

Exhibit A

To A Resolution (a) Approving The Fiscal Year 2020-21 Annual Reports Of The Fruitvale Property Business Improvement District Of 2011 (Fruitvale District), The Lakeshore/Lake Park Business Improvement Management District Of 2012 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District 2015 (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), And The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District) Advisory Boards; (b) Confirming The Continuing Annual Assessment For Each Said District, With The Exception Of The Fruitvale District That is Expiring, For Fiscal Year 2021-22 And Levying Said Assessments; (c) Increasing the Lakeshore District By Five (5) Percent For The 2021-2022 Assessment; (d) Authorizing Payment Of The City's Cumulative Fiscal Year 2021-22 Fair Share Assessment In An Approximate Amount Of Two Hundred Seventy-Two Thousand Four Hundred Seventy-Seven Dollars And Four Cents (\$272,477.04) For City-Owned Properties In The Jack London District, The Temescal District, The Koreatown District, The Downtown Oakland District And The Lake Merritt-Uptown District; And (e) Renewing The Agreements With The Districts For Administration And Disbursement Of Funds

Annual Reports for the:

- Fruitvale Property Business Improvement District of 2011
- Lakeshore/Lake Park Business Improvement Management District of 2012
- Jack London Improvement District
- Temescal/Telegraph Business Improvement District 2015
- Laurel Business Improvement District 2016
- Koreatown/Northgate Community Benefit District 2017
- Downtown Oakland Community Benefit District 2018
- Lake Merritt-Uptown Community Benefit District 2018



**ANNUAL REPORT FOR THE
FRUITVALE BUSINESS IMPROVEMENT MANAGEMENT DISTRICT
(FRUITVALE IMPROVEMENT DISTRICT 2019/20
OAKLAND, CALIFORNIA)**

Overview of The Fruitvale Business Improvement District

The Fruitvale Business Improvement District (FBID) is a comprehensive neighborhood commercial revitalization program. The FBID currently supports over 200 property owners and nearly 350 commercial tenant business owners and nonprofits. The program focuses on the commercial corridors of the FBID. Daily maintenance, seasonal promotional activities, and direct-to-business services aim to increase economic activity and celebrate community assets. The FBID covers International Boulevard, Fruitvale Avenue, and Foothill Boulevard and is split into two benefit zones. Zone One includes: Fruitvale Avenue from Foothill Boulevard to East 12th Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34th Avenue, International Boulevard from Fruitvale Avenue to 42nd Avenue, and East 12th Street from 33rd Avenue to 35th Avenue. Zone Two includes: International Boulevard from Fruitvale Avenue to 29th Avenue, and Foothill Boulevard from 34th Avenue to High Street.

As soon as the year began, the COVID-19 Pandemic forced us to make a 360-degree change in our promotional activities. In March 2020, we began to digitally promote the commercial area. We launched several marketing campaigns to support Fruitvale's businesses. With the help of the City of Oakland, World Central Kitchen, LISC and other financial support that The Unity Council received, we have formed a team to support the short term and long-term goals of the Fruitvale commercial corridors.

1. Proposed Changes in boundaries of the FBID:

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

2. Improvements and activities provided in 2019/ 2020

The Fruitvale Business Improvement District Steering Committee directs and develops the District priorities. The Steering Committee has six Steering Committee members, all property owners, residents, business owners, and property owners' representatives in the District. All Steering Committee members are volunteers.

The Fruitvale Business Improvement District and the Unity Council personnel lead the management and administration of the district. Fruitvale Business Improvement District Management has one FBID manager, one business manager, one coordinator, one part-time specialist, and one part-time director. The managers and director are the primary points of contact for the steering committee members, the City of Oakland, and the general community. The staff executes the preparation, coordination and implementation of all Fruitvale Business Improvement District program activities. This team oversees the daily business and operations of the FBID in accordance with the policies set by the District Management Plan and the Steering Committee. The Unity Council oversees all contracts, staff, and volunteers to achieve the Fruitvale Business Improvement District's vision of a safe, clean, thriving Fruitvale.

Maintenance, Beautification & Safety

The District provided maintenance services and safety through a contracted provider, Peralta Service Corporation, 6 days per week.

Services included:

- Sidewalk and gutter sweeping: 112 hours per week
- Sidewalk power washing cleaning/hot spot cleaning: 15 hours per week
- Weed removal: 12 hours per week
- Graffiti removal: 20 hours per week
- Graffiti abatement: 1,652 incidents
- Number of Flyers and poster removed: 189
- Garbage Collected by street sweepers and illegal dumping: 75 tons collected

Peralta Service Corporation is operated by on-site supervision of Director Gordon Leung and Operations Manager Harold Zuniga.

The proactive team of the FBID worked to create a clean and safe commercial corridor through:

- Distribution of more than 300 artistic posters to small businesses to display with information and telephone numbers to report illegal dumping.
- Troubleshooting service requests and reports to City of Oakland and Waste Management about their services to our community on behalf of property owners and merchants.
- Engaging with business owners to address blight.



