

REVISED 12/2/08

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

Approved as to form and legality

  
Oakland City Attorney's Office

2008 DEC -4 PM 6:00 OAKLAND CITY COUNCIL

RESOLUTION NO. 81704 C.M.S.

---

**RESOLUTION APPROVING THE ANNUAL REPORTS OF THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT, THE TEMESCAL/TELEGRAPH AVENUE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, THE LAUREL PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2006, AND THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007 ADVISORY BOARDS AND CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH DISTRICT FOR FISCAL YEAR 2008/09**

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

**WHEREAS**, 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, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District (PBID) of 2006, and the Koreatown/Northgate Community Benefit District (CBD) of 2007 ("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:

- the Lakeshore/Lake Park Business Improvement Management District on July 16, 2002, pursuant to Resolution No. 77280 C.M.S.,
- the Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004, pursuant to Resolution No. 78730 C.M.S.,
- the Laurel Property Business Improvement District of 2005, on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.;
- the Fruitvale Property Business Improvement District of 2006, on July 18, 2006 pursuant to Resolution No. 80059 C.M.S.;
- the Koreatown/Northgate Community Benefit District of 2007, on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.; and

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

**WHEREAS**, the Annual Report for the Temescal/Telegraph Avenue Property Business Improvement District of 2005 includes a determination and recommendation by the District Advisory Board for a permitted 5% increase in the amount of the annual assessment beginning in fiscal year 2009/10; and

**WHEREAS**, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2008/09; and

**WHEREAS**, the City shall pay a fiscal year 2008/09 fair share assessment of \$1,916.02 for City-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014-1219-003-00) and \$11,257.76 for property located within the Fruitvale PBID ( Josie de la Cruz Park, formerly Sanborn Park APN 025-0722-026-00, Fruitvale Plaza Park at 3500 International Boulevard APN 033-2130-035-02, and APN 033-2135-026-02, a property located on Foothill Boulevard) and \$9,500 for property located within the Koreatown/Northgate CBD (parking lot at 2100 Telegraph Avenue APN 008-0648-016-03) and funds to pay the assessment have been budgeted in General Purpose Fund 1010/Business Development Organization 88559/Taxes and Assessments Account 53511/Business Improvement District Project C138410; 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 Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, and the Fruitvale Property Business Improvement District of 2006 were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2008/09 fiscal year as required by law.

2. In accordance with Section 4.48.190 of the Oakland BIMD Ordinance the City Council hereby appoints the Koreatown/Northgate Community Benefit District Advisory Board as the Advisory Board for the Koreatown/Northgate CBD of 2007. The members of the Board of Directors of Koreatown Oakland, a California non-profit corporation comprised of the assesseses themselves, shall serve as the members of the Advisory Board until further notice by the Oakland City Council as provided for in the BIMD Ordinance. The Advisory Board shall have at least one member who is a business licensee with the District who is not also a property owner within the District and the Advisory Board shall comply with the provisions of the Ralph M. Brown Act as provided for in the BIMD Ordinance.
3. The above duly appointed Koreatown/Northgate CBD Advisory Board has filed its Annual Report for the 2008/09 fiscal year as required by law.
4. The Annual Reports and the continuing annual assessments for the 2008/09 fiscal year are hereby approved, adopted, and confirmed including a 5% increase in the amount of annual assessments recommended by the Temescal/Telegraph Avenue Property Improvement District of 2005 Advisory Board beginning in fiscal year 2009/10 and the City Council does hereby levy and direct the collection of the assessments for the 2008/09 fiscal year in accordance with the assessment formulas as provided for in the Annual Reports and the Plans on file with the City Clerk.
5. 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.
6. 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.
7. 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.
8. 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.
9. The 2008/09 fiscal year assessments for the Districts are as follows:
  - Approximately \$140,230 for the Lakeshore/LakePark Business Improvement Management District; and
  - Approximately \$243,600 for the Temescal/Telegraph Avenue Property Business Improvement District of 2005; and
  - Approximately \$164,703 for the Laurel Property Business Improvement District of 2005; and
  - Approximately \$324,713 for the Fruitvale Property Business Improvement District of 2006; and

- o Approximately \$278,460 for the Koreatown/Northgate Community Benefit District of 2007; and

the amount chargeable to each parcel in each District shall be as determined by the Plans and Annual Reports on file in the Office of the City Clerk.

10. The City shall pay a fiscal year 2008/09 fair share assessment of \$1,916.02 for City-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014-1219-003-00) and \$11,257.76 for property located within the Fruitvale PBID ( Josie de la Cruz Park, formerly Sanborn Park APN 025-0722-026-00, Fruitvale Plaza Park at 3500 International Boulevard APN 033-2130-035-02, and APN 033-2135-026-02, a property located on Foothill Boulevard) and \$9,500 for property located within the Koreatown/Northgate CBD (parking lot at 2100 Telegraph Avenue APN 008-0648-016-03) and funds to pay the assessment have been budgeted in General Purpose Fund 1010/Business Development Organization 88559/Taxes and Assessments Account 53511/Business Improvement District Project C138410; and
11. The City shall pay a fiscal year 2008/09 fair share assessment for Oakland Redevelopment Agency-owned property (located at 2016 Telegraph Avenue APN 008-0649-010-00) on which a Koreatown/Northgate Community Benefit District of 2007 assessment is to be levied in an amount not to exceed \$2,035.50 and funds to pay the assessment have been budgeted in Oakland Redevelopment Agency Projects Fund (7780)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P300610).

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 9 2008

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID and PRESIDENT DE LA FUENTE - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:



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

## **EXHIBIT A**

To 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, The Laurel Property Business Improvement District of 2005, The Fruitvale Property Business Improvement District of 2006, and the Koreatown/Northgate Community Benefit District of 2007 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2008/09.

2008 Annual Reports and Proposed 2009 budgets for the following districts:

- Lakeshore/Lake Park Business Improvement Management District
- Temescal/Telegraph Avenue Property Business Improvement District of 2005
- Laurel Property Business Improvement District of 2005
- Fruitvale Property Business Improvement District of 2006
- Koreatown/Northgate Community Benefit District of 2007

**Lakeshore/Lake Park Business Improvement Management District  
Annual Report to the City Council  
for Fiscal Year 2008/09**

1. Proposed changes in boundaries of BIMD.

None.

2. Improvements and activities provided during fiscal year 2007/2008.

The sidewalks and gutters are cleaned daily on Lakeshore and Lake Park. The sidewalks are steam cleaned at least once a month. We also fund additional cleaning under the garbage cans where waste collects due to the design of the cans.

A private security officer has been patrolling the Avenues every day from noon until 7 PM including holidays. We have increased the hours of security to 8 hours a day, 3 days a week (high traffic days-Thursday, Friday, and Saturday) and maintaining the 7 hour patrol schedule the other 4 days a week.

A landscape company plants and maintains the tree well gardens. They water as needed during the dry season. We have requested the planting and maintenance of 5 additional tree wells. Three of those are in the Lake Park section of the district and 2 are on Lakeshore. We have increased our landscaping by adding additional tree well gardens and cleaning other tree wells (additional cost-\$1500 for set up). We also fill in the unplanted tree wells with gravel at least once a year.

