

CITY OF OAKLAND
AGENDA REPORT

FILED
CITY CLERK
OAKLAND

2007 FEB 15 PM 2:54

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: February 27, 2006

RE: **Resolution Approving The Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District, The Temescal/Telegraph Avenue Property Business Improvement District Of 2005, And The Laurel Property Business Improvement District Of 2005 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2006/07**

SUMMARY

Pursuant to the City of Oakland's Business Improvement Management District (BIMD) Ordinance (Ordinance No. 12190 C.M.S., 1999) and the Neighborhood Business Improvement District (NBID) Program (Resolution No. 75323 C.M.S., 1999) a resolution approving and confirming the annual reports of the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District (PBID) of 2005, and the Laurel Property Business Improvement District of 2005 advisory boards and confirming the continuing annual assessment for each district for fiscal year 2006/07 has been prepared.

The City Council must adopt the attached resolution to approve on-going services within these districts.

FISCAL IMPACTS

Pursuant to state Proposition 218, the City must pay a fair share assessment of \$1,824.78 for city-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014-1219-003-00). Funds to pay the assessment have been budgeted in General Purpose Fund (1010), Neighborhood Commercial Revitalization & Service Delivery System Organization (88569), Taxes and Assessments Account (53511), Undetermined Project (0000000).

Other than the above assessment, there is no fiscal impact anticipated with the passage of the attached resolution.

The related business improvement districts will pay their own operating costs, including costs for assessment collections and disbursements.

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, less the County's collection fee

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(approximately 1.7% of total assessment), to the City. The City, in turn, will disburse the funds to the districts, pursuant to written agreements between the City and the districts' non-profit management corporations, less the City's costs of processing the disbursements.

Until disbursed, BID assessments will be held in a special trust fund established by the City's Finance and Management Agency. The trust fund number is: Miscellaneous Trusts Fund (7999), Treasury Operations Unit Organization (08721), Pass Thru Assessments Account (24224), Undetermined Project (0000000).

BACKGROUND

The concerned business improvement districts (BIDs) were established as follows:

- Lakeshore/Lake Park Business Improvement Management District on July 16, 2002, pursuant to Resolution No. 77280 C.M.S.
- Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004, pursuant to Resolution No. 78730 C.M.S.
- Laurel Property Business Improvement District of 2005 on July 19, 2005, pursuant to Resolution No. 79380 C.M.S.

The PBID model for economic development has been successfully used in other commercial neighborhoods throughout the country and throughout Oakland, including in the Fruitvale District (established 2001 and renewed in 2006), the Montclair District (established 2001), and the Rockridge District (established 2000).

KEY ISSUES AND IMPACTS

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

In terms of positive impacts, adoption of the attached resolution will enable the affected neighborhood commercial districts to continue providing enhanced services such as security, maintenance, marketing and promotional activities. These services are intended to improve the conditions and image of the affected business improvement districts and to stimulate on-going economic revitalization.

PROGRAM DESCRIPTION

The Lakeshore/Lake Park Business Improvement Management District encompasses approximately 47 parcels and projects an annual budget of approximately \$140,230. The district includes parcels along 5 blocks of Lakeshore and Lake Park Avenues as well as portions of nearby Rand Avenue and Wesley Way. Assessments are based on lot size and linear frontage of affected properties.

The Temescal/Telegraph Avenue PBID encompasses approximately 260 parcels and projects an annual budget of approximately \$232,765. The district includes all parcels along Telegraph from

40th Street to the Berkeley border, Shattuck Avenue to the Highway 24 overpass, Claremont one block up from Telegraph, and 51st Street up to and including Children's Hospital to one block east of Telegraph Avenue. Assessments are based on lot size, building size and linear frontage of affected properties.

The Laurel Property Business Improvement District of 2005 encompasses approximately 86 parcels and projects an annual budget of approximately \$157,607. The district includes parcels located primarily along MacArthur Boulevard from 35th Avenue to High Street. Assessments are based on lot size, building square footage, linear frontage and use of properties located within the district. By law BID assessments must be in proportion to the anticipated benefit received by each property.