● **Marketing and Economic Development** The District’s marketing and economic development efforts promote the District as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

- Establishment of the Fruitvale BID Small Business Help Line to support our merchants remotely with small business inquiries, technical assistance, resource navigation, vacancy inquiries and translation and business operations technical assistance for the public health business guidance issued by The City of Oakland and Alameda County Public Health.
- Probadita de Fruitvale: Marketing campaign with special small bites menu in April 2020. Eleven restaurants participated in this event. We promoted all participating businesses.
- Fruitvale Is Open Campaign- Helping small businesses attract and retain customers in the midst of the shelter in place by compiling, updating, promoting and sharing a list of all the food service businesses that remained open. This list was shared with Visit Oakland, on The Unity Council’s website and social media, and with media partners.
- Purchased and displayed four promotional banners spanning busy commercial streets (two on Foothill Blvd and two on International Blvd) promoting the “Fruitvale is Open” campaign.
- The Unity Council Rental Assistance Program: Small business owners and their employees could access residential rental assistance distributed by The Unity Council. The FBID team helped business owners and their employees in more than two languages complete close to 90 intake forms and affidavits proving financial hardship and distributed over \$89k to into the FBID small business community.
- Rent Negotiation Webinar
 - 20 attendees total for English and Spanish sessions
 - English video: 264 views
 - Spanish video: 258 views
- FBID Marketing & E-Commerce Workshops:
 - **Workshop #1: Facebook, Instagram and Square.com How to Set Up Social Media & Take Online Payments**
 - Taller #1: Facebook, Instagram y Square.com Cómo configurar redes sociales y recibir pagos en línea

- **Workshop #2: Google My Business Secrets, How to Ask for and Get Reviews, Driving Social Media Traffic and Affordable Website Options**
 - Taller #2: Secretos de Google My Business, cómo solicitar y obtener reseñas, cómo generar tráfico en las redes sociales y opciones de sitios web asequibles
 - **Workshop #3: How to Think Like a Marketer, Organizing Your Marketing, Content Creation and How to Keep Marketing**
 - Taller #3: Cómo pensar como un publicista, cómo organizar su marketing, creación de contenido, cómo mantener el marketing
 - English videos: 217 views
 - Spanish videos: 462 views
- Dia de los Muertos Restaurant Week in partnership with Visit Oakland: This was the first ever restaurant week highlighting Fruitvale area restaurants. Nine restaurants and six bakeries participated.
 - City of Oakland CARES Grant application assistance and marketing:
 - Sent out information through our newsletter and posted on social media.
 - Organized open-air clinics and assisted 31 businesses to apply.
 - Helped 10 businesses apply via our Small Business Help Line.
 - PPE Kits
 - Delivered door-to-door more than 200 kits to the businesses in the Fruitvale BID.
 - Maintaining active social media and online presence and accessibility through the TUC Facebook, Instagram and bi-weekly newsletter.
 - Decorated the BID corridor for three major holidays: Cinco de Mayo festival, Dia De los Muertos, and Christmas Celebration.

Administration and Government/Community Relations

The Steering Committee guides community partnerships, recruits and nominates new board members.

Fruitvale Business Improvement District conducts a monthly public meeting, notified to all members, the public, and the City as required in the Disbursement Agreement between the Fruitvale Improvement District and the City of Oakland.

3. The improvements and activities:

Maintenance, Promotion, Beautification, Safety as well participation and Street Improvements by the City.

The Fruitvale Business Improvement District delivered Maintenance, Promotion Beautification, Safety as well participation and Street Improvements Projects by the City.

The services and improvements at the service level outlined in the management district plan. In addition, Fruitvale Business Improvement District will move the following projects forward:

- Fruitvale Business Improvement District will identify and address opportunities for more permanent crime prevention and elimination of blight through different strategies such as lighting, improvement of visibility, and consistent response to dumping and graffiti campaigns
- Continue opportunities for art to decrease graffiti

- Continue support to our Neighborhood Crime Prevention Council Meetings in close coordination with Oakland Police and the District and others.
- Open Air Clinics to support the small business applied for grants or PPP loans.

Land Use and Transportation

The District also advocates for development projects and planning efforts that support Fruitvale, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Fruitvale District.

Other projects of Fruitvale Business Improvement District to continue into 2019/2020 Support projects and systems that improve access and safe mobility to the District such all public transportation, transit, BART participation in the safe and equitable implementation of electric scooters, and more.

Administration & Governmental/Community Relations

Fruitvale Business Improvement District provides advocacy for the District, guided by the steering Committee and implemented by Staff.

- Develop strategic partnerships inside and outside district boundaries including Visit Oakland, Caltrans, Oakland Chamber of Commerce, Quick Bill Fruitvale project and other important agencies.
- Seek inclusive community outreach around development and planning efforts such as proposed housing and other developments within the District, the Oakland Alameda Access Project, Oakland Bike Plan, and Downtown Specific Plan with the goal of creating a more welcoming and pleasant environment for businesses, residents, visitors, investors, and employees.

