.

- A. The district is requesting an allowable 5% annual assessment increase for FY 23-24. In a letter dated February 10, 2023, signed by Michael Guerra, Board President, all affected stakeholders were notified of the DCBD's intent to discuss the inclusion of an allowable 5% assessment increase in the FY 2023-2024 Annual Report to the City. The letter gave justification for said increase and invited participation in the public comment portion of our March 1, 2023 DCBD Board Meeting. The board voted to include the request for a 5% annual assessment increase in the Annual Report to the City with no objections. We requested and received an annual assessment increase of 5% for FY20-21, as well as FY22-23, as allowable in the District Management Plan.
6. The Downtown Oakland CBD will carry-forward its budgeted reserve of \$120,000.00 from 2022, \$61,815.71 of additional assessment revenue, and \$85,032.04 in expense category underspend., which totals \$266,847.75 in carry-forward for 2023. These carry-forward dollars will be distributed throughout the 2023 budget in the Reserve and expense categories proportionate to the percentage breakdown as outlined in our District Management Plan.
7. The Downtown Oakland CBD received the following contributions from sources other than assessments levied in 2022: \$271,338.43 for contracted services and event sponsorships. We continue to seek out additional potential funding opportunities. At this time, we anticipate collecting similar non-assessment income in fiscal year 2023, which will count towards our General Benefit allowance.

# Downtown Oakland Association

## Board Approved 2023 Operating Budget

	Total
<b>Income</b>	
Assessment Revenue (98% collection)	2,290,720.00
(Reserve)	-85,477.75
Prior Year Bal - Carry Forward	266,847.75
<b>Total Assessment Revenue</b>	<b>\$ 2,472,090.00</b>
<b>Total Income</b>	<b>\$ 2,472,090.00</b>
<b>Gross Profit</b>	<b>\$ 2,472,090.00</b>
<b>Expenses</b>	
Clean and Safe Enhancements	0.00
Clean and Safe	1,475,687.00
Misc.	5,000.00
Outreach Coordinator	20,000.00
Program Coordinator	71,016.00
Program Director	87,305.00
PROW Maintenance	198,247.00
<b>Total Clean and Safe Enhancements</b>	<b>\$ 1,857,255.00</b>
Marketing and Economic Enhance.	0.00
Accounting Expenses	15,100.00
Annual Stakeholder Event	5,250.00
Computer Service & Support	3,000.00
Consulting and Legal Expenses	1,500.00
Digital Media Coordinator	53,344.00
Fees & Permits	6,000.00
Insurance	0.00
Directors & Officers	600.00
General Liability	3,153.00
<b>Total Insurance</b>	<b>\$ 3,753.00</b>
<b>Marketing and Communications</b>	42,500.00
Misc	5,100.00
Office furniture & equipment	6,500.00
Postage, shipping, delivery	1,000.00
Printing & copying	3,000.00
Public Space Programming	115,000.00
Rent	72,500.00
Staff Personnel	267,288.00
Supplies	2,500.00
Telephone & telecommunications	3,000.00
Training & Prof. Development	8,500.00
<b>Total Marketing and Economic Enhance.</b>	<b>\$ 614,835.00</b>
<b>Total Expenses</b>	<b>\$ 2,472,090.00</b>





LAKE MERRITT/UPTOWN  
COMMUNITY BENEFIT DISTRICT

**FY 2022-2023 ANNUAL REPORT TO THE CITY OF OAKLAND**

**Lake Merritt Community Benefit District (LCBD)**

**388 19<sup>th</sup> Street, Oakland, CA 94612**

**tori@lakemerrittuptown.org**

**510-452-4529**

**1. Proposed Changes in boundaries of the CBD:**

There are no proposed changes to the boundaries of the CBD.

**2. Improvements and activities provided during fiscal year 2022:**

The District Management Corporation continues to have no employees and contracts out all services.

A. The Clean and Safe Committee:

\$1,247,910.33 was allocated for Clean and Safe related activities in 2022. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety and Maintenance:

The district contracts with Block by Block (BBB) which provides hospitality and maintenance ambassador services. In 2022, we had 30 full-time ambassadors in addition to several part-time ambassadors dedicated to additional service contracts, dividing their work day between the two jointly managed districts according to the budget allocation. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, assisting those in need to the best of their abilities with kindness and compassion, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$83,000.00 per month from our organization and is operated under the on-site supervision of Operations Supervisor, Kathy Bretz (through October 1, 2022) and Operations Manager Joe Sayphrarath, working out of the CBD office. In addition to ambassador services, the district also continued to improve and maintain hanging plants,

**LAKE MERRITT UPTOWN ASSOCIATION**

**388 19<sup>th</sup> Street ■ Oakland, California 94612**

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back of BART planters, street-level planters, and over 3,000 linear feet of medians within our boundaries to green and beautify our district.

B. The Marketing and Branding Committee:

\$149,522.56 was allocated for Marketing and Branding related activities in 2022. The following represents the work of the Marketing and Branding Committee:

I. Social Media:

The district has accounts with Facebook, Instagram, Twitter, Constant Contact, and Flickr. In addition, we host a destination marketing platform Oakland Central, which utilizes a website and social media to promote downtown Oakland as a destination to work, dine, and explore. We accomplish this through the use of a social media coordinator that curates and posts stories, reels, etc., featuring businesses, events, and activations taking place in our downtown. We have positioned Oakland Central as a lifestyle and editorial platform by producing rich and engaging content created to educate, entertain, and inform. We leveraged the Oakland Central user base for our small businesses by providing opportunities for them to market directly to an engaged audience through the production of original content that puts their businesses at the forefront. Individual business owners can visit the site, claim their business, and promote special events, promotions, etc. We also engage heavily with our business community outside of the Oakland Central Platform through email, where we receive marketing materials to promote and requests for event sponsorship, all contributing to more visibility for the business and more foot traffic downtown.