The administrator visits and meets regularly with merchants and local residents, bringing their concerns to the Advisory Board and city and county agencies. She also organizes merchant meetings and arranges safety training through OPD for the merchants. 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. We are still looking for a company to install our across-the-street garland that was removed when a property owner removed the wire.

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. Our administrator continues to attend the Grand Lake Farmer's Market Liaison Advisory committee. We have attempted to join forces with merchants on Grand Avenue during our special events.

This year we signed a contract and implemented a new street fair with Oakland Events LLC, for the first LakeFest: Art and Wine Festival on August 2<sup>nd</sup> and 3<sup>rd</sup>. After evaluating the contract, we may decide to continue to work with Oakland Events to provide annual festivals on Lakeshore. The contribution from the BID for this festival was \$4,000 plus city marketing funds of \$3,000.

The administrator also joined a Grand Lake/Lakeshore Retail Advisory Group (GLRAG) which met to design, promote, and implement a plan to attract retail to the general neighborhood that would be supported by the community. We have designed a survey to be administered both online and hard copy to many proximate neighborhoods to our shopping district and will then evaluate the results and create a promotional plan.

3. Improvements to be provided during the fiscal year 2008-2009.

We have agreed to maintain planters which we hope the city will install as described by the Lakeshore/Lake Park Traffic Calming committee as a gateway to the Avenue and a traffic calming and pedestrian safety device.

We are in the process of designing a business directory pylon to improve visibility of our businesses while serving as an attractive sculpture. As previously stated, we have been working with Grand Avenue to bring our districts together to capture more of the local shoppers' dollars. We also expect to concentrate on improving safety for our neighborhood.

We may choose to pursue a new entity for a 501 © 3 designation in order to raise more funds for our events in the coming year.

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. Even though we are experiencing increased costs for maintenance, event planning, and security, we have decided not to ask for an increase to our assessments as many of our merchants are struggling to keep their doors open which puts rental pressure on the property owners. The charges will continue to be assessed as follows: frontage charges of \$23.198 per linear foot per year and lot size charges per square foot of \$0.265 per year factored together.

6. Surplus or Deficit From Previous Fiscal Year.

It is anticipated that approximately \$2,554.39 will carry forward from the previous fiscal year into the FY 2008/09 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.

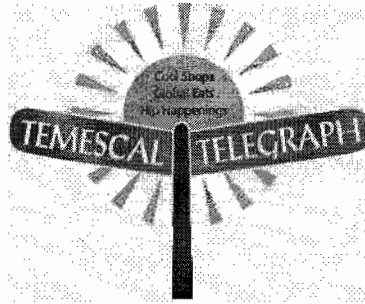
None.

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

| <b>LAKESHORE/LAKE PARK BIMD<br/>PROPOSED BUDGET FOR 2009</b>   |               |
|--|---------------|
| <b>Description</b>   | <b>Amount</b> |
| <b><i>Income</i></b>   |               |
| Estimated BID Collections                                      | \$140,230.00  |
| Total Income   | \$140,230.00  |
| Carry Forward 2008 (Reserve for Nonpayment) (Interest Bearing) | \$2,554.39    |
| Total Available Funds  | \$142,784.39  |
| <b><i>Expenses</i></b>   |               |
| Administration   | \$37,600.00   |
| Annual Meeting   | \$1,400.99    |
| Beautification:  | \$11,000.00   |
| Banners - \$1,000.00   |               |
| Gardeners - \$10,000.00  |               |
| City & County Collections Cost (1.7%)                          | \$2,383.91    |
| Insurance  | \$2,000.00    |
| Maintenance: Sweepers; Steam Cleaners                          | \$30,000.00   |
| Office Expenses  | \$1,000.00    |
| Professional Expenses  | \$600.00      |
| Promotions; Capital Improvements                               | \$7,000.00    |
| Security   | \$48,000.00   |
| TOTAL  | \$140,983.91  |
| Reserve For Nonpayment - Year-End Balance                      | \$1,800.48    |
| Total Expenditures   | \$142,784.39  |

SHB:cm  
2008budget.doc  
updated 08/27/08





**Temescal Telegraph Avenue Community Association (TTCA)  
Business Improvement District  
4<sup>th</sup> Annual Report to City Council  
2008**

**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 2007 - 2008**

The following are the major improvements and activities provided:

**ORGANIZATION**

- Renewed contract with experienced part time coordinator to manage district's activities and to collaborate closely with CEDA , Public Works, and the Councilmember's office.
- Working with Shasta Pros to provide simplified quarterly and annual statements at a significant savings.
- Received 501c3 designation in order to pursue charitable contributions and grants
- Updated Strategic Plan document through 2011 to cover organization's priorities and for public presentation.
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council.
- BID continues to be organized around the nationally recognized Main Street™ approach utilizing standing committees (Design, Promotion, Economic Development, and Organization) that meet monthly. It also addresses Security issues through a "Merchant Watch" group. It continues to diversify its stakeholders.
- Conducted regular letter and email campaigns to property owners and merchants to inform them of BID activities.
- Hired Townsend Public Affairs on retainer to assist efforts to identify funding for streetscape plan.

**ECONOMIC DEVELOPMENT**

- Compiled an inventory of Temescal commercial vacancies with regular updates.
- Added a space locator feature on website to identify and promote vacancies.

- Provided support to new businesses interested in moving into the area that will enhance the current business mix including Mixing Bowl and Marc 49. Temescal is fully leased with limited vacancies.
- Conducted six Merchant Mixers throughout the year attended on average by 20 merchants covering various topics including Merchant Watch, Retail Promotions, Greening your Business, and Crime Prevention through Environmental Design.

## **DESIGN**

- 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) (51<sup>st</sup> Street from the freeway to one block east of Telegraph Avenue) and Zone 3 (Frontage and lot size at Oakland Children's Hospital) (576 to 747 -52<sup>nd</sup> Street which includes the freeway underpass on 52<sup>nd</sup> Street).
- Provided sidewalk sweeping and landscaping in Zone 2 "South" (40<sup>th</sup> to 45<sup>th</sup>) to 5 days a week.
- Provided these same services three days a week (Tuesday, Thursday and Saturday to Zone 2 (Telegraph Avenue from 5601 to 6699)(4501 to 5216 Shattuck Avenue, 5160-5263 Claremont Avenue and 5811 – 5964 Racine Street)
- Provided sidewalk steam cleaning and graffiti abatement as needed to the entire area on a quarterly basis
- Increased contract with Neighborhood Cleanliness Crew to water and maintain planters.
- Advocacy with Public Works resulted in getting deferred tree trimming maintenance along Telegraph Avenue taken care of as well of repainting of the street light poles.
- Installed new banners along Telegraph Avenue. Added banners to side streets that are part of the BID:
  1. 51<sup>st</sup>/52<sup>nd</sup> Street to Children's Hospital,
  2. Shattuck Avenue
  3. Claremont Avenue
- Placed district gateway signage at multiple District entry points utilizing consistent branding logo.
- Received \$1,500 grant through Keep America Beautiful to educate community about cigarette butts as litter.
- Received a \$3000 from the City of Oakland's Merchant Association Assistance Plan which will supplement a mural planned for the PG&E building on 52<sup>nd</sup> Street.