Planned services for FY 2006/07 are outlined in the annual reports filed by each district advisory board and include, but are not limited to, sidewalk sweeping and steam cleaning, landscaping, graffiti removal, creation of a district websites, and promotion of special events.

SUSTAINABLE OPPORTUNITIES

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

Environmental: The on-going levies will enable the affected Business Improvement Districts to continue their efforts to strengthen and beautify the physical image of their existing neighborhood commercial areas through the use of enhanced sidewalk and street cleaning and maintenance.

Social Equity: BIDs incorporate all members of a business community into a productive and proactive entity representing the interests of that community. Administration of the cash flow generated by the district itself contributes to local merchant and property owner self-empowerment.

DISABILITY AND SENIOR ACCESS

Passage of the proposed resolution has no direct implications for disability and senior access. However, improved public safety and security provided by the BIDs could serve to make the area safer and more accessible to all visitors, including senior citizens and disabled persons.

RECOMMENDATION(S) AND RATIONALE

Staff recommends the City Council adopt the attached resolution to support the continuance of the above-referenced BIDs and their planned activities.

Revenues generated by BIDs are applied to a variety of local improvements and services beyond those already provided by existing municipal services. Examples include enhanced maintenance services, security, marketing and promotions.

Such business improvement districts represent a proactive effort on the part of neighborhood business and property owners to improve the conditions and image of their area and to assist in the economic revitalization and physical maintenance of their respective commercial corridors.

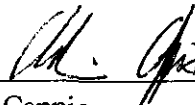
Additionally, because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BIDs, other than a modest FY 6/07 fair share assessment for City-owned property within the Temescal/Telegraph Avenue PBID (\$1,824.78).

Consequently, the BIDs should be viewed as positive self-help models for other neighborhood commercial areas. Accordingly, staff recommends that the City Council adopt the resolution approving the annual reports and confirming the continuing FY 2006/07 annual assessments for the above-referenced property-based BIDs.

ACTION REQUESTED OF THE CITY COUNCIL

The action requested of the City Council is to adopt the resolution approving the annual reports of the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, and the Laurel Property Business Improvement District of 2005 advisory boards and confirming the continuing annual assessment for each district for fiscal year 2006/07

Respectfully submitted,



Claudia Cappio
Director of Development
Community and Economic Development Agency

Prepared by:
Maria Rocha, Urban Economic Analyst III
Neighborhood Commercial Revitalization

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE



OFFICE OF THE CITY ADMINISTRATOR

2007 FEB 15 PM 2:04 OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION APPROVING THE ANNUAL REPORTS OF THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT, TEMESCAL/TELEGRAPH AVENUE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, AND THE LAUREL PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005 ADVISORY BOARDS AND CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH DISTRICT FOR FISCAL YEAR 2006/07

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

WHEREAS, the City Council approved a Neighborhood Business Improvement District ("NBID") Program pursuant to Oakland City Council Resolution No. 75323, dated November 9, 1999, to provide technical and financial assistance to stakeholder groups of business owners in the City to assist in the formation of such districts; and

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

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

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

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

- o the Lakeshore/Lake Park Business Improvement Management District of July 16, 2002, pursuant to Resolution No. 77280 C.M.S.,
- o the Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004, pursuant to Resolution No. 78730 C.M.S.,

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OAKLAND CITY COUNCIL

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- o the Laurel Property Business Improvement District of 2005, on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.; and

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

WHEREAS, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2006/07; and

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

BE IT RESOLVED that the Council of the City of Oakland does hereby find as follows:

1. The Advisory Boards for the Districts were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2006/07 fiscal year as required by law.
2. The Annual Reports and the continuing annual assessments for the 2006/07 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2006/07 fiscal year in accordance with the assessment formulas as provided for in the Annual Reports and the Plans on file with the City Clerk.
3. The proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed, increased, or modified and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law.
4. The assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plans, through a special municipal billing.
5. The boundaries of the Districts shall remain the same as specified in the Plans on file with the City Clerk and there are no changes to the boundaries or benefit zones.
6. The types of the improvements and activities proposed to be funded by the levy of assessments on property in the BIDs are those described in the Plans and the Annual Reports on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts.
7. The 2006/07 fiscal year assessments for the Districts are as follows:
 - o Approximately \$143,230 for the Lakeshore/LakePark Business Improvement Management District