II. Branding and Marketing:

In 2022, the district resumed our public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate underutilized spaces in our CBD footprint with lunchtime performances of all types. The series ran from May through October, with performances held at Franklin Square, the public plaza located where Franklin Street meets Broadway. The efforts of this committee also serve to enhance the organization's role in activating ground floor commercial space, with the end goal of helping existing and prospective retail and other businesses thrive.

III. Sponsorship of events:

In 2022, the Lake Merritt CBD sponsored Bike to Work Day, The Black Joy Parade, Art & Soul, Afrobeats at the Lake, Bandaloop, Art Murmur, and the Queer Holiday Expo at the Uptown Station.

C. Administration:

\$376,036.00 was allocated to Management and Administrative functions, including office rent, payments to vendors, accounting expenses, the maintenance and purchase of office equipment and supplies, and legal and consulting expenses, in 2022. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2022:

Oakland Venue Management (OVM) is the principal administrator for the district. OVM employs six full time individuals who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, maintenance of public records, relations with the City of Oakland, community relations, public space activation, beautification and landscaping, and oversight of contractors and programs.

**3. The improvements and activities to be provided for the fiscal year 2023:**

A. The Clean and Safe Committee:

We plan to continue providing Ambassador and beautification services as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, and median landscaping.

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2023 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Lake Merritt CBD will continue the sponsorship of events in 2023 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

C. The following special benefits will be prioritized over the next year or two:

- I. Facilitating and creating opportunities to support and promote Lake Merritt and Uptown Oakland's small business community
- II. Retail Retention and Blight Abatement
- III. Repairing public amenities
- IV. Landscaping medians throughout the district
- V. Public Space Development and Activation

4. It will cost \$1,931,186.39 to provide the improvements and activities described above in the 2023 calendar year. Please see the attached board approved 2023 operating budget. The budget is based upon an assumed 98% assessment collection (100% collection equals \$1,897,812.27).

5. The method and basis for levying the assessment is based upon an allocation of program costs and a calculation of land and building square footage and linear frontage. Two-thirds of program costs are allocated to land and building square footage, and one-third of program costs are allocated to linear frontage. Residential condominiums and properties owned by government will receive full benefit from Safe and Clean Services and will be assessed fully for them; however, owner-occupied residential condominiums and government parcels will not receive the same benefit as commercial parcels from Marketing and Economic Enhancements because those uses are not engaged in commercial or customer attraction activities, thus their assessment will not include that portion of the assessment. All commercial and mixed-use parcels with residential condominium uses will be subject to an adjusted assessment rate for the owner-occupied residential square footage of that parcel. The commercial

square footage for that type of parcel will be assessed the assessment rate applied to all commercial parcels. Rental residential units (i.e. apartments) are considered income-producing commercial property and will be assessed at commercial rates, receiving full benefit from all PBID services. Further details regarding the methodology used can be found in the District Management Plan, pages 18-20.

- A. The district is requesting an allowable 5% annual assessment increase for FY 23-24. In a letter dated February 10, 2023, signed by Sara de la Riva, Board President, all affected stakeholders were notified of the LCBD's intent to discuss the inclusion of an allowable 5% assessment increase in the FY 2023-2024 Annual Report to the City. The letter gave justification for said increase and invited participation in the public comment portion of our March 1, 2023 LCBD Board Meeting. The board voted to include the request for a 5% annual assessment increase in the Annual Report to the City with no objections. We requested and received an annual assessment increase of 5% for FY20-21, as well as FY22-23, as allowable in the District Management Plan.
6. The Lake Merritt CBD will carry-forward its 2022 budgeted reserve, less payments made from reserve of \$53,666.57 during 2022, additional assessment revenue in the amount of \$38,530.96 received in 2022, and \$34,132.84 in expense category underspend. This totals \_\_\_\_\$126,330.37\_\_\_\_ in carry forward for 2023. These carry-forward dollars will be distributed throughout the 2023 budget in the Reserve and expense categories proportionate to the percentage breakdown as outlined in our District Management Plan.
  7. The Lake Merritt CBD received the following contributions from sources other than assessments levied in 2022: \$41,207.18 for contracted services and event sponsorships. We continue to seek out additional potential funding opportunities. At this time, we anticipate collecting similar non-assessment income in fiscal year 2023, which will count in part towards our General Benefit allowance.

**BID ANNUAL REPORT**  
**JACK LONDON IMPROVEMENT DISTRICT, 2023**  
**OAKLAND, CALIFORNIA**

**1. Any proposed changes in the boundaries of the BIMD or in any benefits zones within the district:**

The Jack London Improvement District is seeking renewal of the BIMD, with an expanded boundary to include a more cohesive commercial district geography, and to provide much-needed services to areas at the western periphery that are gateways to the rest of the District.

**2. Improvements and activities provided in 2022**

The District's mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District, and build an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place. Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.

The Jack London Improvement District Board of Directors directs organizational policy, administration, and development of District priorities. The Board has a membership of 14 Directors, comprised of property owners, residents, business owners, property owners' representatives in the District, or stakeholders who further the mission of the organization. All Board members are volunteers.

Staff leads the management and administration of the district. The District Management Corporation has two employees, a full time Executive Director, Savlan Hauser; and a full time Program Manager, Rachel Gregory. Staff is the primary point of contact for board members, District stakeholders, the City of Oakland, and the general community. Staff prepares, coordinates and implements all Jack London Improvement District program activities; oversees the daily business and operations of cleaning & safety and marketing & promotion in accordance with the policies set by the District Management Plan and the Board of Directors; and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all contracts, staff, interns, and volunteers to fulfill the Jack London Improvement District's vision of a safe, clean, thriving district.

The District also has various ad-hoc task forces as established by the Board as needed by projects in the areas of Public Safety, Maintenance and Beautification; and Marketing and Economic Development through the leadership of the Executive Director and Staff. The task forces encourage participation by the District community by including volunteers in District improvement efforts.