## **PROMOTION**

- Provided a \$10,000 sponsorship to the 5<sup>th</sup> annual Temescal Street Fair.
- Held successful 3<sup>rd</sup> annual safe Temescal Trick or Treat.
- Submitted regular articles to the Temescal News & Views.
- Launched website [www.temescaldistrict.org](http://www.temescaldistrict.org) that includes a business directory.
- Reprinted 7,000 business directories for distribution

- Sponsored the 1<sup>st</sup> annual cinema Temescal Street Cinema this summer during the evenings in order to increase nighttime community activity and enhance security.
- Created and distributed 10,000 “Temescal Shops” brochure that incorporates a shop local theme.
- Continued to support widely successful Farmer’s Market through promotional efforts
- Telegraph Avenue banner poles at 49<sup>th</sup> continue to promote events including Festival, Farmer’s Market, Holiday, and Temescal is blooming theme.

#### **SECURITY**

- Conducted three Merchant Watch educational sessions collaborating with Neighborhood Service Coordinator and Walking Officer
- Send out regular email blasts to merchants as part of Merchant Watch efforts.

### **III. IMPROVEMENTS AND ACTIVITIES BEING CONSIDERED DURING 2008/2009**

#### **ORGANIZATION**

- Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council

#### **DESIGN**

- Continuation of sidewalk steam cleaning and graffiti abatement
- Continuing to pursue funding for a streetscape improvement plan which will include crosswalk improvements, countdown pedestrian signals, and pedestrian lights, starting at 52<sup>nd</sup> and going south towards 40th St.
- Collaborate with TALC for Peralta Elementary school children to decorate utility boxes to promote community art and deter graffiti
- Add an additional 50 planters to complement the other existing 50 planters along Telegraph
- Increase Graffiti abatement strategies above and beyond the City’s current
- Advocate in order to continue deferred maintenance on streetscape furniture and color unification as well.
- Add murals in collaboration with the California College of the Arts on the PG&E building located on 51<sup>st</sup> Street. Total expense of \$7,500 in FY2008-09 will be supplemented with \$3,000 grant received from the City of Oakland’s MAAP. This mural will help to create a better connection between Children’s Hospital and the Temescal district.
- Develop an art project at the 52<sup>nd</sup> Street freeway/BART underpass to connect Children’s Hospital and the Temescal district; prepare a budget & seek funding for the project.

#### **PROMOTION**

- Provide a \$7,500 sponsorship to the 5<sup>th</sup> annual Temescal Fest. Streamline event so that it breaks even and possibly becomes a revenue generator in the future.

- Continue to provide regular email communication with stakeholders.
- Conduct third annual Temescal Trick or Treat
- Hold 3<sup>rd</sup> annual Holiday Event with added features including an ice skating rink.
- Budgeting \$4,000 for a new promotional BID piece.

**SECURITY**

- Collaborate with City of Oakland Police to conduct Merchant Watch Workshops.
- Continue to expand Merchant Watch communications and find innovative options to respond to crime concerns including private security
- Awarded a pending Neighborhood Projects Initiative grant through City of Oakland's Redevelopment Agency for \$35,000 grant to add building lights and a \$42,000 grant for streetlights totaling \$77,000 to enhance security on Telegraph Avenue from 40<sup>th</sup> to 42<sup>nd</sup>

**ECONOMIC DEVELOPMENT**

- Continue to monitor economic trends in the district and inventory space to attract the right business mix.
- Continue to update space locator system to enhance Temescal business mix.

**IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR 2008 - 2009**

Please see attached budget.

**V. METHOD AND BASIS OF LEVYING THE ASSESSMENT**

**CURRENT**

| <i>Property Variable</i> | <i>Benefit Zone 1</i> | <i>Benefit Zone 2</i> | <i>Benefit Zone 3</i> |
|--------------------------|-----------------------|-----------------------|-----------------------|
| Lot Size                 | \$0.082025            | \$0.049577            | \$0.009764            |
| Building Size            | \$0.064000            | \$0.024641            | ---                   |
| Linear Frontage          | \$7.156468            | \$1.240444            | \$11.597493           |

**PROPOSED (5% INCREASE FOR 2008)**

| <i>Property Variable</i> | <i>Benefit Zone 1</i> | <i>Benefit Zone 2</i> | <i>Benefit Zone 3</i> |
|--------------------------|-----------------------|-----------------------|-----------------------|
| Lot Size                 | \$0.086126            | \$0.052056            | \$0.010252            |
| Building Size            | \$0.067200            | \$0.025873            | ---                   |
| Linear Frontage          | \$7.514292            | \$1.302466            | \$12.177367           |

We are requesting a 5% increase to the assessments based on extenuating circumstances:

1. We want to increase marketing activities. 10% Marketing is limiting as we look to promote the thriving district more extensively. The current allocated amount has presented a budget constraint for this year.

2. Design Committee is planning a budget request to nearly double the number of planters and to maintain them better
3. We are in need of more available capital to implement our 5-year streetscape plan

#### **VI. SURPLUS OR DEFICIT FROM PREVIOUS FISCAL YEAR**

Through June 30, 2008 there is a currently a fund balance of \$272,391 (See attachment). The organization has carefully assessed its various needs agreeing to prioritize capital streetscape improvements consistent with the 2005 proposed Telegraph Avenue Streetscape Plan. In May 2006, the Board unanimously approved a motion to reserve BID surplus funds in order to provide matching funds for the streetscape project.

In January, 2008, the Board unanimously approved a 5 -year \$3.4 million capital plan for specific streetscape improvements and initiated a range of fund -raising activities to raise funds to implement the plan. Among the sources of funds will be accumulated reserves from increased assessment revenues to meet up to 10% of the funding requirement for the plan.

#### **VII. CONTRIBUTIONS FROM OTHER SOURCES**

Please see attached budget. It was adopted at the July, 2008, Board meeting.

**TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT**  
**2008-2009 BUDGET Adopted**  
**Sept 9, 2008**

Assessments = \$243,600  
interest income \$6,000  
**Total Allocated revenue \$249,600**

| Zone         | 1             | 2                | 3               | Total           |                  |
|--------------|---------------|------------------|-----------------|-----------------|------------------|
| Program      | 53.60%        | 36.40%           | 10.00%          | 100.00%         |                  |
| PROWSO       | 61.5%         | \$82,278         | \$55,875        | \$15,350        | \$153,504        |
| Marketing    | 10.4%         | \$13,914         | \$9,449         | \$2,596         | \$25,958         |
| Admin        | 18.7%         | \$25,018         | \$16,990        | \$4,668         | \$46,675         |
| Contingency  | 9.4%          | \$12,576         | \$8,540         | \$2,346         | \$23,462         |
| <b>Total</b> | <b>100.0%</b> | <b>\$133,786</b> | <b>\$90,854</b> | <b>\$24,960</b> | <b>\$249,600</b> |