- o Approximately \$232,765 for the Temescal/Telegraph Avenue Property Business Improvement District of 2005
- o Approximately \$157,607 for the Laurel Property Business Improvement District of 2005

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

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

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EXHIBIT A

To The Resolution Approving The Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District, Temescal/Telegraph Avenue Property Business Improvement District Of 2005, And The Laurel Property Business Improvement District Of 2005 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2006/07

- o Lakeshore/Lake Park BIMD 2006 annual report and proposed 2007 budget
- o Temescal/Telegraph Avenue PBID 2006 annual report and proposed 2007 budget
- o Laurel PBID 2006 annual report and proposed 2007 budget

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FEB 27 2007

**Lakeshore/Lake Property Business Improvement Management District Annual
Report to the City Council and Projected Plan for 2006/07**

1. Proposed changes in boundaries of BIMD.

None.

2. Improvements and activities provided during fiscal year 2005-2006.

The sidewalks and gutters are cleaned daily on Lakeshore and Lake Park. The sidewalks are steam cleaned at least once a month. In addition, the small park between Mandana and Longridge has been improved. The overgrowth of weeds and trash-collecting bushes has been cleared. Attractive mulch has been laid down to prevent excess weed growth and provide more open space. The leaves are now being raked and disposed of 4 months a year during the fall and winter. The City has replaced the aged benches and now empties the garbage regularly. This spot is now used by shoppers for R'nR rather than by homeless for sleeping.

A private security officer patrols every day from noon until 7 PM including holidays.

A landscape company plants and maintains the tree well gardens as needed. They water as needed during the dry season. Our gardeners worked with the County this year after to replace the traffic circle garden that had been torn up during the drain pipe replacement. They replanted and reinstalled our metal tulip sculptures.

The administrator visits and meets regularly with merchants and local residents, bringing their concerns to the Advisory Board and city and county agencies. The administrator is attempting to get resolution from city staff on concerns of inadequate garbage collection and enforcement of city ordinances requiring merchants to remove garbage containers after collection. The administrator is still working with the City and notifying merchants of the need to clear the sidewalks. We would still like to rid ourselves of improperly installed newspaper containers that block access to the sidewalk. The City is attempting to procure more collection on Sundays, especially coupled with holidays.

The new holiday banners were installed this year due to assistance from the city's marketing division. However, one of the wires for a holiday garland has been taken down and will have to be replaced. The BIMD changes out the banners three times a year (to include "Spare the Air" banners during the summer/fall, including across the street garlands, during seasonal changes.

The Advisory Board works with the merchants on holiday events three times a year, supporting activities, and funding necessary expenses. The BID Administrator also works with merchants, city staff, and community members to organize and advertise the parades and other special holiday events.

3. Improvements to be provided during the fiscal year 2006-2007.

All activities described above will be maintained and event assistance to the merchants will be expanded if all property owners in the district pay their assessments and back assessments. The Advisory Board hopes to stage a street fair in the coming year and will continue to assist the Grand Lake Farmers' Market in its events.

4. Estimate of the cost of providing services.

Please see attached budget, including reserves held out until all assessments are paid.

5. Method and Basis of Levying the Assessment.

The assessments will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Advisory Board. The BID will not ask for an increase this year in hopes that assessments due from delinquent properties will be received by the District. The charges will remain as: frontage charges of \$22.743 per linear foot per year and lot size charges per square foot of \$0.260 per year factored together.

6. Surplus or Deficit for fiscal year 2005/06.

It is anticipated that approximately \$3,298 will carry forward from the previous fiscal year into the FY2006/07 budget. These funds will be used to maintain a reserve in case of the continued non-payment of a large property owner.

7. Contributions from other sources.

None.