In 2022, Over 4,500 hospitality assistance contacts were made, 61,500 lbs of litter were picked up, 790 block faces were cleaned of weeds, 650 biohazard sites cleaned, and 1,700 graffiti tags on public-facing surfaces were painted over.

In addition to marketing and connecting businesses with marketing campaigns, façade improvement funding, and other support, The District sponsored three community block parties featuring local businesses and performers, which brought thousands of visitors and customers to activate and celebrate in Jack London.

Additional activities in each of the District's areas of work will continue in 2023 and are described below in greater detail.

**3. The improvements and activities to be provided for 2023:**

In addition to continuation of all of the services, programs, and projects described above, The Jack London District community has elevated public safety as a core focus and concern in order to keep our neighborhood welcoming for all, and to keep our business community economically successful and resilient. Therefore the District will continue to convene collaborative working meetings between OPD, City representatives, merchants, and community members to share information and resources, provide safety trainings to share best practices, as well as facilitate the Beat 1X Neighborhood Council meetings and activities. In addition, the District is supporting the installation of private surveillance systems that serve the public right-of-way to deter crime and assist in coordination of OPD investigation. The District will also seek future opportunities to partner with the City and County to implement safety programs and advocate for policy that improves public safety.

A second core focus in 2023 is the improvement of accessibility, safety, and cleanliness of critical gateway areas such as 5<sup>th</sup> and Brush, Castro, MLK, Washington, Broadway, Webster, Madison, Jackson, and Oak Streets entering Jack London and providing connectivity between Downtown, Chinatown, Brooklyn Basin, West Oakland and Old Oakland. The District will be seeking opportunities to advocate and partner with Caltrans, the City, and other entities to improve these areas.

**4. Estimated costs for providing the improvement and services in 2023**

<b>Expense Category</b>	<b>%</b>	<b>Amount</b>
Maintenance & Beautification	55	638,910
Marketing & Economic Development	17	193,135
Administration & Government	18	206,015
Contingency & Collection Fees	11	122,197
<b>TOTAL</b>	<b>100%</b>	<b>\$1,160,257</b>

**5. Method and basis for levying the assessment:**

Three benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the current District Management Plan, page 10. The District Management Plan can be found on file with the Office of the City Clerk, or at <https://jacklondonoakland.org/governing-documents/>. Next year’s renewal management plan can be found here: <https://jacklondonoakland.org/renewal> .

An assessment increase in 2023/2024 over the 2022/2023 assessment is proposed in the renewal District Management Plan. Labor, rent, and equipment costs have increased in the past decade, and the nominal assessment increase will support consistent delivery of services. All Property owners have received written notification of the renewal budget as part of the renewal process which is currently in petition phase. Extensive stakeholder input has been solicited in this process. **The District estimates the total assessments to be levied in 2023/2024 to be \$1,617,800 after renewal.**

**6. Surplus or Deficit for 2024 to be carried over from a previous fiscal year.**

It is estimated that the Jack London Improvement District will have no carry-forward beyond any portion of the contingency reserve.

**7. The amount of any contribution to be made from sources other than BID/CBD assessments to be levied.**

To comply with general benefit requirements the Jack London Improvement District corporation intends to raise approximately \$12,000 of non-BID revenues through donations and grant funding in calendar year 2023 to be used to help pay for district services.



# Lake Merritt-Uptown District Association

## Board Approved 2023 Operating Budget

		Total
<b>Income</b>		
Assessment Revenue (98% collection)		1,859,856.02
(Reserve)		-55,000.00
Prior Year Bal - Carry Forward		126,330.37
<b>Total Assessment Revenue</b>	<b>\$</b>	<b>1,931,186.39</b>
<b>Total Income</b>	<b>\$</b>	<b>1,931,186.39</b>
<b>Gross Profit</b>	<b>\$</b>	<b>1,931,186.39</b>
<b>Expenses</b>		
Clean and Safe Enhancements		0.00
Clean and Safe		1,113,237.00
Misc.		3,000.00
Outreach Coordinator		15,000.00
Program Coordinator		53,574.00
Program Director		65,862.00
PROW Maintenance		133,202.59
<b>Total Clean and Safe Enhancements</b>	<b>\$</b>	<b>1,383,875.59</b>
Marketing and Economic Enhance.		0.00
Accounting Expenses		15,100.00
Annual Stakeholder Event		3,500.00
Computer Service & Support		1,500.00
Consulting & Legal Expenses		500.00
Digital Media Coordinator		53,344.00
Fees & Permits		5,685.80
Insurance		0.00
Directors & Officers		600.00
General Liability		5,242.00
<b>Total Insurance</b>	<b>\$</b>	<b>5,842.00</b>
Marketing and Communications		35,000.00
Misc		4,000.00
Office furniture & equipment		7,500.00
Postage, shipping, delivery		260.00
Printing & copying		2,500.00
Public Space Programming		60,000.00
Rent		73,500.00
Staff and Board Development		10,000.00
Staff Personnel		262,979.00
Supplies		3,000.00
Telephone & telecommunications		3,100.00
<b>Total Marketing and Economic Enhance.</b>	<b>\$</b>	<b>547,310.80</b>
<b>Total Expenses</b>	<b>\$</b>	<b>1,931,186.39</b>



2633 Telegraph Avenue Suite 109, Oakland, CA 94612

## KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

### ANNUAL REPORT TO THE CITY COUNCIL – 2022/23

1. [Any Proposed Changes in boundaries of the BIMD or in any benefits zones within the district:](#)

There are no proposed changes to the boundaries of the Community Benefit District.

2. [Improvements & Activities provided in 2022](#)

**Maintenance, Beautification, Safety & Streetscape:**

In 2022 KONO completed its third year with the safety and maintenance company Streetplus which also concluded its financial payments for the startup equipment. The contract included 4 ambassadors: 3 maintenance and 1 hospitality. Cleaning services were provided six days a week in zone 1 (areas with heavy pedestrian traffic) and 3 days per week in zones 2 & 3 (areas with less pedestrian traffic).