Note: Budget includes City BID loan payment of \$4,000

| Expected Expenditures                               | Zone 1             | Zone 2           | Zone 3          | Total             | Remarks |
|---|--------------------|------------------|-----------------|-------------------|---------|
| <b>PROWSO</b>                                       |                    |                  |                 |                   |         |
| Allocated Revenue                                   | \$ 82,278          | \$ 55,875        | \$ 15,350       | \$ 153,504        |         |
|   |                    |                  |                 | \$ -              |         |
| <b>Proposed Expenditures</b>                        |                    |                  |                 |                   |         |
| Sidewalk Sweeping                                   | \$ 40,818          | \$ 33,034        | \$ 7,608        | \$ 81,460         |         |
| Steam Cleaning                                      | \$ 4,400           | \$ 3,800         | \$ -            | \$ 8,200          |         |
| Landscaping   | \$ 9,340           | \$ 8,020         | \$ 720          | \$ 18,080         |         |
| Graffiti Removal                                    | \$ 1,500           | \$ 1,200         | \$ -            | \$ 2,700          |         |
| administration                                      | \$ 7,075           | \$ 4,805         | \$ 1,320        | \$ 13,200         |         |
| Other   |                    |                  |                 | \$ -              |         |
| <b>Total Proposed PROWSO Expenditures</b>           | <b>\$ 63,133</b>   | <b>\$ 50,859</b> | <b>\$ 9,648</b> | <b>\$ 123,640</b> |         |
| <b>PROWSO Pro Forma Surplus / (Deficit)</b>         | <b>\$ 19,145</b>   | <b>\$ 5,017</b>  | <b>\$ 5,702</b> | <b>\$ 29,864</b>  |         |
| <b>MARKETING AND IDENTIFY ENHANCEMENT</b>           |                    |                  |                 |                   |         |
| Allocated Revenue                                   | \$ 13,914          | \$ 9,449         | \$ 2,596        | \$ 25,958         |         |
|   |                    |                  |                 | \$ -              |         |
| <b>Proposed Expenditures</b>                        |                    |                  |                 |                   |         |
| Temescal Street Fair                                | \$ 5,000           | \$ -             |                 | \$ 5,000          |         |
| December Holiday Event                              | \$ 8,000           | \$ 4,000         |                 | \$ 12,000         |         |
| Street Cinema                                       | \$ 6,500           |                  |                 | \$ 6,500          |         |
| printing  | \$ 2,144           | \$ 1,456         | \$ 400          | \$ 4,000          |         |
| Halloween Event                                     | \$ 598             | \$ 406           | \$ 112          | \$ 1,116          |         |
| Cross-Telegraph Banner                              | \$ 1,900           | \$ 600           |                 | \$ 2,500          |         |
| Website   | \$ 643             | \$ 437           | \$ 120          | \$ 1,200          |         |
| Other   |                    |                  |                 | \$ -              |         |
| <b>Total Proposed Marketing Expenditures</b>        | <b>\$ 24,785</b>   | <b>\$ 6,899</b>  | <b>\$ 632</b>   | <b>\$ 32,316</b>  |         |
| <b>Marketing Pro Forma Surplus / (Deficit)</b>      | <b>\$ (10,872)</b> | <b>\$ 2,550</b>  | <b>\$ 1,964</b> | <b>\$ (6,358)</b> |         |
| <b>ADMINISTRATION</b>                               |                    |                  |                 |                   |         |
| Allocated Revenue                                   | \$ 25,018          | \$ 16,990        | \$ 4,668        | \$ 46,675         |         |
| Other   |                    |                  |                 | \$ -              |         |
| <b>Proposed Expenditures</b>                        |                    |                  |                 |                   |         |
| Executive Director fees                             | \$ 14,150          | \$ 9,610         | \$ 2,640        | \$ 26,400         |         |
| Rent  | \$ 322             | \$ 218           | \$ 60           | \$ 600            |         |
| Food for meetings                                   | \$ 536             | \$ 364           | \$ 100          | \$ 1,000          |         |
| Admin assistant                                     | \$ 2,894           | \$ 1,966         | \$ 540          | \$ 5,400          |         |
| Legal and Accounting                                | \$ 3,216           | \$ 2,184         | \$ 600          | \$ 6,000          |         |
| Insurance   | \$ 1,053           | \$ 702           | \$ 195          | \$ 1,950          |         |
| Office Supplies and Other                           | \$ 536             | \$ 364           | \$ 100          | \$ 1,000          |         |
| Other   |                    |                  |                 | \$ -              |         |
| <b>Total Proposed Administration Expenditures</b>   | <b>\$ 22,707</b>   | <b>\$ 15,408</b> | <b>\$ 4,235</b> | <b>\$ 42,350</b>  |         |
| <b>Administration Pro Forma Surplus / (Deficit)</b> | <b>\$ 2,311</b>    | <b>\$ 1,582</b>  | <b>\$ 433</b>   | <b>\$ 4,325</b>   |         |

| <b>CONTINGENCY</b>                               |            |           |           |            |
|--|------------|-----------|-----------|------------|
| <b>Allocated Revenue</b>                         | \$ 12,576  | \$ 8,540  | \$ 2,346  | \$ 23,462  |
| Other  |            |           |           | \$ -       |
| <b>Proposed Expenditures</b>                     |            |           |           |            |
| PROWSO Deficit                                   | \$ -       | \$ -      | \$ -      | \$ -       |
| Marketing Deficit                                | \$ 10,872  | \$ -      | \$ -      | \$ 10,872  |
| Administration Deficit                           | \$ -       | \$ -      | \$ -      | \$ -       |
| Other  |            |           |           | \$ -       |
| <b>Total Proposed Contingency Expenditures</b>   | \$ 10,872  | \$ -      | \$ -      | \$ 10,872  |
| <b>Contingency Pro Forma Surplus / (Deficit)</b> | \$ 1,704   | \$ 8,540  | \$ 2,346  | \$ 12,591  |
| <b>TOTAL BUDGETED REVENUE</b>                    | \$ 133,786 | \$ 90,854 | \$ 24,960 | \$ 249,600 |
| <i>Check</i>                                     | 53.6%      | 36.4%     | 10.0%     |            |
| <b>TOTAL PROPOSED EXPENDITURES</b>               | \$ 110,626 | \$ 73,165 | \$ 14,515 | \$ 198,306 |
| <b>TOTAL PRO FORMA SURPLUS / (DEFICIT)</b>       | \$ 23,160  | \$ 17,689 | \$ 10,445 | \$ 51,294  |

| <b>RESERVES FY'08-'09</b>                    |                                 | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Total</b> | <b>Remarks</b> |
|--|---------------------------------|---------------|---------------|---------------|--------------|----------------|
| (from above)                                 | PROWSO surplus(deficit)         | \$ 19,145     | \$ 5,017      | \$ 5,702      | \$ 29,864    |                |
|  | Marketing surplus(deficit)      | \$ (10,872)   | \$ 2,550      | \$ 1,964      | \$ (6,358)   |                |
|  | Administration surplus(deficit) | \$ 2,311      | \$ 1,582      | \$ 433        | \$ 4,325     |                |
|  | Contingency revenue             | \$ 12,576     | \$ 8,540      | \$ 2,346      | \$ 23,462    |                |
|  | Sub-Total                       | \$ 23,160     | \$ 17,689     | \$ 10,445     | \$ 51,294    |                |
| <b>RESERVES, Prior Years</b>                 |                                 |               |               |               |              |                |
| (see worksheet)                              | PROWSO Reserves                 | \$ 134,156    | \$ 38,286     | \$ 29,699     | \$ 202,141   |                |
|  | Marketing Reserves              | \$ (3,318)    | \$ 23,863     | \$ 2,836      | \$ 23,380    |                |
|  | Administration Reserves         | \$ 1,962      | \$ 16,907     | \$ (1,545)    | \$ 17,324    |                |
|  | Contingency Reserves            | \$ 28,619     | \$ 21,333     | \$ 8,506      | \$ 58,458    |                |
|  | Sub-Total                       | \$ 161,418    | \$ 100,389    | \$ 39,497     | \$ 301,304   |                |
| <b>TOTAL RESERVES, FYE 6/30/09 projected</b> | PROWSO                          | \$ 153,301    | \$ 43,303     | \$ 35,402     | \$ 232,005   |                |
| (after operating expenses)                   | Marketing                       | \$ (14,190)   | \$ 26,412     | \$ 4,800      | \$ 17,022    |                |
|  | Administration                  | \$ 4,272      | \$ 18,489     | \$ (1,112)    | \$ 21,649    |                |
|  | Contingency                     | \$ 41,195     | \$ 29,874     | \$ 10,852     | \$ 81,921    |                |
|  | <b>Total</b>                    | \$ 184,578    | \$ 118,078    | \$ 49,942     | \$ 352,598   |                |