**Lakeshore Avenue Business Improvement District
Post Office Box 16268 ~ Oakland, California 94610**

LAKESHORE/LAKE PARK BIMD PROPOSED BUDGET FOR 2007	
Description	Amount
<i>Income</i>	
Estimated BID Collections	\$140,230.00
Total Income	\$140,230.00
Carry Forward 2006 (Reserve for Nonpayment) (Interest Bearing)	\$3,298.00
Total Available Funds	\$143,528.00
<i>Expenses</i>	
Administration	\$37,600.00
Annual Meeting	\$950.00
Beautification:	\$12,200.00
Banners - \$1,000.00	
Gardeners - \$11,200.00	
City & County Collections Cost (1.7%)	\$2,384.00
Contingency (Reserve)	\$4,034.00
Dues & Fees	\$250.00
Insurance	\$1,866.00
Maintenance: Sweepers; Steam Cleaners	\$27,096.00
Office Expenses	\$1,500.00
Professional Expenses	\$600.00
Promotions; Capital Improvements	\$5,000.00
Security	\$46,000.00
Utilities	\$750.00
TOTAL	\$140,230.00
Reserve For Nonpayment – Year-End Balance	\$3,298.00
Total Expenditures	\$143,528.00

SHB:cm
2006budget.doc
updated 09/13/06

**Temescal Telegraph Avenue Community Association (TTCA)
Business Improvement District
Annual Report to City Council
2005-2006**

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

None

II. Improvements and Activities Provided During Fiscal Year 2005 - 2006

The following are the major improvements and activities provided:

- Renewed contract with experienced part time coordinator to manage district's activities and to collaborate closely with CEDA, Public Works, and the Councilmember's office.
- Retained experienced accounting firm, Oto Bailey Fukumoto & Mishima, Inc. to provide financial statements for TTCA and to provide more extensive benefit zone breakdowns
- Retained experienced attorney in non-profit law to assist organization in obtaining 501c3 and 501c4 status. Expect to finalize 501c4 status shortly.
- Drafted a Strategic Plan document through 2010 to cover organization's priorities and for public presentation.
- Renewed agreement with experienced Neighborhood Cleanliness Crew to provide sidewalk sweeping and landscaping five days a week (Tuesday through Saturday to Zone 1 (Telegraph Avenue from 4501 to the freeway) (51st Street from the freeway to one block east of Telegraph Avenue) and Zone 3 (Frontage and lot size adjacent to Oakland Children's Hospital) (576 to 747-52nd Street which includes the freeway underpass on 52nd Street).
- Provided these same services three days a week (Tuesday, Thursday and Saturday to Zone 2 (Telegraph Avenue from 400 to 4499 and from 5601 to 6699)(4501 to 5216 Shattuck Avenue, 5160-5263 Claremont Avenue and 5811 – 5964 Racine Street)
- Provided sidewalk steam cleaning and graffiti abatement as needed to the entire area.
- Provided a \$10,000 sponsorship to the 3rd annual Temescal Street Fair
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council.
- Conducted two letter campaigns to property owners to inform them of BID activities.
- Submitted articles to the Temescal View and ideas for an Oakland Tribune article.
- BID continues to be organized around the nationally recognized Main Street™ approach utilizing standing committees (Design, Promotion, Economic Development, and Organization) that meet monthly. Additionally, it has added a permanent Security Committee in response to the recent crime spate. It continues to diversify its stakeholders.

- Provided support to new businesses interested in moving into the area and that will enhance the current business mix. One of these, Tumble and Tea Café opened its doors in August.
- Neighborhood directory was unveiled in December 2005 and received very well as real estate agents inquire for copies to distribute to new residents
- Collaborated with City of Oakland's Marketing Dept to produce the 1st annual Temescal Holiday Event. We will repeat event this year and will add enhanced Holiday decorations at the four corners of 51st and Telegraph.
- Collaborated with City of Oakland's Marketing Dept to update Temescal banners which now reflect the "Shop Oakland" slogan.
- Reinitiated use of Telegraph Avenue banner poles at 49th to promote events including Festival and Farmer's Market.
- Added 51 new trees to Telegraph Ave.
- Awarded a \$25,000 grant from the City of Oakland Redevelopment Agency to add planters and gateway signage to Telegraph Ave from 40th to 45th.
- Worked closely with CEDA to submit an application to MTC for a major streetscape grant and agreed to provide matching funds for its execution if awarded. A particular emphasis has been placed on increasing lighting on Telegraph Avenue for enhanced security.
- Collaborated closely with Councilmember Jane Brunner to initiate a Farmer's Market which debuted July 16th. Provided \$7,000 of sponsorship funding
- Implementing Newsrack Ordinance on Telegraph Avenue working closing with CEDA and Jane Brunner's office.