Streetplus services include but are not limited to:

- Sidewalk and curb-line cleaning from property line to 18” into the street
- Removal of litter, leaves, weeds, and other debris from tree wells and median strips.
- Removal of graffiti from private property with authorization, and from public property (or referred to city services) Removal of all decals, flyers and stickers from public surfaces
- Proper disposal of all collected refuse and debris in the public right of way.
- Monitoring public litter bins for overflow and keeping them clean
- Pressure washing on a regular basis and as needed
- Removing weeds from tree wells, sidewalks, curbs and property lines
- Safety and hospitality services including:
  - Visibility patrols (walking and bicycling)
  - Engaging with local businesses and residents to establish relationships, listen to concerns, discuss KONO programs and support and facilitate further contacts.
  - Personal safety escorts when requested within KONO boundaries and only on public property.
  - Seek compliance with local ordinances around quality of life.

- Report any criminal activity to Oakland police.
- Use Statview for documentation and reporting their activities
- Engage with pedestrians to provide directions and information about KONO and Oakland including businesses, restaurants, attractions and activities.

Streetplus, along with Executive Director Shari Godinez, have maintained a team of ambassadors who are passionate about the District and understand the importance of making positive impacts on a daily basis. The Operations Supervisor provides leadership, direction, and support as the team works to make KONO clean, safe and friendly and provide services for the improvement of the KONO district. KONO and Streetplus prioritize hiring locally, and preferably from within the community.

Streetplus tracks all work orders using Statview and provides KONO with a monthly activity and productivity report, which is posted on the KONO website.

Data from **2022** Streetplus for KONO District:

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
<b>Pounds of Garbage</b>	6875	3950	9350	10,725	9500	4150	1900	3650	6100	11500	7650	6450	<b>81,800</b>
<b>Graffiti - Removed</b>	201	112	132	96	193	72	95	79	91	153	71	140	<b>1435</b>
<b>Power washing block faces</b>	26	17	0	16	26	0	13	9	10	18	11	4	<b>150</b>
<b>Merchant Checks</b>	104	52	103	243	352	301	546	550	533	636	436	432	<b>4288</b>
<b>911 Calls</b>	2	0	2	1	0	1	0	0	1	0	1	1	<b>9</b>
<b>Illegal Dumping</b>	20	36	61	38	40	5	18	24	39	45	63	56	<b>445</b>
<b>Homeless Outreach</b>	7	0	2	12	45	32	36	46	63	73	57	44	<b>421</b>
<b>Needles found and disposed of</b>	2	8	12	4	10	0	0	5	5	21	11	91	<b>169</b>
<b>311 Requests</b>	5	14	60	38	40	55	48	24	31	14	63	42	<b>434</b>
<b>Directions</b>	15	8	10	80	212	205	139	138	126	94	78	408	<b>1513</b>

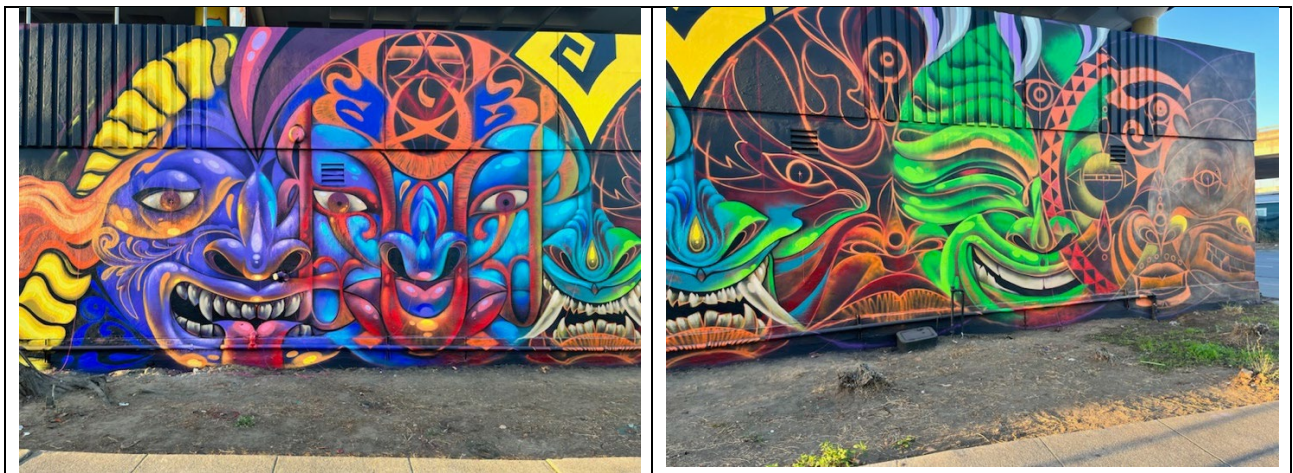
The Streetplus mobile app includes a GPS tracking system that creates a heat map of any tracked incidents as well as a tracking system of where the ambassadors are at all times including a trail of their movement for the day.

In addition to regular trash pick-up and graffiti paint over, Streetplus conducted weed abatement in all the city tree wells. They utilized cardboards left out on the sidewalks by the local businesses, as weed barrier and cover with mulch.

Worked with City’s Environment Service Division (311) regarding illegal dumping. The street ambassadors pick up small amounts of illegal dumping, however, if there are larger furniture items, they would report the items to 311. They have to follow up on their reports multiple times since the reports are often closed out by the city as completed when they are not actually completed. This forces the ambassadors to report the same items over and over.

In addition to routine maintenance, Street Ambassadors handle calls from businesses, residents, and property owners for specific service requests. They contacted the owners and police when they encountered property that had been burglarized or vandalized. They were often called on to provide emergency services such as removing a hostile unhoused person from in front of or inside of a business. They often would be able to convince the person to leave the area without having to call Macro or 911.