**PROPOSED EXPENSES AGAINST RESERVES, FY08/09**

|   | <b>Zone 1</b>     | <b>Zone 2</b>     | <b>Zone 3</b>    | <b>Total</b>      | <b>Notes</b> |
|---|-------------------|-------------------|------------------|-------------------|--------------|
| Pedestrian scale lighting                           |                   |                   |                  |                   |              |
| Project cost  | \$50,000          |                   |                  | \$50,000          |              |
| Spent prior to current FY                           |                   |                   |                  |                   |              |
| Current FY dedicated revenue                        |                   |                   |                  |                   |              |
| Current FY Proposed expenditure                     | \$50,000          |                   |                  | \$50,000          |              |
| Ped oriented building lighting 40th-42nd St         |                   |                   |                  |                   |              |
| Project cost  |                   |                   |                  |                   |              |
| Spent prior to current FY                           |                   |                   |                  |                   |              |
| Current FY dedicated revenue                        |                   |                   |                  |                   |              |
| Current FY Proposed expenditure                     |                   |                   |                  |                   |              |
| Ped oriented street lights 40th-42nd St             |                   |                   |                  |                   |              |
| Project cost  |                   |                   |                  |                   |              |
| Spent prior to current FY                           |                   |                   |                  |                   |              |
| Current FY dedicated revenue                        |                   |                   |                  |                   |              |
| Current FY Proposed expenditure                     |                   |                   |                  |                   |              |
| PGE Mural   |                   |                   |                  |                   |              |
| Project cost  | \$ 5,896          | \$ 4,004          | \$ 1,100         | \$11,000          |              |
| Spent prior to current FY                           |                   |                   |                  |                   |              |
| Current FY dedicated revenue                        |                   |                   |                  | \$3,000           |              |
| Current FY Proposed expenditure                     | \$ 4,288          | \$ 2,912          | \$ 800           | \$8,000           |              |
| Planters  |                   |                   |                  |                   |              |
| Project cost  |                   |                   |                  |                   |              |
| Spent prior to current FY                           | \$ 9,582          | \$ 6,507          | \$ 1,788         | \$17,877          |              |
| Current FY dedicated revenue                        |                   |                   |                  |                   |              |
| Current FY Proposed expenditure                     |                   |                   |                  |                   |              |
| Temescal/Telegraph Banners                          |                   |                   |                  |                   |              |
| Project cost  | \$ 11,455         | \$ 7,779          | \$ 2,137         | \$21,372          |              |
| Spent prior to current FY                           |                   |                   |                  |                   |              |
| Current FY dedicated revenue                        |                   |                   |                  |                   |              |
| Current FY Proposed expenditure                     |                   |                   |                  |                   |              |
| 5 year Capital Plan Fundraising expense             |                   |                   |                  |                   |              |
| Project cost  | \$ 48,240         | \$ 32,760         | \$ 9,000         | \$ 90,000         |              |
| Spent prior to current FY                           | \$ 20,100         | \$ 13,650         | \$ 3,750         | \$ 37,500         |              |
| Current FY Proposed expenditure                     | \$ 28,140         | \$ 19,110         | \$ 5,250         | \$ 52,500         |              |
| <b>TOTAL Proposed Expenditures Against Reserves</b> | <b>\$82,428</b>   | <b>\$22,022</b>   | <b>\$6,050</b>   | <b>\$110,500</b>  |              |
| <b>Reserves, beginning of Period</b>                | <b>\$ 184,578</b> | <b>\$ 118,078</b> | <b>\$ 49,942</b> | <b>\$ 352,598</b> |              |
| <b>EXPECTED RESERVES, FYE 6/30/09</b>               | <b>\$ 102,150</b> | <b>\$ 96,056</b>  | <b>\$ 43,892</b> | <b>\$ 242,098</b> |              |





**BUSINESS IMPROVEMENT DISTRICT  
ANNUAL REPORT TO CITY COUNCIL 2008**

**I. Proposed Changes in the Boundaries of the BID or in any Benefits Zones Within the District:**  
None

**II. Improvements and Services Provided to to Businesses and Property owners in FY 07-08**

- Final Phase II installation of planters along the corridor.
- Engaged neighborhood resident with economic development background as BID director.
- Brought on two new board members one neighborhood resident with Business Lending and Technical Assistance expertise and one BID business owner.
- Sponsored Community Holiday Events highlighting corridor – Chinese New Year, Easter Egg Hunt, Halloween, and Santa Stroll.
- Provided \$10,000 sponsorship of Annual Street Festival
- Local landscaper (studying horticulture at Merritt College) contracted to maintain the planters.
- Provide maintenance services consisting of 5 days/week trash removal, sidewalk sweeping, graffiti abatement, watering and steam cleaning on a annual basis.
- Contracted Safety and Security Study
- Advocate for OPD and City response to restaurant takeover and crime issues in neighborhood
- Contracted insured and qualified security firm to patrol the business district 3 days a week.
- Worked with Public Works to remove benches used for loitering and considered a security issue.
- Worked with Mills University in the development of materials to facilitate zoning discussions

**III. FY 08 -09 Priority Services and Improvements for the Business Improvement District**

- Work with CEDA staff on targeted marketing for district to assist property owners in filling vacancies.
- Ensure merchant and property owner participation in Commercial Corridor zoning update
- Continue to work with City Attorney's Office, OPD and NCPC in implementing strategies to make the business district safer for merchants and shoppers.
- Maintenance of public spaces: daily sidewalk sweeping, planter care and graffiti abatement.
- Production of the Annual Laurel Street Festival
- Work with city to identify and implement traffic calming strategies.
- Institute Regular Merchant meetings – specifically to look at marketing strategies to increase shoppers and cross market clients for the district.
- Board Development
- Organizational infrastructure development –organizational policies, bookkeeping and filing systems for long-term institutional memory.
- Provide assistance to businesses and property owners in accessing city resources and services.
- Expand working relationship with Mills University to bring technical assistance and expertise to corridor activities.