III. Improvements and Activities being considered during 2007

- Continuation of sidewalk steam cleaning and graffiti abatement
- Provide a \$10,000 sponsorship to the 4th annual Temescal Fest
- If MTC streetscape improvement grant is awarded, work closely with CEDA for its implementation. If it is not awarded, determine use of reserve funds while exploring other funding options in order to create a pedestrian friendly and safer Telegraph Avenue.
- Create way finding and district signage to include updated street banners
- Create a website for TTCA
- Retain a Consultant to conduct a safety needs assessment that will serve to determine how to make Temescal feel safer for its patrons.
- Receive 501 c3 status in order that organization can apply for grants
- Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council
- Collaborate with City of Oakland Police to conduct Merchant Watch Workshops.
- Collaborate with Homeless Organizations to determine best way to handle transient and panhandler issues.
- Provide a quarterly newsletter
- Collaborating with CAL Berkeley to conduct a merchant survey to identify future business mix for recruitment purposes and needed business retention support services

- Standardize news racks in 20 areas on Telegraph
- Conduct a Temescal Trick or Treat Event
- Conduct a safety needs assessment
- Hold 2nd annual Holiday Event

IV. An Estimate of the Cost of Providing the Improvements and the Activities for 2005

Please see attached budget from Oto Bailey Fukumoto & Mishima, our accountant, for period covering July 1, 2005 through March 2006.

V. Method and Basis of Levying the Assessment

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
Lot Size	\$0.078119	\$0.047216	\$0.009299
Building Size	\$0.060952	\$0.023468	---
Linear Frontage	\$6.815684	\$1.181375	\$11.045231

This method of financing the special services is based upon the levy of assessments on real property that benefits from proposed improvements and activities. There are at least four basic factors that will be used in determining individual assessments. These factors include 1) linear frontage, 2) land area and 3) building floor space, 4) building use. The assessments for the Temescal/Telegraph are based upon these variables, which have been endorsed by the property owners as the most fair and equitable for apportionment of assessments to participating parcels. Linear frontage will only be assessed on one side, even if two sides of frontage exist. (Note: Benefit Zone 3/Children's Hospital is assessed on all sides of frontage due to the need for sidewalk sweeping on the full perimeter of the hospital).

The types of variables used in this assessment methodology are based upon gross lot size, linear frontage and gross building square footage. In addition, due to the special needs and size of the district, the district has been divided into three distinct Benefit Zones that determine how the special benefit services are to be apportioned and distributed.

There are three benefit zones in the district.

VI. Surplus or Deficit for 2006

Through March 31, 2006 there is a currently a fund balance of \$176,172 (See attachment). The organization has been carefully assessing its various needs agreeing to prioritize capital streetscape improvements consistent with the 2005 proposed Telegraph Avenue Streetscape Plan. In May, the Board unanimously approved a motion to reserve BID surplus funds in order to provide matching fund for the streetscape project in anticipation that the MTC/TLC application filed in June will be awarded to Temescal. The awardees will be announced in September. If TTCA is not awarded the grant, it will need to re-evaluate and explore other options.

VII. The budget reflecting projections under consideration for 2007

Please see attached budget

PROJECTED BUDGET 2007

TEMESCAL TELEGRAPH BID

Current Projection
of MDP Program

REVENUES

BID Assessments	\$232,765
County Costs (1.7% of total assessments)	3,957
No-pays	7,855
	<u>11,812</u>
Expected Bid Assessments	220,952
Projected Reserves	125,877
City of Oakland Redevelopment NPI funds	24,400
TOTAL REVENUES	371,229

EXPENSES

PROWSO (Public Rights of Way Sidewalk Operations)	
Graffiti Removal	1,500
Landscaping	11,460
Sidewalk Sweeping	76,080
Steam Cleaning	4,100
Miscellaneous Equipment & Materials	3,000
Security Assessment	5,000
Planter Project	24,400
Streetscape Matching Funds	172,689
TOTAL PROWSO EXPENSES	298,229