**MURALS:** One of our biggest accomplishments for 2022 was the installation of the Gateway mural, “Mixed Tape” at the corner of 27<sup>th</sup> and Northgate Ave. Creating a partnership with Kaiser, 333Arts and KONO to fund and coordinate the massive two-story high art piece that expands the entire corner was a colossal improvement for the community. The cost of the mural was over \$78,000 and 100% funded by Kaiser. Three well known artists, respected by the tagging community, (Urban Aztec – Jesse Hernandez, Vogue – Norm, David Hyde – David Cho), collaborated to create this magnificent piece representing the diversity of the community. Prior to the mural installation, these walls were blighted and tagged constantly, generating a negative impact at one of the main gateways into the district.



Another huge accomplishment was connecting 333Arts with the property owner of the then vacant car dealership at the corner of 27<sup>th</sup> and Broadway. This was one of the most tagged graffiti locations in the district and cost KONO a lot of staff time and paint supplies to paint out the tagging every three days. 333Arts coordinated another mural to fit the location by another respected artist. This animated race car art has been there almost a year now and has never been tagged.

*From Sage Loring, 333 Arts;*

Local Edition Creative produced a Japanese-inspired graphic illustration mural in Oakland, collaborating with artist John Horton. The mural, featuring a freeway car chase scene set in The Maze, creatively incorporates cultural mashup by using the American iconic Chevy Corvette as a nod to historic Auto Row, resulting in a positive response and showcasing a refreshing style in the city.



**SAFETY:** KONO received a \$20,000 state of emergency funds grant from the Mayor’s office to provide security during the holiday shopping season. KONO used the funds to hire two private security guards for the month of December from the hours of 12pm to 10pm seven days a week.

The Executive Director met with the OPD Area Captain, the Neighborhood Crime Prevention Council advisory committee and the Community Resource Officer on a regular basis and would share updates with the community.

The KONO Executive Director has continued to request foot patrol officers for the KONO district since the city of Oakland received a federal grant to fund 15 foot patrol officers but due to staffing shortages they only provide 6 officers around the city.

The ED held an ad-hoc KONO Safety Committee meeting on Nov. 9, 2022 and attended the community Neighborhood Crime Prevention Council meeting on May 23, 2022. These meetings allow KONO to hear the community's concerns and the police departments statistics and strategies. In response, KONO responds with ideas and actions to create a safer environment.

KONO's Streetplus Operation Supervisor was shot in the face with a pellet gun while trying to stop a theft of a catalytic convertor on a car in the office parking lot.

### **Cameras**

- KONO successfully installed 5 camera systems using LPR and 360 cameras covering nine intersections along Telegraph Ave between 24<sup>th</sup> and 30<sup>th</sup> Streets. The systems we install are designed to capture license plates of all vehicle traffic day & night as well as a wide-angle overview of the scene. The plan is to install cameras at all traffic choke points so that criminals cannot drive through KONO without having their license plates captured. In 2022, cameras were installed on Telegraph Ave at 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>, 27<sup>th</sup>, and 29<sup>th</sup>. This increased camera coverage to nine intersection or half the district with 62 cameras in total: 26 License Plate Readers and 36 Overview Cameras. KONO also received a donation for the camera project from Town29 for \$3,766.00 and a request from two more properties to add cameras (Thomas L. Berkeley and 23<sup>rd</sup>) in 2023.
  
- KONO was able to turn over video footage to law enforcement for the following incidents:
  - Shooting on 27<sup>th</sup> Street
  - Shooting at 25<sup>th</sup> Street & Telegraph
  - Aggravated Assault on 29<sup>th</sup> Street
  - Burglary at 2407 Telegraph
  - Burglary at 2501 Telegraph
  - Auto Burglary at Sycamore and Telegraph
  - Officer involved traffic accident at 30<sup>th</sup> Street and Telegraph
  
- In addition, there was a fire in the dumpster behind the office. The Operations Supervisor was able to view camera footage and find out who started it and get his name and birthdate and provided that to OPD.

The KONO ED worked with OPD and the community to have an extremely violent woman, with two restraining orders, located and arrested. The ED followed up with the District Attorney's office to inform them about the behavior in the district. Unfortunately, the woman was released on Own Recognizance shortly after her arrest.

## **MARKETING & ECONOMIC DEVELOPMENT:**

**Newsletter:** KONO produces a bi-monthly email newsletter sent to over 1,313 subscribers. Over the past year the newsletter has explored local businesses, announced events and workshops and grant opportunities, marked openings and closings of KONO businesses, talked about district history and more. In 2022 the newsletter had a 26% Open Rate (25.17% is average open rate for Non-Profit Organizations).

StreetPlus also produces a monthly newsletter with pictures and statistics on their work, which is shared, and summarized in the KONO newsletter and posted on the KONO web site.

### **Instagram (KONO) (December stats compared to earlier 2022)**

- 2,414 accounts reached in December (vs. the 78 in January) increase of 2336 in 2022
- 84 accounts engaged (vs 4 in January) increase of 80 in 2022
- 687 Followers (vs 400 at the start of 2022) increase of 287 in 2022

A major factor as to why our accounts performed well in the last quarter was from cross promotion on KONO and Oakland First Friday accounts through posts like our Toys & Coats Drive, Live Beyond the Booth, 25 days of Small Business campaign. The 25 days of Small Businesses campaign featured seven of the brick-and-mortar stores in our district: Good Hop, Glowdega, Marwa Market & Grill, Roy Lewis' Barber Shop, Sankofa African Arts, Café Dareye, and Amazona's Pizza.

