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OFFICE OF THE CITY CLERK
OAKLAND
AGENDA REPORT
NOV 25 AM 10:56

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Rachel Flynn

SUBJECT: Montclair BID Annual Report
and FY 2015-2016 Assessment

DATE: November 10, 2014

City Administrator
Approval

Date 11-24-14

COUNCIL DISTRICT: #4

RECOMMENDATION

Staff recommends that the City Council adopt:

A Resolution Confirming The Annual Assessment Report Of The Montclair Business Improvement District Advisory Board And Levying The Annual Assessment For The Montclair Business Improvement District For Fiscal Year 2015-2016

EXECUTIVE SUMMARY

Streets and Highways Code Division 18 (commencing with section 36500) requires that merchant-based business improvement districts (BIDs) receive approval from the City Council before levying each fiscal year's assessment. To enable the Montclair BID to collect its FY 2015-2016 assessment, the City Council would need to adopt the attached resolution confirming the district's Annual Assessment Report and levying the FY 2015-2016 assessment.

A public hearing and majority protest procedure must precede the City Council's consideration of the attached resolution. If owners of affected businesses that will pay fifty percent (50%) or more of the proposed assessments submit qualifying written protests on or before the public hearing date of December 9, 2014, then a majority protest has occurred.

If no majority protest exists, then the City Council may adopt the attached resolution. If, however, a majority protest exists, then the City Council cannot adopt the resolution to levy the FY 2015-2016 assessment and no further proceedings to levy the proposed assessment shall be taken for a period of one year.

In FY2015-2016 the Montclair BID will generate an estimated \$87,000 of special assessment revenues, which approximately \$2,000 more than in FY 2014-2015. The annual report does not

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propose any changes to the boundaries of the district or to the method and basis of levying the assessment approved by the City Council for FY 2014-2015.

If the Council approves the proposed levy, assessments will be collected in accordance with the District Management Plan ("Plan") on file with the Office of the City Clerk, and the attached annual report (*Exhibit A* to the proposed resolution) submitted by the Montclair Village Association, the district's City Council-appointed Montclair BID advisory board. The Plan and annual report set forth actions intended to improve the commercial climate within the district. Key activities to be funded by the special assessment include, but are not limited to, enhanced cleaning, including sidewalk cleaning and power washing; enhanced public safety, including private security services; beautified physical appearance, including installation and maintenance of decorative planters; special events such as the Pacific Fine Arts Festival, Annual Holiday Stroll, Village Restaurant Walk, Easter Egg Hunt, Halloween Parade, Family Fun Festival and farmers' markets; and special marketing activities such as production and distribution of a district e-newsletter and business directory, maintenance of a district website, and design and installation of way finding maps.

OUTCOME

Adoption of the attached resolution confirming the annual report and levying the FY 2015-2016 Montclair BID assessment would enable collection of next year's levy and the ongoing operation of the district.

BACKGROUND/LEGISLATIVE HISTORY

Sections 36500 *et seq.* of California Streets and Highway Code provide for the formation of business and property-based assessment districts. Pursuant to this legislation, on November 9, 1999, the Oakland City Council approved Resolution No. 75323 C.M.S. which initiated a City of Oakland Neighborhood Business Improvement District (NBID) Program to provide technical assistance to qualified stakeholder groups to explore the feasibility of forming a BID within their respective commercial neighborhood(s). Pursuant to these efforts, Ordinance No. 12378 C.M.S. was passed by the City Council on November 27, 2001 to establish the Montclair BID.

In November 2014 a Resolution of Intention (ROI) to levy the FY 2015/2016 assessment, approve the district's annual report, and schedule a related public hearing for December 9, 2014 was also adopted by City Council. Adoption of the ROI was a prerequisite to City Council's consideration of the attached resolution.