MKTG/IDENTITY

Special Event	10,000
Farmer's Market	3,000
Holiday Event	7,500
Merchant Survey	2,500
Trick or Treat Event	2,000
TOTAL MARKETING EXPENSES	25,000

ADMIN/CORP

Staff	33,000
Insurance	2,100
Phone/E-mail Service	1,000
Office Supplies	1,050
Office Equipment	250
Other-Rent	600
Legal and Accounting Fees	5,500
City Cost	500
City Loan Amortization	4,000
TOTAL ADMIN/CORP EXPENSES	48,000

TOTAL EXPENSES	371,229
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**Laurel District Association
(LDA)
Laurel Business Improvement District
1st Annual Report to City Council
2006**

**I. Proposed Changes in the Boundaries of the B1D or in any Benefits Zones
Within the District:**

None.

II. Improvements and Activities Provided During Calendar Year 2006

The following are the major improvements and activities provided:

- Hired an experienced part time coordinator to manage district's activities and to collaborate closely with CEDA, Public Works, and the Councilmember's office.
- Received 501c3 status in order that organization can apply for grants
- Worked with a consultant for six months to organize the LDA Committees – Organization (ORG), Public Rights of Way (PROW), District Identity (DISI), and Streetscape Character Task Force.
- Designed a logo for the LDA.
- Created and maintaining an accounting and database systems to manage district.
- Produced the first LDA Newsletter which was mailed to all property owners and the merchants in the Laurel District.
- Contracted with First Building Maintenance to provide trash removal, graffiti abatement, landscaping and general maintenance 6 days a week and monthly steam cleaning of the sidewalks along MacArthur Blvd within the BID boundaries (35th Ave to High St).
- Assessing any new needs for ongoing maintenance in order to revise accordingly in 2007.
- Conducted a Public Rights of Way walkthrough with landscape architect Leslie Golden to determine ways to activate the streetscape completed in 2005.
- The Streetscape Enhancement Planter Project - created budget and action plan for the purchase and maintenance of 80 planter pots for MacArthur Blvd. – currently implementing Phase I which includes the gateways to the district and locations in the public rights of way.
- Launched the Laurel District Association website which includes a merchant directory, information about special events and community links.
- The DISI committee organized the Lion Dance in February and the Egg Hunt in April to promote the merchants within the district.
- Produced and distributed the 2006 Laurel Merchant Directory and Locator Map



- Successfully organized the 1st Annual Laurel World Music Festival from concept through production. The event included live music on two stages, 80 vendors, Kid's World and brought an estimated 5,000 people into the district.
 - Submitted monthly articles to the MacArthur Metro a monthly neighborhood newspaper
 - Conducted an merchant outreach campaign via letter and in person
 - Collaborating with City of Oakland's Marketing Dept to produce a Laurel Holiday Event
 - Held a Community Summit Meeting to discuss Laurel identity – participants included representatives from all the local NCPC's, neighborhood groups and Laurel merchants.
 - Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council.
- III. Improvements and Activities being considered during 2007**
- Continuation of sidewalk steam cleaning and graffiti abatement
 - Produce the 2nd Annual Laurel World Music Festival, secure corporate sponsorships
 - *Implement Phase I and Phase II of the Streetscape Planter Project*
 - Continue to promote the district through merchant events (Lion Dance, Egg Hunt, Halloween)
 - *Expand Santa Stroll holiday event*
 - Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council
 - Provide a quarterly newsletter
 - Research grant opportunities
 - Expand website to include available retail space
 - Provide assistance to new businesses interested in enhancing the current business mix
 - Conduct a safety needs assessment
 - Continue to collaborate with City Council, neighborhood groups to ensure open communication regarding all development plans for the Laurel district.
- IV. An Estimate of the Cost of Providing the Improvements and the Activities for 2007**
- Please see attached budget