Other highlights from our KONO Instagram that gained us traction

- "Mixtape" mural on Northgate and 27th → community feedback and artist highlights
- World Cup Watch Parties at Commonwealth Cafe & Public House
- Oakland Mayoral Town Hall meeting (posts & live segment)
- Winter Storm Prep and Resources Infographic

### **Google Business (only Aug 2022 - Dec 2022 available)**

- 9,278 Business Profile Interactions, +39.2% as compared to previous year
- 73,021 People viewed our Business Profile, +30.9% compared to previous year
- 50,653 searches showed our Business profile, +30.3%
- 124 calls made from our profile (+1.6%), 4,662 direction requests (+63%), 4,491 website clicks (+22%)

### **Assisted Merchants**

- Assisted KONO business with resources to help with EIDL grant.
- Informed KONO Businesses about joining **Dining for Justice** and opportunity to join program with a 1% surcharge to feed the homeless.
- Installed holiday lights in over 10 KONO businesses windows
- Promoting KONO businesses on social media and in KONO Newsletter
- Assisted owner of KONO restaurant, Layalina, on how to get a parklet at 3109 Telegraph Ave.
- Shared all announcements from City of Oakland for business owners
- Connected business owner with DOT staff regarding the request for a new loading zone

- Worked with All Out Comedy to find financial assistance in order to reopen in KONO
- Marketed the 2022 Winners from KONO in EBX Best of
  1. **Oakland First Fridays-Best Outdoor Art Event**
  2. **KP Market-Best Ethnic Market**
  3. **MOXY Hotel-Best Boutique Hotel**
  4. **Minuteman Press-Best Print Shop**
  5. **The Good Hop-Best Beer Selection**
  6. **Commonwealth Café – Best Cafe**
- The ED notified KONO Businesses about the Façade and Tenant grant by City of Oakland – up to \$75k
- KONO Marketing posted a different KONO business each day for the 25 days of Christmas on social media

**Lamppost Banners:** KONO installed new KONO banners and new Oakland First Friday banners throughout the district.



**Video:** Created a KONO district video to show at the property and business owner’s open house held at the Moxy hotel.



We received \$69,252.11 in grant funds in 2022 with a majority of the funding for Covid relief.

## **GRANTS 2022**

Korea Town Oakland 2022 Grants

<b>YEAR 2022</b>	<b>FROM</b>	<b>GRANT</b>	<b>AMOUNT</b>	<b>DATE RECEIVED</b>	<b>GRANT PERIOD</b>	<b>REPORT DUE</b>
OakFF	Alameda County Arts Commission	Arts Relief for Covid impact	\$7,100.00	8/24/22	N/A	N/A
OakFF	California Arts Council	Local Impact- balance for Spark Oakland Program	\$1,706.20	1/4/22	N/A	N/A
OakFF	SBA	Shuttered Venue Operators Grant -2	\$35,445.91	1/31/22	N/A	N/A
KONO	Sutter Health	Healthy Families	\$25,000.00	6/28/22	2021	1/31/22
KONO	Office of the Mayor*	Holiday Security	\$20,000.00	*see note	2022	3/31/23
<b>Total</b>			<b>\$69,252.11</b>			

\*Note; \$20,000 grant was promised in 2022 to provide private security guards to walk the district in December. However, funds were actually received in 2023.

### **PLANNED DEVELOPMENTS**

There is very little change in the planned Developments in KONO since last year.

KONO hosted a presentation from the owners of the project at 2301 Telegraph Ave. at a Board meeting and allowed time for questions and answers from the community. The project is for 58 - 100% affordable housing units plans to break ground in 2024. The commercial area has been reduced to 2,985 sf (down from 5000 sf) and the total sf for this mixed-use building is 43,701 sf. This seven-story building's top five levels will house the residential units, half of which are dedicated to Transitional Age Youth, as well as common spaces and meeting rooms for residents and their local support system. The first two levels of the building include public programming space. This space will host events and workshops for the public, administrative and retail space and a cafe.



### **Events: Community Cultural Arts & Oakland First Fridays:**

KONO took over production of the Oakland First Fridays community festival in 2013. The event is a huge economic booster for KONO businesses, one of few remaining accessible venues for artists, makers and performers to connect with their community, and a cultural touchstone for Oakland itself. It was named as one of the top 8 places to go in the world by the International Travel Magazine in 2021. And it is the only outdoor night market in the city.

Each month is a different theme. May is Latin Pride, June is Juneteenth Celebrate Freedom, April is Green Oakland, March is Women’s month, February Black Love for Black History month, etc. We held a successful **Korean Culturefest** on October 7, 2022. Speakers included Supervisor Keith Carson, Councilmember Fife, and Director of Economic Development, Ed Reiskin.

We are a green festival and have both Waste Diversion and Food Diversion programs within the event. All litter is sorted into three bins and all vendors leftovers are distributed to those who need it.

In March 2022 we launched our first live Instagram interview session with vendors called “**Beyond the Booth**”. This production now happens monthly, the Friday before the event, and goes into depth asking the featured vendors about how they got started and how the First Friday event has helped them launch their business. These interviews expose the value of First Fridays as an entrepreneur incubation zone. All our live interviews can be found on YouTube at Oakland First Fridays, Beyond the Booth.

Due to the construction of the protected bike lane on Telegraph Ave, Oakland First Fridays lost about 50% of the usable vendor space. After many requests to expand, OPD allowed the First Friday’s event one extra block below W. Grand. However, we are only able to fit 2 food trucks and a DJ. This does not replace the loss of (30 spaces = \$9,650.00).

We held our first fundraiser on **Friday, Sept. 9, 2022** called **Paint & Sip**. The tickets sold on Eventbrite – we sold 20 tickets.

We started a talent show at First Fridays on Aug. 5<sup>th</sup>. It was extremely successful, so we decided to hold talent shows quarterly.

We successfully recruited an average of 24 volunteers per event. Since our November event, we have partnered with [BuildOn](#), a program in the Oakland Unified School District to recruit more youth volunteers for our event. BuildOn's mission is rooted in service and youth empowerment. So, on top of our usual volunteers, this program brings about 15 students and ~3 adult chaperones to volunteer at Oakland First Fridays.

We held monthly vendor meetings and First Friday Committee meetings.

We were successful in getting the city parking lot at Telegraph & 21<sup>st</sup> to stay open for First Fridays and charge a flat fee of \$10.00 for vendor and attendee parking for a few months. However, they eventually decided they were not getting enough cars to keep it open.