Other BIDs (also known as Community Benefit Districts, or, CBDs) successfully formed within the City of Oakland include those located within the Rockridge (established 2000), Fruitvale

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(established 2001, renewed in 2006 and 2011), Lakeshore/Lake Park (established 2002, renewed in 2012), Temescal/Telegraph Avenue (established 2004, renewed in 2014), Laurel (established 2005), Koreatown/Northgate (established 2007), Lake Merritt/Uptown (established 2008), Downtown Oakland (established 2008), and the Jack London (established 2013) commercial neighborhoods. BIDs are generally recognized as supporting the goals of comprehensive economic development strategies in various cities throughout the United States and designated international countries (e.g. Italy, South Africa, United Kingdom, etc.).

Revenues generated by BIDs are used to provide a variety of special benefit improvements and services beyond those already provided by the local municipality. Examples of BID-funded special benefits include, but are not limited to, enhanced maintenance, public safety, and marketing and promotion services within affected districts. Enhanced services of this type are intended to support increased sales and business tax revenues as well as increased job opportunities and economic vitality of affected commercial neighborhoods.

ANALYSIS

There is no anticipated adverse impact associated with the approval of the proposed resolution. Adoption of the attached resolution will enable collection of the FY 2015-2016 special assessment for the Montclair BID. Special benefit services provided by the BID aim to support the economic vitality of the corresponding commercial neighborhood.

Because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BID. Given the approximate \$87,000 of private funds that will be generated to support continued economic development within the affected district, the project merits consideration of City Council support.

The Montclair BID encompasses approximately 218 businesses located in and around the Montclair commercial area. The BID estimates an upcoming annual budget of approximately \$153,040, which includes \$87,000 of projected BID assessments to be collected in FY 2015-2016, \$10,000 of prior year carry forward to fund an on-going contingency/reserve, and \$56,040 of contributions made from sources other than BID assessments.

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PUBLIC OUTREACH/INTEREST

To adopt the attached resolution, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform outreach necessary to secure advisory board consensus sufficient to generate the attached annual report and proposed FY 2015-2016 district budget (*Exhibit A* to the attached resolution).

COORDINATION

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

COST SUMMARY/IMPLICATIONS

No fiscal impact is anticipated to the City. The Montclair BID (MBID) is a self-funded, self-administered entity.

However, although there are no direct fiscal impacts to the City's budget resulting from approval of the FY 2015-2016 Montclair BID assessment levy, there are indirect costs associated with the general administration of the citywide BID program which include, but are not limited to, activities such as compliance with legislative reporting requirements, technical assistance to existing districts, coordination of proposed new district formations, coordination of annual levy approvals, public hearings, and required legal noticing. Such indirect costs are covered in the Economic and Workforce Development Department's budget.

The proposed special assessment district will pay its own operating and administrative costs, including costs for assessment collections and disbursements.

If the levy is approved, the City of Oakland will conduct a special billing to collect the assessment and will remit the amount collected (minus the City's costs of collection) to the Montclair Village Association, the district's designated non-profit administrator.

Until disbursed, MBID assessments will be held in a special trust fund established by the City on behalf of the district in Miscellaneous Trusts Fund (7999)/Economic Development Org (85411)/Pass Thru Assessments Account (24224)/Undetermined Project (0000000)/Montclair BID Program (MBID).

SUSTAINABLE OPPORTUNITIES


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

Environmental: Receipt of ongoing special assessment revenue streams will enable applicable districts to continue efforts to strengthen and beautify the physical image of the affected commercial neighborhoods by providing special benefit services such as litter pickup, sidewalk steam cleaning, landscaping, public art, directional signage and public safety capital improvements.

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

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

Respectfully submitted,



Rachel Flynn, Acting Director
Department of Economic and Workforce Development

Reviewed by:
Aliza Gallo, Economic Development Manager

Prepared by:
Maria Rocha, BID Program Coordinator

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FILED
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OAKLAND

2014 NOV 25 AM 10:56 OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION CONFIRMING THE ANNUAL REPORT OF THE MONTCLAIR BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD AND LEVYING THE ANNUAL ASSESSMENT FOR THE MONTCLAIR BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2015 -2016

WHEREAS, the State of California allows for the formation of business assessment districts under Street and Highways Code Section 36500 *et seq.*; and