4. Estimated cost for providing the improvement and services

Category	%	Amount
Peralta Contract & Maintenance and Beautification,	63%	\$ 288,953
Marketing & Promotion Operations	4%	\$ 15,995
Administration	8%	\$37,625
Personnel & Government/Community Relations	25%	\$112,943
TOTAL	100%	\$455,516

5. Method and basis for levying the assessment:

Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the Management District Plan, page 6. The District Management Plan can be found on file with the Office of the City Clerk.

The Steering Committee did not increase the assessment for 2020/2021 of 5% over the 2019/2020 assessment as permitted by the District Management Plan.

6. Surplus or Deficit for 2020 to be carried over from a previous fiscal year.

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

The Lakeshore/Lake Park Avenues Business Improvement District
3534 Lakeshore Avenue, Oakland 94610
2020-21 Annual Report

- Proposed Changes to boundaries of the BID. None

Improvements and activities provided during 2019-2021

- Sidewalks and gutters swept regularly.
Major clean-up of areas of vegetation. This work provided the impetus for several volunteer efforts by neighborhood residents to be involved in maintenance and beautification.
The BID maintains a security officer on Lakeshore and Lake Park Avenues 7 days a week, 8 hours a day. This was needed since most businesses were closed during COVID-19 and needed monitoring.
- We made significant improvements to our website, our Facebook page and greatly increased our social media footprint. We did a monthly blog with news and promotions for our businesses.
- We hosted a virtual “ Lakeshore Love “ Campaign which gave our customers a chance to shop safely online and promote our local businesses during the year. We ran this via our website, Facebook, Instagram and blog for quite a few months.
- Our board of directors met monthly to via Zoom to address staffing needs management practices, relationships with merchants and neighbors, fiscal matters, and to monitor the contracts with our service providers. We found during Covid that the garbage in the area increased quite a bit so we had to have our staff handle this overflow of garbage in the city containers.
- Our directors worked on the Lakeshore and Lake Park Avenues during Covid to ensure everyone walking on the Avenue around had mask and gloves, which the Lakeshore BID provided in order to keep the area safe.
- We established a rapport with some local homeless that have been living on Lakeshore for a few years we were able to reach out and provide them some assistance

Improvements and activities to be provided in 2020

We hope to improve relationships with the merchants and provide them promotional help via social media and our website that will help publicize them once they open again. We want to work with merchants to purchase additional “Big Belly” garbage cans. We plan to continue our aesthetic upgrades to our tree well and garden on avenue. We will keep our security on the Avenue and help with our homeless residents as much as possible.

Budget (See Page 3)

Methods and basis of levying the assessment.

The assessment will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Avenues BID Management Corporation. Due to higher costs and essential commitments to security, cleanliness and communications we propose a 5% increase to assessments in the coming fiscal year. An important consideration is the fact that our security, cleaning and administration contracts stay in place we do know know what the future holds for our shopping district but it easy to see we all have been hit hard.

- Surplus of deficit revenue to be carried over from previous year.

None

- Contributions from other sources.

None

Jim Hopkins
President, LABID Board

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

LAKESHORE/LAKE PARK BID		
PROPOSED BUDGET FOR 2021		
Description		Amount
<i>Income</i>		
Estimated Bid Collections (FY 19/20 Assessment roll total) 5% INCREASE		\$180,935.63
Carry Forward from 2019 (Reserve for Nonpayment) (Interest Bearing)		\$0.00
Total Available Funds		\$180,935.63
<i>Expenses</i>		
Administration		(\$28,710.00)
Annual Meeting		(\$990.00)
Beautification	Banners	(\$1,800.00)
	Gardeners	(\$10,530.00)
		(\$12,330.00)
City (1%) & County Collections Cost (1.7%) based on \$180,935.63		(\$4,885.00)
Insurance		(\$2,000.00)
Maintenance: Sweepers; Steam Cleaners		(\$42,900.00)
Office Expenses		(\$1,800.00)
Professional Expenses		(\$1,200.00)
Promotions		(\$3,600.00)
Capital Improvements		(\$2,700.00)
Security		(\$82,520.00)
Total Expenses		(\$180,935.00)
Reserve For Nonpayment (Year-End Balance)		\$0.63
Total Expenditures		(\$180,935.63)

ANNUAL REPORT FOR THE
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK
LONDON IMPROVEMENT DISTRICT) 2020
OAKLAND, CALIFORNIA

1. Proposed Changes in boundaries of the BID:

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

2. Improvements and activities provided in 2020:

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

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

Staff leads the management and administration of the district. The District Management Corporation has two employees, a full time Executive Director, Savlan Hauser; and a full time District Specialist, Kaylee Hudson. Staff is the primary point of contact for board members, District stakeholders, the City of Oakland, and the general community. Staff executes the preparation, coordination and implementation of all Jack London Improvement District program activities; oversees the daily business and operations of the PBID in accordance with the policies set by the District Management Plan and the Board of Directors; and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all contracts, staff, interns, volunteers to fulfill the Jack London Improvement District's vision of a safe, clean, thriving district.

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

Activities in each of the District's areas of work are described below in greater detail.