**Grants:** Worked on a grant with Department of Violence Prevention and applied under Community Health for the Oakland First Fridays Event. Unfortunately, we did not receive the grant. However, we received a grant from the City of Oakland Cultural Arts for \$20k to cover 5 events including Korean Culturalfest.

- **We received \$10,000 donation** for First Friday from Oakland Natives Give Back (connection by Mayor Schaaf).
- Visit Oakland agreed to sponsor First Fridays for **\$15k** cash and \$5k in-kind for the Sept. event.

We met with OUSD McClymond's High student entrepreneur program instructor about partnering with Oakland First Fridays for mentorship, training and opportunity to sell their student's hand-crafted products. We also met with other partners; We Skate and Toasted Life, and many more. Black Cultural Zone brought Liberation Park on the Go to First Fridays with a play area and a skate area.

**We produced a demographic survey of our vendors and the results are:** 61 responses, 43% African American, 30% White, 12% Hispanic, 12% Asian, 4% other. **Total POC = 70%**. Female 62% and 43% are Oakland Residents.

### **Activation Zones**

We use the intersections along Telegraph Ave as activation zones each event. Some activities are every month and some rotate in and out. These activations include things like the popular Art Wall (a public canvas wall with paints for anyone to paint on), MarioB Fashion show (works with LGBTQ community), Soul Beatz drum circle, Turf Inc dancers, Double Dutch Jump rope, The Town Experience, Oakland Roots, Oakland Originals Dance group, Oakland's National Frisbee team the Oakland Spiders and many more.

## Stage for Oakland Musicians

Oakland First Fridays gives local musicians the opportunity to play in their own community. We have featured the following Oakland native musicians in 2022; Dee Dee Simon, **Juan Escovedo** (Sheila E's brother), **The Best Intentions** (Soul/Motown Band), **Dos Four** (fusion of Cuban rhythms with popular Reggaeton), **Nzure Soul** (a soul-rock and jazz artist from Oakland), **Netta B** (singer, songwriter & actress), **Mio Flores** (Percussionist), Heat Dance Line, and **Key Choice** (Pianist-M.C.-Producer-Composer-Educator-Activist). Other Bay Area musicians include **Carmen Jones** (from Marin), and **Blue Fox** from Fresno. Even the Sound tech is from Oakland.

## Oakland First Fridays Marketing & Social Media Report 2022

### Facebook

- Page Reach in 2022 - 170,911 users
  - Page Likes - 16,886 in December 2022 vs. 16,184 in January 2022 (increase of 4.4%)
- Audience Breakdown
  - Gender: 68.4% Women, 31.6% Men
  - Age Range: 25-44
  - Top Cities
    - Oakland 21.7%
    - San Francisco 10.7%
    - Berkeley 2.8%
    - Los Angeles 2.2%
    - San Jose 2.1%

### Instagram

- Reach - 169,510 users in 2022
  - Follower count - 22,624 December 2022 vs 17,100 in January 2022 (32.3% increase)
- Audience Breakdown
  - Gender: 63.2% Women, 36.8% Men
  - Age Range from 25-44
  - Top Cities
    - Oakland 25.9%
    - San Francisco 7.9%
    - San Jose 2.9%
    - Hayward 2.4%
    - Berkeley 1.9%

Some things I have noticed that contribute to the traction to our page are utilizing IG reels (with trending audios), scheduling posts later in the evening (as opposed to “business” hours), inviting other accounts as “collaborators” (i.e., 25 days posts), interactive stories that invite community + followers to respond to a question regarding our month’s theme (i.e., What makes you Oakland PROUD?).

## Mailchimp (1/6/2022 -12/31/2022)

- Oakland First Fridays Newsletter - 5744 contacts receiving our emails
  - Opened 25,754 (up 55%)
  - Open Rate 34% (up 81%)
- Oakland First Fridays Volunteers - 667 volunteers receiving our emails
  - Opened 2,157 (up 665%)
  - Open rate 36% (up 65%)

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## ADMINISTRATION:

### Employee Benefits:

- Established Health Care benefits for staff
- Established Retirement benefits for staff with a 4% match by KONO
- Added two new holidays – Juneteenth & Cesar Chavez

### Increased Wages:

- Provided a COI increase for all staff and Streetplus ambassadors in an effort to retain staff members.

### Assessment:

- **Increase** of 5% was voted on and approved by the Board of Directors for the 2022/23 tax year.
- Total assessments collected in 2022: \$616,787.72

### Meetings:

- Held monthly Executive Committee meetings and bi-monthly Board meetings
- Held two safety committees to discuss ways to make KONO safer
- Organized and held 1<sup>st</sup> **KONO Open House** for property and business owners in an effort to update them and recruit Board members. Event held at the Moxy Hotel and catered by KONO restaurant Kingston11, on August 25, 2022 5:30-8:30pm. **Mailed out invitations to all property owners which included information on the annual election.** Speakers included Councilmember Fife, Kaiser Area Manager, Jay Murphy, KONO Executive Director, Shari Godinez, KONO Board President Joseph Jung and Alameda County Supervisor rep Jared Spencer. We had 62 attendees and we distributed a new KONO brochure and produced and presented a 10-minute video about the district.

### Liaison:

- Acted as liaison between community partners, city staff and the KONO CBD property and business owners to obtain and distribute information on various matters.
- Acted as liaison between KONO businesses and the Oakland Police Department on multiple occasions to help resolve safety and security issues.
- The Executive Director has continued to participate in the Oakland BID/CBD Alliance (OBA), sharing resources and communications so Oakland's property and business owners have a

unified voice to advocate for them with city officials and other entities. The OBA met monthly, inviting presenters and government department heads to discuss areas of interest and concern.