**IV. An Estimate of the Cost of Providing the Improvements and the Activities for FY 08-09**

Please see attached budget

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

Assessments are collected by the Assessor's Office of Alameda County and forwarded to the City of Oakland Treasury Division which then disburses them to the Laurel District Association to be administered on behalf of the Laurel PBID. The charges will be assessed as follows:

| <i>Property Variable</i>                | <i>Annual Cost</i>   | <i>Building Use Code Applied</i> | <i>Total Generated by Variable</i> |
|---|--|----------------------------------|------------------------------------|
| Lot Square Footage                      | \$0.1403 per square foot per year  | No                               | (53%)<br>\$87,667.65               |
| Building Square Footage (range)         | \$0.05224 through \$0.9180 per square foot per year based upon building type:<br>Building type A: \$0.9180<br>Building type B - G: \$0.05216<br>Building type H: \$252 flat fee, no linear frontage or lot size assessment<br><br>Building type I: \$0.0 | Yes                              | (17%)<br>\$27,944.70               |
| Linear Frontage                         | \$6.2219 per linear foot per year (assessed on all sides receiving PROWSO benefits)  | No                               | (30%)<br>\$49,875.00               |
| Single Family Home and Condo Annual Fee | \$252  | Yes                              | \$ 0.0 (%)                         |
| TOTAL ANNUAL BUDGET                     |  |                                  | \$165,487.35<br>(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.

The \$252.00 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 From Previous Fiscal Year**

There is a currently a projected surplus of \$27,677 which is fully utilized in the proposed FY 08-09 budget attached. (will be used to increase security services from 3 to 4 days during holiday season.)

**VII. Contributions from other sources.**

None.

| Laurel District Association Proposed FY 08 -09 Budget          |                |               |                |
|--|----------------|---------------|----------------|
| <b>REVENUE</b>   |                |               |                |
| Anticipated Assessments 2008:                                  | 164,703        |               |                |
| FY 07/08 Rollover  | 27,677         |               |                |
| <b>Total BID Income</b>  | <b>192,380</b> |               |                |
|  | Baseline       |               | Total FY 08-09 |
| <b>EXPENSES</b>  | Budget         | Rollover      | Budget         |
| <b>Organization</b>  |                |               |                |
| Rent   | 0              |               |                |
| Staffing   |                |               |                |
| LDA Manager  | 25,000         |               | 25,000         |
| Street Festival Consultants                                    | 5,000          |               | 5,000          |
| Telephone & Fax  | 1,200          |               | 1,200          |
| Internet   | 200            |               | 200            |
| Insurance  | 3,500          | 1,000         | 4,500          |
| Accounting & Taxes   | 1,500          |               | 1,500          |
| Bank Charges   | 0              |               | 0              |
| Annual Dinner/Merchant Meetings                                | 1,000          | 1,000         | 2,000          |
| Office Supplies  | 1,000          |               | 1,000          |
| Printing   |                | 1,250         | 1,250          |
| Unallocated  | 800            |               | 800            |
| <b>Subtotal</b>  | <b>39,200</b>  | <b>3,250</b>  | <b>42,450</b>  |
| <b>District Identity &amp; Streetscape Improvements (DISI)</b> |                |               |                |
| Graphic Design   | 3,000          | 427           | 3,427          |
| Directory  | 3,000          | 1,000         | 4,000          |
| Events/Marketing   | 4,500          |               | 4,500          |
| World Music Festival   | 5,000          | 1,500         | 6,500          |
| Advertising  | 1,300          |               | 600            |
| Website  | 1,000          |               | 1,000          |
| Unallocated  | 1,468          |               | 1,468          |
| <b>Subtotal</b>  | <b>18,568</b>  | <b>2,927</b>  | <b>21,495</b>  |
| <b>Public Rights of Way &amp; Sidewalk Operations (PROWSO)</b> |                |               |                |
| Maintenance and Landscaping                                    | 37,000         |               | 37,000         |
| Litter Containers  | 0              |               | 0              |
| Capital Improvements   | 3,000          | 1,500         | 4,500          |
| Security   | 50,000         | 20,000        | 70,000         |
| Banners & Decorations  | 6,000          |               | 6,000          |
| Unallocated  | 2,000          |               | 2,000          |
| <b>Subtotal</b>  | <b>98,000</b>  | <b>21,500</b> | <b>119,500</b> |
| <b>Other</b>   |                |               |                |
| County Fee (1.7%)  | 2,813          |               | 2,813          |
| City Fee   | 500            |               | 500            |
| City Loan Payment  | 4,000          |               | 4,000          |
| 1% Contingency Reserve   | 1,622          |               | 1,622          |
| <b>Subtotal</b>  | <b>8,935</b>   |               | <b>8,935</b>   |
| <b>TOTAL EXPENSES</b>  | <b>164,703</b> | <b>27,677</b> | <b>192,380</b> |

**Fruitvale Business Improvement Management District  
Seventh Annual Report to City Council  
Fiscal Year 2008-09**

**1. Proposed Changes in the Boundaries of the BIMD or in any Benefits Zones Within the District**

None.

**2. Improvements and Activities Provided During Fiscal Year 2007-08**

The following are the major improvements and activities provided:

**Cleanliness**

- Neighborhood Cleanliness Crew: more than 160 hours per week (every day except Sundays and holidays) of sidewalk, curb, and gutter sweeping, recycling, graffiti abatement, removal of flyers, posters and landscaping
- Fruitvale Ambassador: approximately 40 hours per week (on weekdays) of patrol on foot

**Beautification / Physical Improvements**

- Worked with Councilmember De La Fuente and City of Oakland's CEDA, Public Works, Police and other City departments, in a 3-month Fruitvale Safety Project that included tree maintenance, upgrades to lights, blighted houses, and other targeted efforts to reduce drugs and prostitution in the community
- Worked with the Councilmember De La Fuente and City of Oakland's Department of Public Works to complete the Fruitvale Avenue project where curbs were repainted, pot-holes repaired, and trees were planted along Fruitvale Avenue. In addition, more than 58 tree wells repaired on International Boulevard
- 1,500 daffodils were planted in the BID area as part of a neighborhood beautification campaign
- 22 Metal Storm Drain Markers were installed to support regional pollution prevention efforts
- Distribution of seasonal lights were distributed to the merchants to decorate for the Holidays throughout the district
- City of Oakland completed the installation of a new artificial turf field at Josie de La Cruz Park
- More than 4 different areas in the Fruitvale neighborhood participated in Earth Day projects.

**Safety**

- Worked closely with Oakland Police and local merchants to reduce/eliminate prostitution, loitering, drinking in public, and illegal sidewalk vending
- Assisted in the closure of two bars on International and Foothill Boulevards that were known to engage in illicit activities

**Façade Improvements**

- 12 façade improvements, 2 business expansions, 2 major building renovations, occurred in the business district
- The grand opening of the only retail business incubator in the Bay Area serving minority and low-income individuals. The project has created 14 new full-time and 26 part-time jobs
- Removal of blighted newspapers racks in along International Blvd.

**Promotion**

- Formation of a new BID Steering committee for this 5 year period
- Series of 6 different work shops was conducted in Spanish for the merchants
- Advocacy for the district through the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Participation in the Shop Oakland Campaign - 6,000 Shop Oakland bags were distributed to local merchants
- Merchants and the Unity Council organized the annual Posada celebration. A procession occurred from Fruitvale to 38<sup>th</sup> Avenues. A community celebration was held after the procession.