Maintenance, Beautification, Safety & Streetscape:

The District provides the bulk of its safety and maintenance services through a contracted provider, Block by Block (BBB) and its Ambassadors. The services provided by BBB include but are not limited to:

- Walking and bike patrols
- Safety and umbrella escorts
- Pedestrian and motorist assistance
- Acting as a witness to crimes and reporting incidents to the City
- Deterring crime and providing a presence of safety

Many maintenance, beautification, and streetscape improvements are also implemented by the Ambassadors. The services include:

- Sidewalk sweeping
- Sidewalk steam cleaning
- Landscaping and weed removal
- Reporting & removal of nearly 900 instances of illegal dumping annually
- Graffiti abatement
- Public space improvements
- Gateway and underpass maintenance

BBB is operated under the on-site supervision of Operations Manager Carlos Paz Rivera.

Other projects initiated by Jack London Improvement District to continue into 2021:

- Street Tree Maintenance and Planting
- Tracking the baseline services as outlined by the City of Oakland in order to ensure delivery.
- Monitoring property negligence and engaging property owners to address chronic blight
- Continuation of a mural program prioritizing sites that are targets of vandalism and graffiti
- Initiated 880 Underpass Improvements through workshops with City of Oakland, area stakeholders, and the City of Oakland Public Art Advisory Committee.

Marketing and Economic Development:

The District’s marketing and economic development efforts promote and enhance the District as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

Other projects initiated by Jack London Improvement District to continue into 2021:

- Visible branding and enhancement of District identity
- Promotion and representation of the district at public events
- Providing assistance and support to businesses locating in Jack London in navigating their permitting and build-out processes
- Publicizing business openings, events, and other happenings of the District through press releases and other media
- Maintaining active social media and online presence and accessibility through Facebook, Twitter, NextDoor, and Instagram to maximize reach
- Sponsorship of events such as well-attended community forums both on-site and at local venues which contribute to promotion and community building.
- Hosting popup businesses, and community events that activate public space at the corner at 4th and Broadway, and introduce the start-up business to the Jack London community. Pop-up/incubated businesses include La Santa Torta, El Sabrosito Pupuseria, Bicycle Coffee’s Workshop, Drip! Mobile Espresso and Pelican Po’Boys local food purveyors. Community groups hosted include the Beat 1X Neighborhood Crime Prevention Council, STEAM, a pop-up educational maker space, a shared electric bike charging station, Open Oakland Coding/Programming Meetups, and various business networking events.

Administration and Government/Community Relations:

The Board of Directors as a whole guides organizational policy and administration, forms strategic community partnerships, and recruits new Board members.

Jack London Improvement District also hosts an annual public meeting, noticed to all District stakeholders as required in Section 5.12.1 in the Disbursement Agreement between Jack London Improvement District and the City of Oakland.



3. The improvements and activities planned for calendar year 2021:

Maintenance, Beautification, Safety & Streetscape services and improvements

In 2021, Jack London Improvement District will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements at the service level outlined in the management district plan.

In addition, Jack London Improvement District will move the following projects forward:

- Jack London Improvement District will identify and address opportunities for more permanent crime prevention and elimination of blight through environmental design, strategies (CPTED) such as lighting, removal of public right-of-way obstructions, improvement of visibility, and enhancement of overall district identity beyond the provision of a safe presence and consistent response to dumping and graffiti
- Continue coordination of Building Art Programs,
- Implementation of District identity enhancements such as banners, median improvements, and utility box art.
- Continue hosting, coordinating, and conducting outreach for Beat 1X Neighborhood Crime Prevention Council Meetings in close coordination with Oakland Police and District public safety stakeholders
- Continue data gathering to geo-reference maintenance and safety issues for prompt resolution.

Land Use and Transportation

The District also advocates for development projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London. Other projects of Jack London Improvement District to continue into 2021:

- Support projects and systems that improve access and safe mobility to the District such as Bike Share, Free B Shuttle, transit, ferry access, participation in the safe and equitable implementation of dockless mobility systems such as electric scooters, and more.
- Hosting the forum series on development and revitalization of the District
- Oversight of rail safety and train quiet zone project, in 2015 nearly \$8,000 was raised for engagement of consultant for the feasibility study for project implementation and the District continues to advocate for advancement of this project.
- Monitor opportunity sites, current and prospective development projects, and other activity, actions, and planning efforts in or affecting the District.
- Recommend action to Board regarding any land use issues where appropriate.

Marketing & Economic Development

In 2021, Jack London Improvement District will continue to deliver the same Marketing and Economic Development services and improvements. In addition, Jack London Improvement District will move the following projects forward:

- Promotion of Jack London District identity and brand
- Maintenance and expansion of online presence through a new website
- Partnership with local businesses, tenants, and property owners to promote leasing, development, and growth opportunities including direct assistance in securing necessary permits and navigating city entitlement process.
- Hosting of community forums for economic and land-use development - related topics
- Hosting of annual community event
- Retail attraction for improving neighborhood amenities and reducing vacancies
- Facilitation of public art; for example initiate collaboration with local business, sponsor utility box art wraps, and create mural district, and production of live events involving performance art

- Continual review and creation of opportunities for business attraction and retention in the district and overall economic conditions in the District

Administration & Governmental/Community Relations

In 2021, Jack London Improvement District will continue to provide administration services and advocacy for the District, guided by the Board of Directors and implemented by Staff. Jack London Improvement District will continue to:

- Develop strategic partnerships inside and outside district boundaries including Caltrans, Port of Oakland, Visit Oakland, Oakland Chamber of Commerce and other important agencies.
- Seek inclusive community outreach around development and planning efforts such as proposed housing and other developments within the District, the Oakland Alameda Access Project, Oakland Bike Plan, and Downtown Specific Plan with the goal of creating a more welcoming and pleasant environment for businesses, residents, visitors, investors, and employees.