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

WHEREAS, the Plan provides for special benefit services such as enhanced security, beautification, sidewalk sweeping, and economic development and marketing activities with the intent of creating a positive atmosphere in the District area (as more specifically identified in the Plan); and

WHEREAS, the Montclair Business Improvement District was established by the City Council on November 27, 2001 pursuant to Ordinance No. 12378 C.M.S.; and

WHEREAS, pursuant to Streets and Highways Code Section 36533, the Montclair Improvement District Advisory Board has prepared and filed with the City Clerk, the Annual Assessment Report (attached **Exhibit A**) ("Report"), which contains the required particulars including a detailed description of the improvements and activities to be provided for the 2015-2016 fiscal year, the boundaries of the area and any benefit zones within the area, and the proposed assessments to be levied upon the businesses within the area for the 2015-2016 fiscal year; and

WHEREAS, the City Council desires to confirm the Report, and levy the annual assessment for the Montclair Business Improvement District for fiscal year 2015-2016; and

WHEREAS, on November 18, 2014, the City Council Adopted a Resolution of Intention to levy the fiscal year 2015-2016 assessment, approve the district's annual report, and schedule a related public hearing for December 9, 2014, as required by Government Code section 36534; now therefore be it

RESOLVED: that the Council of the City of Oakland does hereby find and determine as follows:

1. The Montclair Business Improvement District was established in the Montclair area of the City of Oakland, California as a parking and business improvement area pursuant to Street and Highways Code section 36500 *et seq.* with the boundaries as specified in the Plan on file with the City Clerk.
2. Pursuant to Streets and Highways Code Section 36535, a Public Hearing was held on December 9, 2014, to hear all public comments, protests, and take final action as to the levying of the proposed assessments for the District for the fiscal year 2015-2016. The City Council finds that there was no majority protest as defined in the Street and Highways Code Section 36500 *et seq.*
3. The Annual Assessment Report for the District is approved and confirmed.
4. The City Council approves and adopts the assessments as provided for in the Plan and the Annual Assessment Report of the Advisory Board and does hereby levy and direct the collection of the assessments for the 2015-2016 fiscal year as provided for in the Annual Assessment Report in accordance with the assessment formula as provided for in the Plan and Annual Assessment Report.
5. The proposed method and basis of calculating the assessments to be levied against each business in the District are those specified in the Plan and Annual Assessment Report on file with the City Clerk.
6. The time and manner of collecting assessments shall be at the same time and in the same manner as for the annual business tax billings and may provide for the same penalties for delinquent payment. The City may use the same process and procedures for the collection of delinquent assessments as it uses to collect delinquent business tax billings or such other processes and procedures as are convenient to complete such collection and may reimburse itself out of the proceeds collected for the costs of such collection. The assessments shall be coordinated with the City of Oakland's annual business tax billing cycle, and shall be included along with the annual business tax notifications, or in a supplemental notice following thereafter if, for any reason, they are not ready or cannot be included along with the business tax notices. Supplemental notices shall be permissible for new businesses or for correction or supplementation of prior notices.
7. The boundaries of the District shall remain the same as specified in the Plan on file with the City Clerk and there are no changes to the boundaries or benefit zones.
8. The types of the improvements and activities proposed to be funded by the levy of assessments on businesses in the area are those described in the Plan and the

Annual Assessment Report on file with the City Clerk. There are no substantial changes in the improvements or activities for the District.

9. Until disbursed, BID assessments will be held in a special trust fund established by the City on behalf of the Montclair Business Improvement District in: Miscellaneous Trusts Fund (7999), Economic Development Organization (85411), Pass Thru Assessments Account (24224), Undetermined Project (0000000), Montclair Business Improvement District Program (MBID).
10. The City Administrator is hereby authorized to enter into annual contracts and related amendments for the security, marketing, maintenance, or other activities and improvements for the District, or to conduct or contract for such services and improvements as provided for in the State of California Streets and Highways Code Section 36500 *et seq.*

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, GALLO, GIBSON McELHANEY, KALB, KAPLAN, REID, SCHAAF and
PRESIDENT KERNIGHAN