**Operations:**

- Reconciled all financial reports and presented to the Executive Committee monthly
- Mailed out notices to all Board members for annual Board elections in Aug 2022
- Paid all invoices
- Organized annual Board dinner in December.
- Completed KONO 2021/22 annual report for City Council
- Processed all payroll, cut checks and sent out
- Organized and Announced all monthly Board and Executive committee meetings as required by the Brown Act, recorded minutes, and posted on website.
- Filed 2021 tax returns
- Recruited two new Board members

**Assessment**

- Total assessments collected in 2022: \$ 616,787.72

- **Liaison**

Acted as liaison between community partners, city staff and the KONO CBD property and business owners to obtain and distribute information on various matters.

Acted as liaison between KONO businesses and the Oakland Police Department on multiple occasions to help resolve safety and security issues.

**3. Improvements and activities to be provided for 2023 calendar year.**

KONO will continue to provide maintenance, hospitality, safety, marketing and beautification in the district in 2023. KONO's other plans for 2023 include the following:

**SAFETY & MAINTENANCE/BEAUTIFICATION/MARKETING:**

a). Continue with phase II of our camera installation program with the following proposed installations;

- 494 Hawthorne – Oakbay Chiropractic
- 23<sup>rd</sup>& Telegraph Ave – Interplay
- W.Grand & Telegraph Ave – The Moxy Hotel
- W.Grand & Northgate – Blum
- San Pablo & 630 Thomas L. Berkeley – San Pablo Senior Housing

b). KONO received a Shop Safe mini-grant for \$4k to install LPR cameras at W. Grand and Telegraph Ave.

c). Advocate for Foot patrol officer for KONO and/or private security.

d). Plan a community clean up and beautification day

e). Work with volunteers to prune the trees in KONO

- f). Research the cost and installation of the Big Belly type litter containers for KONO in an effort to provide more locations for litter and recycle options.
- g). Work on getting more pedestrian lighting.
- h). Re-paint the utility boxes with art
- i). Add lighting to the mural at 27<sup>th</sup> and Northgate
- j). Work with current parking structures owners to open up for public parking
- k). Modify gate by office to allow for shipping container to collect large illegally dumped items
- l). Rent shipping container to house illegally dumped large items for Public Works to pick up from one location.
- m). Seek out grant opportunities
- n). Work on solutions to make Oakland First Fridays and the Korea Culture Fest financially sustainable.
- o). Work with businesses to sign them up for the OPD’s Crime Prevention Through Environmental Design program
- p). Encourage all KONO businesses to register their cameras with OPD
- q). Complete the survey asking what kind of businesses are needed in KONO and then work with property owners and brokers to fill the vacant spaces.
- r). Work with the OakDOT to install permanent no parking signs for the First Friday on Telegraph Ave.
- s). Work with city to earmark funding for the Koreatown Northgate gateway arch and work with OakDOT on design
- t). Continue to promote local arts organizations to place more murals and art in the district.

**4. Estimated costs of providing improvement and services in 2023.**

**CALENDAR YEAR 2023 BUDGET**

Revenue Sources

Source	Formula	Revenue
2023 BID Assessments		\$644,865.46
Outside funds	4.47% of operating costs	\$28,825.49
2022 Carryforward	\$8,612.81 + previous reserves	\$126,993.68
<b>Total Revenue</b>		<b>\$800,684.63</b>

Revenue vs. Expenses

Category	Amount	Percent
<b>Total Revenue</b>	<b>\$800,684.63</b>	<b>100%</b>
<b>Reserves</b>		
Endowment for Renewal in 5 years (est. 75k)	\$6,951.14	1%
Operating Reserve – Contingency 5%=	\$33,684.55	5%
<b>Total Reserves</b>	<b>\$40,635.69</b>	<b>6%</b>
<b>2023 Operating Budget (Revenue less Reserves)</b>	<b>\$760,048.94</b>	<b>94%</b>

<b>Expenses</b>		
Marketing and Identity Enhancement	\$ 98,806.36	13%
Safety, Maintenance, and Sidewalk Operations	\$471,230.34	62%
Administrative Costs	\$190,012.23	25%
<b>Total Expenses</b>	<b>\$760,048.94</b>	<b>100%</b>

**5. Method and basis for levying the assessment.**

The method and basis for levying the assessment is outlined in the “Koreatown/Northgate Community Benefit District 2017 Management District Plan, April 2017, As Amended on May 16, 2017” on KONO website and on file in the Office of the City Clerk. [Chapter 6.1 to 6.9](#)

The formula below shows the total special benefit points calculation for each parcel within the 2017 CBD:

Parcel’s Total Special Benefit Points	=	(Parcel’s Linear Factor + Parcel’s Building Factor)	X	Parcel’s Total Benefit Points Assignment
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**Total 2017 CBD Special Benefit Points**

The total special benefit points for the 2017 CBD at this time are 6,412.580.

On May 9, 2023, the KONO Board of Directors vote to not increase the assessment for the 2023/24 fiscal year. Notice is given by email and posting meeting at City Hall and on KONO office window. In addition, in August 2023 all property owners will receive a notice by mail about the annual election with a summarized copy of the annual report.

**6. Surplus or deficit for 2023 calendar year to be carried over from a previous fiscal year.**

KONO had a carry forward of \$8,612.81 from the 2022 operating budget. In addition, KONO had a previous year surplus that was incorporated into the 2023 budget of \$118,308.87 for a total carry forward of \$126, 993.68 to be used in the 2023 budget.



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

In 2022 contributions other than the assessments were obtained through donations, grants and First Fridays revenue. We expect similar revenue amounts for 2023.

<b>Projected 2023</b>	<b>Category</b>	<b>Description</b>
\$28,000.00	Cash Donations	To Oakland First Fridays
\$46,000.00	Sales	Merchandise & bar
\$75,000.00	Sponsorships	Various Businesses
\$180,000.00	Vendor Fees	Food, retail, non-profit vendors
\$20,000.00	Grants	Cultural Arts Grant
\$5,000.00	KONO-Cash Donation	Board members and other individuals
\$10,000.00	KONO-Cash Donation	Towards Camera installation program
\$3,000.00	KONO-interest	Interest Revenue
<b>\$367,000.00</b>	<b>TOTAL</b>	