4. Estimated cost for providing the improvement and services in 2021:

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	53	\$579,876
Marketing & Economic Development	17	\$191,640
Administration & Government/Community Relations	18	\$193,856
Contingency & Collection Fees	12	\$138,309
TOTAL	100%	\$ 1,103,682.18

5. Method and basis for levying the assessment:

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

In deference to the unprecedented economic conditions and uncertainty caused by the COVID-19 pandemic, The Board decided not to levy any assessment increase for 2021/2022 over the 2020/2021 assessment as permitted by the District Management Plan. All Property owners received written notification, and stakeholder input was solicited in this process.

6. Surplus or Deficit for 2020 to be carried over from a previous fiscal year.

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

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

To comply with general benefit requirements the Jack London Improvement District corporation intends to raise approximately \$11,037 of non-BID revenues through donations and grant funding in calendar year 2021 to be used to help pay for district services.

TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

Temescal Telegraph Avenue Community Association (TTCA)

Business Improvement District

Annual Report to City Council

Calendar Year 2020

I. PROPOSED CHANGES IN THE BOUNDARIES OF THE BID OR IN ANY BENEFITS ZONES WITHIN THE DISTRICT:

There have been no changes to the TTBID boundaries since the last 2019 annual report, nor are there any future changes contemplated to the boundaries of the TTBID.

II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL YEAR 2020

The following are the major improvements and activities provided:

ORGANIZATION

- Participated on the Oakland BID Alliance, collaborating with other BIDs around best practices, enhanced communication with the city, and maintenance of baseline services.
- Conducted outreach to the residential neighborhood through attending virtual Neighborhood Crime Prevention Council meetings in Longfellow and Mosswood, promoting BID events and activities, as well as soliciting community input.
- Increased participation on the BID Board and committees by residents, businesses and property owners through creating a board recruitment system, establishing regular meetings of the Board Nomination Committee, and converting all meetings to zoom.
- Conducted regular email campaigns and distributed physical flyers to property owners and merchants to inform them of BID activities and events.
- Held first ever virtual Annual Meeting on April 24th, with residents, employees, properties owners and merchants attending via zoom
- Maintained comprehensive relational database that includes property owners, the businesses that occupy the buildings, and all other stakeholder groups.
- Implemented fifth annual survey of stakeholder perception of the District and the BID to determine the BID's performance over time and guide organizational priorities.
- Continued to develop and expand the Program and Marketing Assistant's skills and responsibilities, enhancing the BID's marketing efforts, and increasing stakeholder outreach.
- Create a public-facing annual report highlighting the BID's activities and accomplishments of the last year, available via the BID website and publicized via the enews and social media to BID property owners, businesses, residents and surrounding community

ECONOMIC DEVELOPMENT

- Held the first ever small business resources Open House for Temescal businesses
- Surveyed businesses on the effect of COVID-19 on their business in Spring 2020, and requested feedback on federal and local support programs, as well as suggestions for desired business support programs

- Identified at risk-businesses and conducted focused outreach to those industries and businesses most affected, as well as individual businesses that self-identified
- Scheduled individual businesses meetings and calls with at-risk businesses to identify their specific needs/challenges and determine the staff and programmatic support to be provided by the BID to increase/enhance business survival
- Held sector-specific zoom meetings with fitness businesses, salons and restaurants/bars to provide information and answer questions on COVID safety, business practices and county regulations during the pandemic, ABC permitting, Flex Streets
- Guided Temescal restaurants and bars through the Flex Street permitting process, to apply for, and receive approved applications, resulting 13 restaurants and bars installing outdoor seating and increasing their revenues.
- Facilitated Temescal merchants' use of the District's dynamic events calendar on the BID website to publicize their sales, virtual events and community events.
- Supported new and existing independent businesses through the city permitting process, like Root'd in the 510 Cannabis Dispensary & Lounge, and Temescal Produce Market.
- Continued to conduct outreach and offer support to new Temescal Merchants through virtual and socially-distanced in-person business meetings to explain the BID's services and provide the businesses with technical assistance
- Created and sent bi-annual informational email blast to area brokers to publicize Temescal retail and commercial spaces available for lease or purchase
- Maintained and updated inventory of Temescal commercial vacancies; connected potential tenants with commercial brokers and property owners of vacant spaces in Temescal.