NOES-

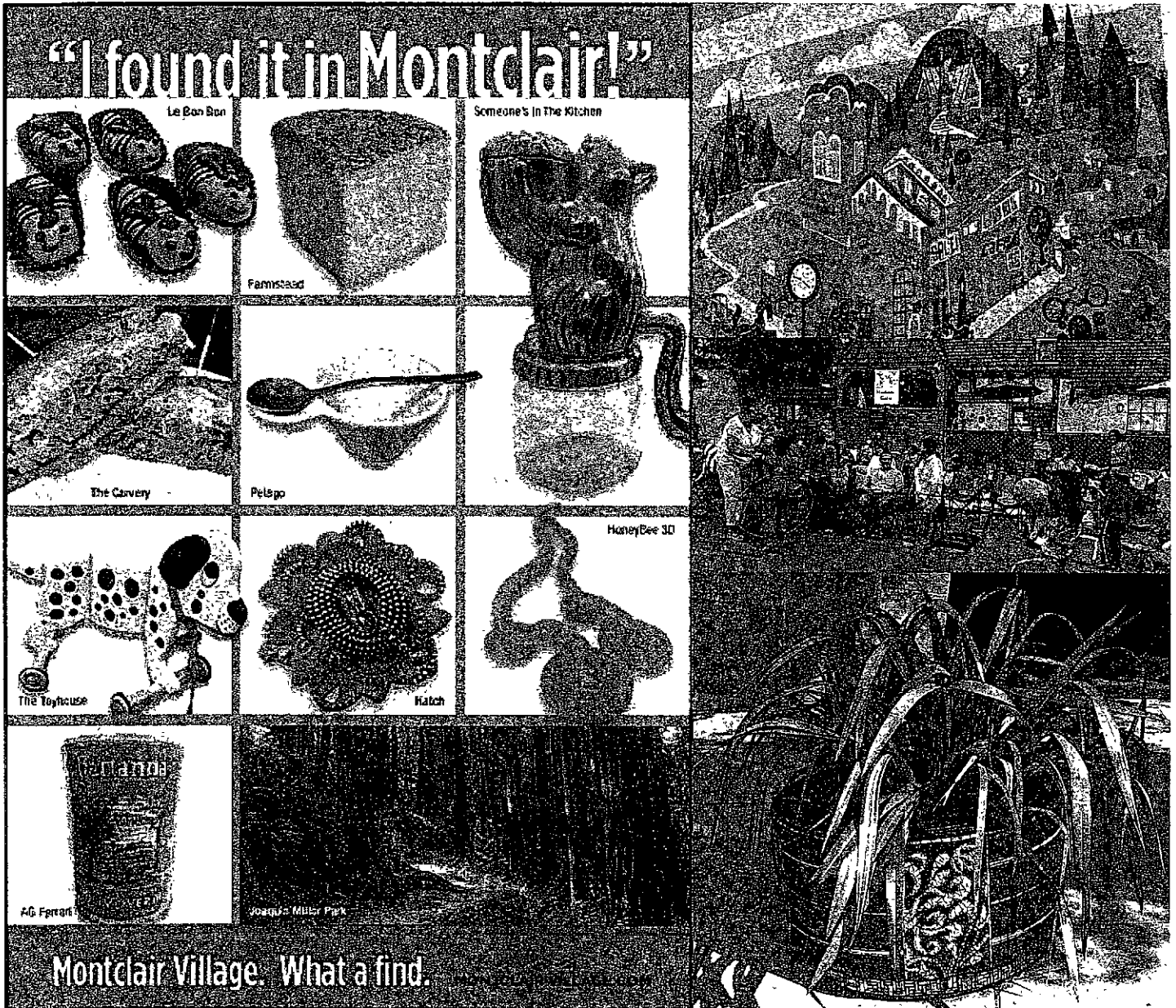
ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

MONTCLAIR VILLAGE

The MVA's mission is to support our merchant members and help the Village thrive.
Annual Report Relating to the 2015-2016
Montclair Village Association Business Improvement District