V. Method and Basis of Levying the Assessment

<i>Property Variable</i>	<i>Annual Cost</i>	<i>Building Use Code Applied</i>	<i>Total Generated by Variable</i>
Lot Square Footage	\$ 0.13365 per square foot per year	No	\$ 83,493.00 (53%)
Building Square Footage (range)	\$ 0.04976 through \$ 0.8743 per square foot per year based upon building type: Building type A: \$0.08743 Building type B - G: \$0.04968 Building type H: \$ 240.00 flat fee, no linear frontage or lot size assessment Building type I: \$0.0	Yes	\$ 26,614.00 (17%)
Linear Frontage	\$ 5.9256 per linear foot per year (assessed on all sides receiving PROWSO benefits)	No	\$ 47,500.00 (30%)
Single Family Home and Condo Annual Fee	\$ 240.00 (No condos currently exist in the district but are anticipated within 10 years)	Yes	\$ 0.0 (%)
TOTAL ANNUAL BUDGET			\$157,607.00 (100%)

METHOD OF FINANCING

This method of financing the special services is based upon the levy of assessments on real property that benefits from proposed improvements and activities. This represents a "benefit assessment district" as defined in the California Streets and Highway Code. Assessed valuation cannot be used as the basis for special benefits assessments due to the introduction of Proposition 13 into the state constitution in 1978.

There are at least four basic factors that will be used in determining individual assessments. These factors include 1) linear frontage, 2) land area and 3) building floor space, 4) building use. The assessments for the Laurel PBID are based upon these variables, which have been endorsed by the PBID Steering Committee as the most fair and equitable for apportionment of assessments to participating parcels. Linear



frontage will be assessed on all sides of a parcel due to the allocation of special benefit services to those various sides.

Land use changes will lead to changes in the assessment formulation per parcel. As the district transitions to a mixed-use community, the assessment methodology will accommodate these changes by generating additional revenues to mitigate the impact of these new residents and businesses.

No Condos currently exist in the district. Once condos have been parceled in the future mixed-use developments, the \$240.00 annual flat condo fee will be apportioned to the PROWSO portion of the budget to provide the new residents with seven day per week cleaning services and possible supplemental security. The parcels on which condos have been built, will have the individual property owners assessed only for the condo unit, and will be exempted from lot size, building size and linear frontage

VI. Surplus or Deficit for 2006

There is a currently a projected surplus of \$20,000 for 2006 which will be carried forward to the 2007 budget year. This is the Laurel BID's first year of operation having commenced in December 2005. The first disbursement check was received March 1, 2006. The LDA is in the process of assessing its multiples needs which includes the purchase of planters for MacArthur Blvd and the production of the Laurel World Music Festival. The Board wants to carefully plan the disbursement of these funds for the future, studying the district and community needs.

VII. The amount of any contribution to be made from sources other than BID assessments.

None.

Laurel District Association 2007 Budget			
FY 2006/2007			
<u>Revenue</u>			
2006 Carry Forward	20,000.00		
Anticipated Assessments 2007:	157,607.00		
County Fee (1.7%)	2,700.00		
City Fee	500.00		
Total BID Income	154,407.00		
<u>EXPENSES - Organization</u>		<u>Budgeted</u>	
Rent	0.00		
Staffing	30,000.00		
Telephone & Fax	1,200.00		
Internet	500.00		
Printing/Ink	500.00		
Insurance	3,000.00		
Postage	500.00		
Bank Charges	0.00		
Accounting	1,500.00		
Taxes & Filing Fees	1,500.00		
Annual Dinner	0.00		
Office Supplies	1,000.00		
Unallocated	300.00		
Subtotal	40,000.00		
<u>DISI General</u>			
Graphic Design	3,000.00		
Directory	2,000.00		
Lion Dance	1,000.00		
Egg Hunt	400.00		
World Music Festival	5,000.00		
Halloween	400.00		
Holiday Celebration	2,000.00		
Banners	2,000.00		
Advertising	200.00		
Unallocated	3,000.00		
Subtotal	19,000.00		
<u>PROW</u>			
Maintenance	30,000.00		
Landscaping	5,000.00		
Litter Containers	3,000.00		
Planter Project	28,000.00		
Security	15,000.00		
Banners	3,000.00		
Consulting Fees	6,000.00		
Subtotal	90,000.00		
City Loan Payment	4,000.00		
Contingency Reserve	1,407.00		
Subtotal	5,407.00		
TOTAL EXPENSES	154,407.00		

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**COMMUNITY & ECONOMIC
DEVELOPMENT CMTE**

FEB 27 2007