CLEAN/SAFE

- Continued to provide Block by Block's cleaning, maintenance, and graffiti-removal services in the district, 120 hours per week with a full-time working Operations Manager and a two-person Ambassador team cleaning five miles of sidewalks and public fixtures.
- Continued regular pressure washing of hot spots in district to maintain health and safety of visitors. Enhanced coordination with Clear Channel to increase their pressure washing and maintenance of bus stops in the District
- Weekly watering of the BID's 81 planters throughout the District and four medians on 40th St.
- Quarterly weeding and maintenance of 40th Street medians and District tree wells
- Removed 2,247 stickers, 3672 pieces of graffiti, and 1065 bags of trash
- Greeted and initiated friendly contact 3,014 times with individuals on the street, and provided 171 resources referrals and 131 Hygiene kits to those that needed them.
- Monitored monthly metrics reporting BBB performance over time.
- Maintained a high level of communication and cooperation with the OPD Community Resources Officer and Neighborhood Services Coordinator for Temescal.
- Established the Pilot Community Engagement Program as a permanent BID program, to include: answering calls for assistance to de-escalate disruptive but non-emergency situations, assessing needs for and proving resource information and hygiene kits to Temescal unsheltered community embers, and providing quarterly de-escalation training to BID stakeholders
- Increased visibility of the Community Engagement Program among elected officials and city staff, and communicated increased need for new compassionate City policies and additional services to serve Temescal's unsheltered residents

- Formed and helped lead the Cross-sector Coalition on homelessness to communicate business challenges and need for support to City and County elected, and collaboratively researched City and county services for housing and mental health to create a comprehensive summary of resources available to Oakland unsheltered residents, and how to access them.
- Updated Temescal-specific resource card to reflect changes in services due to COVID-19, and distributed to Temescal's unsheltered residents

DESIGN

- Maintained BID-branded trashcan doors through regular graffiti abatement efforts
- Facilitated city maintenance of trashcans within the district, and repaired trashcans that City staff were unable to repair
- Applied for, and secured free permits from the City to install 10 pedestrian lights on the East side of Telegraph Ave from 51st Street to Aileen St.
- Signed contract and Initiated construction to install pedestrian lights
- Secured \$133,000 lien fund contribution from the 5110 Telegraph Ave development to help fund the construction of 10 new pedestrian lights adjacent to the project
- Conducted outreach and supported businesses through the repaving and redesign of Telegraph Ave so that local merchants are updated on planned construction timelines, phases, and progress. Facilitated the resolution of any construction issues, and the continued to communicate the urgency and need for the continued progress and completion of the Repave/redesign project.
- Communicated merchant parking needs and preferences to city, ensuring that 90% of the parking type requests were approved, and ensuring that the plans for the approved parking types were maintained through the various design iterations.
- Initiated partnerships with artistic non-profits in Oakland to begin work on co-writing grant applications to secure funding for additional community outreach, design work and implementation of a vibrant, attractive, and community-serving pedestrian plaza at Kasper's Plaza (Shattuck between 45th and 46th, and 46th St between Shattuck and Telegraph)
- Replaced high maintenance & water intensive plants in 13 Upper Telegraph planters with low maintenance, drought tolerant agaves and succulents, and replaced overgrown African Irises in 7 additional planters with new dirt, ready to be planted with new plants.
- Initiated Volunteer adopt-a-planter program to replace plants and maintain the BID's 80 planters, led by Temescal residents, resulting in 15 planters adopted by residents, businesses and property owners.
- Organized the second annual Temescal Holiday Lights program providing free strings of lights to businesses to be displayed in their windows, enhancing the nighttime pedestrian experience in the District.

PROMOTION

- Cancelled the BID's annual events of the Temescal Street Fair, 40th Street Block Party, Temescal Trick or Treat, Public Art Walking Tour, and Holiday Fair due to COVID-19.
- Produced Picnic on Telegraph, the first-ever Open Streets festival in Temescal, along Telegraph Ave from 39th to 51st Street on Sunday, October 25th. This socially distanced and COVID-safe street closure, permitted by Flex Streets, featured expanded outdoor dining at restaurants, outdoor retail, and nonprofit booths – all by Temescal businesses

and organizations, which showcased the District and highlighted that Temescal businesses are open and safe to patronize.

- Held the second ever Taste of Temescal preview event, bringing the media and Instagram influencers to Temescal’s restaurants and generating additional media attention for Temescal restaurants and the District.
- Organized and designed the first ever Temescal Welcome Guide for new residents, featuring advertisements and coupons from Temescal businesses, and information about the TTBID. Printed 1,500 full-color Guides, entirely funded by participating Temescal businesses.
- Updated and printed the 2020 Temescal BID Art Map to showcase over 100 pieces of public art, publicizing the BID’s investment in public art in the District.
- Organized a Virtual Experiences in Temescal campaign, promoting virtual workshops and classes offered by Temescal businesses via local online event calendars, the BID’s eNews, social media, and a specially designed calendar page on the BID’s website, in partnership with Visit Oakland.
- Telegraph Avenue street banner at 49th continues to promote visiting Temescal, including Shopping during the Holidays and a general “Welcome to Temescal” banner.
- Expanded the online business directory and printed Dining and Shopping Guide to include all service businesses in the district.
- Promoted Temescal businesses and events through daily Facebook and Instagram posts, expanding the number of businesses featured and in-depth content.
- Cultivated and disseminated a positive image of the District and its stakeholders through the BID’s Instagram stories consisting of compelling individual posts and cohesive guides, which were shared by local stakeholders and Bay Area marketing partners
- Implemented the third annual Holiday Promotion campaign, #DiscoverTemescal, on social media, to encourage shoppers to patronize local Temescal businesses
- Partnered with Oakland Indie Alliance to package and publicize the sale of giftcards from different Temescal businesses as surprise Temescal Holiday Gift Card baskets.