Annual Report to the Oakland City Council Relating to the 2015-2016 Montclair BID

Pursuant to California Streets and Highways Code Part 6
Parking and Business Improvement Area Law of 1989
Chapter 4, Section 36533

- I. Proposed changes in boundaries of the parking and business improvement area or in any other benefit zones within the area.**
There are no proposed changes in the boundaries of the parking and business improvement area or any benefit zones in the area.
- II. Improvements and activities to be provided for in upcoming fiscal year.**
See the attached budget which outlines the improvements and activities to be funded and provided in the year ending December 31, 2015.
- III. Estimate of the cost of providing the improvements and activities for upcoming fiscal year.**
See attached budget
- IV. Method and basis of levying the assessment.**
The method and basis of levying the assessment has not changed from the adoption of the original ordinance.
- V. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year.**
See attached budget.
- VI. The amount of any contributions to be made from sources other than assessments levied.**
Other than assessments levied, funds have been generated from Pacific Fine Arts Festivals, and from management of the Montclair Village Parking Garage Funds from Associate Member program, started in mid-2010, are also shown on the attached budget.

Jeff Diamond
President, Montclair Village Association

Montclair Business Improvement District Proposed 2015 Budget:

Income	
BID Revenues	\$ 87,000.00
Art Festivals	\$ 8,500.00
Associate Memberships	\$ 1,500.00
Banner Placement	\$ 480.00
Farmer's Market	\$ 10,000.00
Fundraising and Promotions	\$ 7,000.00
Garage Management	\$ 11,000.00
Interest on Savings	\$ 60.00
Mosaic Program	\$ 7,500.00
Reserve Carry Forward	\$ 10,000.00
Village Events	\$ 10,000.00
Total Income	\$ 153,040.00
Expenses	
Beautification	
Banners	\$ 3,000.00
Landscaping	\$ 8,000.00
Land Use	\$
Maintenance	\$ 12,000.00
Streetscape	\$ 15,000.00
<i>Subtotal</i>	<i>\$ 38,000.00</i>
Economic Restructuring	
Safety	\$
Security	\$ 14,000.00
<i>Subtotal</i>	<i>\$ 14,000.00</i>
Organization	
Accountant	\$ 1,200.00
City Collections Costs	\$ 2,000.00
Insurance	\$ 1,400.00
Meetings	\$ 1,000.00
Operations	\$
Payroll Taxes and Expenses	\$ 1,500.00
Postage	\$ 1,000.00
Rent	\$ 5,000.00
Staff	\$ 45,000.00
Supplies/Equipment	\$ 800.00
Taxes	\$ 200.00
Utilities	\$ 1,000.00
<i>Subtotal</i>	<i>\$ 60,200.00</i>
Promotions	
Advertising	\$ 1,000.00
Art Festivals	\$
Directory	\$ 2,000.00
Design/ Graphics	\$ 4,000.00
Farmer's Market	\$ 1,000.00
Village Events	\$ 8,000.00
Map Signage	\$ 1,000.00
Web site	\$ 3,500.00
<i>Subtotal</i>	<i>\$ 30,500.00</i>
Total Expenses	\$ 142,700.00
Reserve Carry Forward	\$ 10,340.00
Net	\$

Accomplishments 2014

Beautification/Design/Land Use

- Maintained Village planters; Friends of Sausal Creek educational plantings
- Provided weekly sidewalk and gutter sweeping; 5-20 lbs. of litter removal per week
- Provided sidewalk power washings and cleaning of City trash receptacles
- Continued to obtain City and public utility support to address pot holes, graffiti, infrastructure damage, signage and recycling issues in the Village
- Hosted (2) community workdays with 30+ volunteers; to address litter and vegetation overgrowth along Hwy 13 and in Montclair Park
 - Aug 2013 Work Day – Montclair Park Improvements & clean-up
 - January 2014 Community Work Day – cleaned 1000+ linear feet along sidewalk along Moraga
- Murals, Planters and New Art raised over \$12,000 in private investment.
- Secured \$90,000 in funding for Antioch Court safety improvement design phase – Finalizing design for construction; partnering with Montclair Safety & Improvement Council