- 2 Local Vendors of the Fruitvale Public Market were selected as Finalists for the Oakland Unwrapped Awards. Nieves Cinco de Mayo was a finalist in the Best New Business category, and La Verbena Café and Juice Bar received the Neighborhood Dynamo Award.
- Local vendors have been featured in regional news and publications including KPIX's 'Eye on the Bay' and San Francisco Magazine
- Promotion of the neighborhood included the following events:
  - Día del Niño – Held in Cesar Chavez park celebrating children
  - Cinco De Mayo – A community event organized by a group of local merchants in the Fruitvale BID. Attracts over 100,000 people annually. The Fruitvale BID staff were not directly involved with the planning and coordination of this event.
  - Twelfth Annual Día de los Muertos Festival –
  - Aztec Dance Festival – Organized by a vendor in the Fruitvale Public Market who leads an Aztec Dance group. Over 80 Aztec dancers from around the Bay Area participated in a 2-day event.
  - Ultimo Sabados – Sabor de Fruitvale – A summer series of events occurring on the last Saturdays of June, July, and August.
  - Participated in National Night Out
  - Weekly farmers market on De La Fuente Plaza-Sundays
  - Weekly farmers market at Fruitvale Village- Thursdays

### **3. Improvements and Activities To Be Provided During Fiscal Year 2008-09**

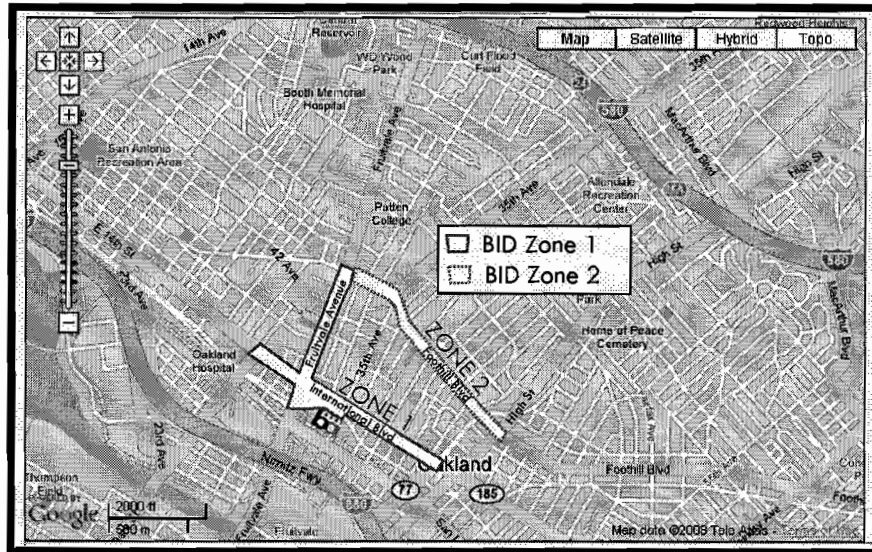
- Recruitment of 10 community volunteers
- Continuation of Neighborhood Cleanliness Crew Program
- Thirteenth Annual Día de los Muertos Festival and other events
- Continue to develop strong partnership with Oakland Police to ensure that business and property owners have their safety needs addressed, and special projects
- Continued assistance to merchants and promotion of the façade improvement program
- Advocacy for the district through the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council
- Participation in the Shop Oakland Campaign
- Develop a Fruitvale Restaurant and Food guide
- Complete the mural project at the I-880 Freeway underpass
- Provide information to the neighborhood about blight and resources to improve the neighborhood and commercial corridor
- Fund raising and resource development to support business education programs
- Participate in City wide activities that build strong communities with neighbors working on events such as: Earth Day, National Night Out, etc.
- Complete the repair of the decorative crosswalks on International Blvd, between 33<sup>rd</sup> and 35<sup>th</sup> Avenue.
- Work with City of Oakland staff to complete a streetscape design project for Fruitvale Avenue streetscape project.

### **4. An Estimate of the Cost of Providing the Improvements and the Activities for Fiscal Year 2008-09**

Please see attached budget.

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

Each property owner pays an assessment based on gross lot square footage. The district is divided into two zones. Zone One includes Fruitvale Avenue from Foothill Boulevard to East 12<sup>th</sup> Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34<sup>th</sup> Avenue, International Boulevard from Fruitvale Avenue to 42<sup>nd</sup> Avenue, and East 12<sup>th</sup> Street from 33<sup>rd</sup> Avenue to 35<sup>th</sup> Avenue. The remainder of the district comprises Zone Two. Zone One properties are assessed at \$0.17 per square foot and Zone Two properties are assessed at \$0.08 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.08 per square foot in both zones. Residential properties with four units or fewer are not assessed in either zone.



## 6. Surplus or Deficit From Previous Fiscal Year

There is no carryforward from the previous fiscal year. The budget for Fiscal Year 2008-09 is \$324,713. The expected assessment to be collected for that year is \$324,713. Therefore, it is expected that there will also be no surplus from FY 2008/09.

## 7. Contributions from Sources Other than Assessments

Services provided in the BID have been supplemented by the Unity Council. The Unity Council will seek additional funding to continue supplemental services to the business and property owners. We project that we will be able to supplement BID services through funding sources including the following:

- Local Initiatives Support Corporation: \$10,000 (secured)
- Business Training is provided by a grant by Citibank: \$25,000 (secured)

**THE UNITY COUNCIL  
FRUITVALE BID SUPPORT SERVICES  
PROPOSED BUDGET  
CALENDAR YEAR 2009**

---

| Budget Line Item                                   | Fruitvale BID<br>City<br>Contract |
|--|-----------------------------------|
| <b><u>PERSONNEL</u></b>                            |                                   |
| Lead Ambassador (Maria Sanchez)                    | \$ 42,000                         |
| AmeriCorps   | 3,435                             |
| <b>Subtotal</b>                                    | 45,435                            |
| Taxes/Benefits                                     | 10,626                            |
| <b>TOTAL PERSONNEL COSTS</b>                       | 56,061                            |
| <br><b><u>CONTRACT SERVICES</u></b>                |                                   |
| Cleaning (PSC)                                     | 202,903                           |
| <b>TOTAL CONTRACT SERVICES</b>                     | 202,903                           |
| <br><b><u>OPERATING/MARKETING EXPENSES</u></b>     |                                   |
| Marketing/Operating Expenses                       | 7,500                             |
| Administration                                     | 35,519                            |
| <b>TOTAL MARKETING/OPERATING EXPENSES</b>          | 43,019                            |
| <br><b><u>LOAN REPAYMENT &amp; CONTINGENCY</u></b> |                                   |
| City of Oakland                                    | 6,000                             |
| Alameda County Collection Fee                      | 5,520                             |
| Contingency for Uncollectible Assessments          | 11,210                            |
|  | 22,730 (1)                        |
| <b>GRAND TOTAL</b>                                 | <b>\$ 324,713</b>                 |

(1) Under the new Fruitvale BID contract, the City of Oakland requires \$22,730 of total proceeds to be set aside for "contingency" to be used for servicing the loan provided by the City to establish the BID, to pay fees charged by the County for collecting the BID assessments, and to create a reserve to mitigate the impact of uncollectible assessments.