Board of Directors

- Held monthly meetings where merchant members and members of the public could comment, share partner opportunities and ask questions.
- Held annual merchant mixer to honor incoming and departing Board members, and to provide opportunities for merchants to share marketing ideas and network
- Expanded Board participation, and merchant participation in committees and working groups

Businesses

- Expanded the Associate Membership program to represent area businesses, enabling businesses neighboring the BID or in home offices to become involved in the Association and benefit from the collective marketing effort
- Maintained/updated database of Village merchants, property owners/managers
- Expanded the new MVA website and calendar function to include area events
- Produced Montclair Village electronic newsletter
- Worked closely with the Oakland Tax Division to collect assessments from severely delinquent BID members
- Initiated a district marketing campaign for business promotion and to highlight the assets of the District
- Involved (8) college interns to learn about community organizing and business support
- Farmer's Market – New Contract contributing funds to the Village each year
- Website – Front facing promotion of businesses
- Worked with City of Oakland and Oakland City Council to initiate Flexible Parking Pilot (start date 8/18/2014) and Parking Assessment district

Promotions

- Hosted a street festival fundraiser with over 3,000 attendees - Facilitated the Montclair Beer and Wine Celebration in partnership with the Pacific Fine Arts Festivals to produce their two annual events; raised approximately \$4,000 for the Village.
- Managed Farmers' Market activities, upgrading the cleanliness and presentation of the market
 - Expanded the use of a Farmers' Market booth by MVA businesses
- Working closely with the Lions Club to produce a Village Restaurant Walk in April and Halloween Parade through the Village.
- Facilitated late night Thursday shopping during the holiday season
- Produced Village Annual Holiday Stroll event – 2,000+ attendees
- Co - Produced a summer outdoor movie series in the commercial district that draws over 100 attendees
- District Marketing Campaign
 - 7 different publications (print and online)
 - Bay Area wide reach
 - "I Found it in Montclair. Montclair Village. What a Find."

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www.montclairvillage.com

Safety/Security

- Revised security contract for more responsive coverage and improved connectivity with surrounding residential areas.
- Facilitated the installation of security cameras at the parking garage
- Partnered with OPD PSO and merchant watch to educate merchants and utilize CEPTD tactics for crime deterrence

Garage Management

- Maintained, Managed, and Promoted the City parking garage and parking lot, located in Montclair Village
- Parking Garage Management
 - Retained management contract delivering year-to-year revenue growth
 - Continued infrastructure improvements
 - Retaining wall, evasion control
 - Painting
 - Security Camera
 - Lighting Improvements
 - 20 minutes free; parking pilot program
 - Credit card processing
 - Expanded use of validation program
 - Broad based Marketing of facility and programs

Montclair Village Association Board Member Report

	First	Last	Position	Title	Company	Term Expires
1	Vanessa	Bergmark	Director	Business Manager	Red Oak Realty	Jun-15
2	Jeff	Diamond	President	Business Owner	Farmstead Cheeses & Wines	Jun-16
3	Larry	Ginsburg	Director	Business Owner	Ginsburg Financial Advisors	Jun-15
4	Steve	Montgomery	Director	Business Co-owner	Italian Colors	Jun-15
5	Lydia	Nayo	Director	Business Manager	Coldwell Banker Neal & Associates	Jun-15
6	Howard	Neal	Secretary Vice	Business Owner	Attorneys	Jun-16
7	John	Porras	President	Business Co-owner	Crown Wine & Spirits	Jun-16
8	Tom	Revelli	Treasurer	Business Owner	Montclair Sports	Jun-16
9	Mike	Williams	Director	Business Co-owner	Crogan's Montclair	Jun-15
10	Thomas	Wong	Director	Business Manager	Rite Aid	Jun-15

Summary of BID Functions

Private security, maintenance, beautification, design, land use, promotion activities

Committees

Promotions/Farmers' Market
Beautification/Design/Land Use/Safety
Executive
Nominations
Finance