**KoreaTown Oakland/ Northgate Association  
(KTO)  
Community Benefit District  
1<sup>st</sup> Annual Report to City Council  
2008**

**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 2008**

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 .
- Created and maintaining an accounting and database systems to manage district.
- Initiated a Neighborhood Cleanliness Crew in January to provide sidewalk sweeping and landscaping seven days a week along Telegraph Avenue from 20<sup>th</sup> to 35<sup>th</sup>.
  - Assessing any new needs for ongoing maintenance in order to revise accordingly in 2009.
- Provided sidewalk steam cleaning on a quarterly basis to the entire area.
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council.
- Conducted three letter campaigns to property owners to inform them of CBD activities
- Held a community meeting on June 11<sup>th</sup> to unveil the organization and its activities and encourage community involvement resulting in attendance of 60 community members.
- Hired a graphic designer and finalized a design for banners on Telegraph Avenue to create an identity for KoreaTown.
- Conducted an merchant outreach campaign in order to connect businesses with property owners, in database
- Organized CBD around the nationally recognized Main Street™ approach forming four committees (Design, Promotion, Economic Development, and Organization)
- Provided support to new businesses interested in enhancing the current business mix
- Conducted a visual assessment of Telegraph Avenue in order to determine future improvements and needs
- Created a website [www.koreatownoakland.org](http://www.koreatownoakland.org)
- Hired a part time "Ambassador" starting in August to serve as the eyes and ears of the commercial district and to interface with police, public works and other service agencies as needed.
- Collaborated with Police and Neighborhood Service Coordinator to address top identified priorities:
  - aggressive panhandling,



- drug activity (at 24th St.)
- police follow up to shoplifting incidents
- vagrants "living in" parking lot
- graffiti
- car break-ins
- defecation and urination on sidewalks
- Advocated to keep Problem Solving Officer (PSO) community already has a relationship with, assigned to the area. Security Committee is holding regular meetings with the PSO

### III. Improvements and Activities being considered during 2009

- Receive grant for \$17,000 to install banners on Telegraph Avenue
- Work from banner design to determine branding and logo for KoreaTown
- Continuation of Neighborhood Cleanliness Crew upon conducting a careful 2008 review to provide services as needed to the entire area.
- Continuation of sidewalk steam cleaning and graffiti abatement
- Provide leadership to an increased Neighborhood Crime Prevention Council (NCPC) in KoreaTown. Meetings are currently quarterly. The goal is to hold regular monthly meetings.
- Create Merchant Watch
- Introduce a graffiti abatement program that targets buildings that are frequently tagged, with matching paint in order to reduce the incidence of graffiti
- Create way finding and district gateway signage to include updated street banners; ideas include mural at the overpass at 35<sup>th</sup> Street as one enters KoreaTown.
- Explore funding for a streetscape improvement plan which will include crosswalk improvements, street trees, countdown pedestrian signals, bike lanes, and pedestrian lights.
- Advocate to City on needed sidewalk repairs
- Receive 501c3 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
- Provide a quarterly newsletter
- Provide business retention support
- Provide assistance to new businesses interested in enhancing the current business mix including art galleries
- Standardize and consolidate news racks in 10 areas on Telegraph
- Create information packet to attract developers
- Expand website
- Build upon Art Murmur event
- Educate merchants through a workshop series in Crime Prevention through Environmental Design (CPTED)

### IV. An Estimate of the Cost of Providing the Improvements and the Activities for 2008

Please see attached budget

## V. Method and Basis of Levying the Assessment

The proposed method and basis of levying the assessments to be levied against each property in the District are based on the lot size, building size, linear frontage and use of properties located within the District as more specifically stated below. There is one benefit zone.

| <i>Property Variable</i> | <i>Benefit Zone 1<br/>(Cost per square foot)</i> | <i>Description of Use</i>  |
|--------------------------|--|--|
| <b>Lot Size</b>          | <b>\$0.10</b>                                    |  |
| <b>Building Size</b>     | A - \$0.12                                       | Retail space, hotels, motels, visitor related, retail condos   |
|                          | B - \$0.08                                       | Office & Commercial uses, office or commercial condos, Independent, free standing parking structures |
|                          | C - \$0.05                                       | Industrial/Manufacturing/Distribution  |
|                          | D - \$0.00                                       | Institutional (City, County, Water District, School, public utility)                                 |
|                          | E - \$0.00                                       | Church, non-profit, tax-exempt   |
|                          | F - \$0.05                                       | Multi-Unit Residential   |
|                          | G - FLAT \$365                                   | Single Family residential/Condo units  |
| <b>Linear Frontage</b>   | <b>\$5.00</b>                                    |  |

## VII. Surplus or Deficit from Previous Fiscal Year

This is KoreaTown/Northgate CBD's first year of operation having commenced in January 2008. We anticipate a carry forward of \$81,000 into the 2009 calendar year. The organization is in the process of assessing its multiples needs which includes improved security, streetscape, district signage, branding, marketing, pedestrian safety, a website, etc. The Board wants to carefully plan the disbursement of these funds for the future, studying the district and community needs for 2009 and throughout future years.

## VIII. Contributions from Other Sources

Please see attached budget

**2009 KOREATOWN OAKLAND CBD PROPOSED BUDGET****2009 est.**

|  |            |
|--|------------|
| CBD Assessments  | \$ 278,460 |
| 2008 carryover   | \$ 81,192  |
| Less: contingency/County Fees/Reserves/City loan payback | \$ 27,846  |

**AVAILABLE BID ASSESSMENTS** \$ 331,806

**SIDEWALK OPERATIONS, BEAUTIFICATION & ORDER**

|                                     |                   |
|-------------------------------------|-------------------|
| Sidewalk Operations                 |                   |
| Graffiti Removal                    | \$ 10,000         |
| Landscaping                         | \$ 20,000         |
| Sidewalk Sweeping                   | \$ 45,000         |
| Steam Cleaning                      | \$ 8,000          |
| Miscellaneous Equipment & Materials | \$ 7,000          |
| Security                            | \$ 90,000         |
| Ambassador services                 | \$ 20,000         |
| <b>Subtotal</b>                     | <u>\$ 200,000</u> |

**DISTRICT IDENTITY & STREETScape IMPROVEMENTS**

|   |                  |
|---|------------------|
| Special events;                                     | \$ 25,000        |
| • Web site;   | \$ 5,000         |
| • Design work, logo development, district branding; | \$ 8,500         |
| • Communications, brochures, business directories;  | \$ 10,000        |
| • Banners/Signage                                   | \$ 5,000         |
| Streetscape improvements                            | \$ 29,606        |
| <b>Subtotal</b>                                     | <u>\$ 58,106</u> |

**ADMINISTRATION**

|                          |                  |
|--------------------------|------------------|
| Staff                    | \$ 60,000        |
| Insurance                | \$ 2,000         |
| Phone/E-mail Service     | \$ 1,200         |
| Office Supplies          | \$ 3,000         |
| Office Equipment         | \$ 2,000         |
| Non Profit Attorney Fees | \$ 2,000         |
| Accounting               | \$ 3,500         |
| <b>Subtotal</b>          | <u>\$ 73,700</u> |

**Total** \$ 331,806