III. IMPROVEMENTS AND ACTIVITIES TO BE PROVIDED IN CY 2021

ORGANIZATION

In 2021, the TTBID will continue to deliver Organizational services and improvements that were provided in CY 2020. In addition, the TTBID will move the following projects forward:

- Update the TTBID Strategic Plan to clarify organizational goals and strategies that will guide the BID’s ongoing and new programs for the remainder of the BID’s ten-year
- Modernize and transition the BID’s comprehensive relational database of District property owners, businesses, and all other stakeholder groups, from Filemaker to Salesforce, enabling remote use and enhanced communication with and organization of the BID’s stakeholders, volunteers, and vendors.
- Increase the Program and Marketing Assistant to a full-time position, training staff and developing project and team management skills to increase the position’s responsibility over BID events and marketing efforts, and increasing overall organizational capacity
- Recruit new Directors to serve on the BID Board and cultivate increased involvement from existing Board Directors to serve in leadership roles on the Board

ECONOMIC DEVELOPMENT

In 2021, the TTBID will continue to deliver Economic Development services and improvements that were provided in CY 2020. In addition, the TTBID will move the following projects forward:

- Establish and support the growth of a Temescal BID Merchant Outreach and Support Committee to increase support of Temescal’s existing businesses, enhance the BID’s merchant outreach efforts, and increase merchant input and participation in BID projects, programs and policies.
- Produce a targeted promotion campaign to support businesses most impacted by County regulations and loss of revenue due to COVID, including personal care services and wellness businesses in Temescal.
- Provide supervision and training to Teamwork Oakland Fellows (homeless Oaklanders hired to work as Ambassadors-in-Training in the District), as part of the partnership with Downtown Streets Team, to develop the Fellows’ employment skills, support local workforce development, and increase their future employment opportunities in Temescal.

CLEAN/SAFE

In 2021, the TTBID will continue to deliver Clean/Safe services and improvements that were provided in CY 2020. In addition, the TTBID will move the following projects forward:

- Partner with Downtown Streets Team to provide enhanced cleaning, maintenance, and graffiti-removal services in the district on Teamwork Oakland Program, which hires homeless Oaklanders to work as Ambassadors-in-training (Fellows), adding 32 additional hours per week, for six months to the cleaning services provided by the TTBID.
- Enhance cooperation and communication with County and City services to enhance effectiveness of services outreach, hygiene, health and housing services provided to Temescal’s unsheltered residents.
- Increase collaboration with elected officials and city staff, on compassionate and effective City policies and programs to better address homelessness in Temescal
- Support Village of Love in organizing weekly pop up care villages in Temescal to provide weekly showers and additional social services to unsheltered residents in Temescal
- Support Village of Love opening a Day Center in Oakland, accessible to Temescal unsheltered residents, increasing their access to and utilization of housing, health and social services

DESIGN

In 2021, the TTBID will continue to deliver Design services and improvements that were provided in CY 2020. In addition, the TTBID will move the following projects forward:

- Complete construction of 10 pedestrian lights on the East side of Telegraph Ave from 51st Street to Aileen St.
- Apply for and secure City permits to organize programming and install temporary improvements at the new Pedestrian plaza on Shattuck, from 45th to 46th
- Install temporary design elements and improvements at the new pedestrian plaza to encourage everyday use of the space by all Temescal visitors, residents, and stakeholders, and to enhance special event programming in the space by the TTBID and Temescal organizations and businesses.

- Provide funding and support to the Volunteer adopt-a-planter program to plant low maintenance, drought tolerant agaves and succulents, in 40 of the BID’s 80 planters. This will complete the first full refresh and replanting of all of the BID’s planters, since they were initially installed in the District.

PROMOTION

In 2021, the TTBID will continue to deliver Promotion services and programs that were provided in CY 2020. In addition, the TTBID will move the following projects forward:

- Produce a socially distanced and COVID-safe Taste of Temescal restaurant stroll, to promote Temescal restaurants, and bars, and raise funds for local schools and non-profits
- Produce and organize a Temescal Wellness Week at the new pedestrian plaza, on Shattuck from 45th to 46th, featuring free classes from Temescal fitness and wellness businesses throughout the week, to promote Temescal’s growing fitness and wellness sector, and those businesses ongoing outdoor classes held at the new pedestrian plaza
- Produce two Picnic on Telegraph, Open Streets festivals in Temescal, along Telegraph Ave, one in the evening, and the other in the afternoon. This socially distanced and COVID-safe street closure, permitted by Flex Streets, will feature expanded outdoor dining at restaurants, outdoor retail, and nonprofit booths from Temescal businesses and organizations.
- Hold the 14th annual Temescal Trick or Treat event, highlighting the nighttime safety of Temescal, and also showcasing local businesses.

IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR CY 2020

Please see the attached budget for 2020.

V. METHOD AND BASIS OF LEVYING THE ASSESSMENT

Due to the unprecedented challenges and catastrophic effect of the pandemic on property owners and small businesses, the Advisory Board of the Temescal Telegraph Business Improvement District voted to not to increase assessment for the 2021-2022 tax year. After thorough evaluation of estimated service cost increases and budget projections for 2022, the board worked with staff to prioritize economic recovery programs and business support services that staff can continue to provide in 2021 and 2022, while maintaining assessment rates. The TTBID will continue to provide the same frequency and quality of maintenance, beautification, and marketing services to the District. The Community Engagement Program will also continue, with Temescal Ambassadors building relationships with unsheltered community members while cleaning the District, distributing resource information and hygiene kits, and responding to calls for service to de-escalate disruptive but non-emergency situations in the District.

The 2021/2022 rates are included in the following table*:

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
Lot Size	0.071	0.071	0.024
Building Size	0.096	0.036	0.000
Linear Frontage	9.537	3.572	17.883
Condo Fee	0.238	0.238	0.238

*This represents the same rates as the 2020/2021 rates

VI. SURPLUS OR DEFICIT REVENUES TO BE CARRIED OVER FROM A PREVIOUS FISCAL YEAR

The TT BID will carry forward \$221,771 of reserve funds into CY2021. A reserve of \$100,000 will be maintained to cover 2-4 months of operating expenses, in addition to the planned reserve budget:

<i>TT BID Reserves budget</i>	<i>Amount</i>
PAINT THE TOWN MURAL ON SHATTUCK AVE, 45 TH -46 TH ST.	\$1,800
CONSTRUCTION OF 10 PEDESTRIAN LIGHTS ON EAST SIDE OF TELEGRAPH, 51 ST TO AILEEN ST. IN Q1 2021	\$44,000
SAVING FOR PEDESTRIAN LIGHTS ON EAST SIDE OF SHATTUCK AVE, 45 TH TO 52 ND ST. (TOTAL COST OF \$185,000)	\$75,971
TOTAL	\$121,771

VII. THE AMOUNT OF ANY CONTRIBUTIONS TO BE MADE FROM SOURCES OTHER THAN BID ASSESSMENTS TO BE LEVIED.

See attached 2021 budget.

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT		Zone 1	Zone 2	Zone 3	Condos	
2021 Budget	Revenue Allocation by Zone	0.73	0.155	0.075	0.04	
	Ped Loan debt service allocation	77.67%	17.80%		4.53%	
		Zone 1	Zone 2	Zone 3	Condos	Total
	Projected Assessment Revenue Calculation					631,728
	5110 Telegraph					30,616
	MTV Parcel B					35,268
	40th St/Manila					
	Total 1-Year Revenue	509,257	108,130	52,321	27,904	697,612
PUBLIC RIGHTS OF WAY SIDEWALK OPERATIONS		Zone 1	Zone 2	Zone 3	Condos	Total
	<i>Total Prowso Revenue</i>	305,554	64,878	31,393	16,743	418,567
	Prowso Expenditures					
	40th St Median Mntnce	(3,888)	0	0	(162)	(4,050)
	Cleaning/maintenance contract	(192,400)	(40,852)	(19,767)	(10,542)	(263,561)
	Executive Director Salary & Benefits	(15,261)	(3,240)	(1,568)	(836)	(20,905)
	Loan service on Ped lighting	(62,913)	(14,419)	0	(3,672)	(81,004)
	Ped Light Capital Reserves	(28,470)	(6,045)	(2,925)	(1,560)	(39,000)
	Trash Can Doors Maintenance	(2,555)	(543)	(263)	(140)	(3,500)
	Replace Plants in Planters	(2,190)	(465)	(225)	(120)	(3,000)
	Additional homeless services – support Day Center in Temescal (Village of Love)	(3,650)	(775)	(375)	(200)	(5,000)
	<i>Total Prowso Expenditures</i>	<i>(311,326)</i>	<i>(66,338)</i>	<i>(25,122)</i>	<i>(17,233)</i>	<i>(420,020)</i>
	Prowso Pro Forma Surplus/(Deficit)	(5,772)	(1,461)	6,270	(490)	(1,453)
MARKETING & IDENTITY ENHANCEMENT		Zone 1	Zone 2	Zone 3	Condos	Total
	Marketing Revenue					
	Allocated Marketing Revenue	96,759	20,545	9,941	5,302	132,546
	Taste of Temescal	23,360	4,960	2,400	1,280	32,000
	Picnic on Telegraph	2,920	620	300	160	4,000
	Temescal Wellness Week	1,095	233	113	60	1,500
	<i>Total Marketing Revenue</i>	<i>124,134</i>	<i>26,357</i>	<i>12,753</i>	<i>6,802</i>	<i>170,046</i>
	Marketing Expenditures					
	Cross-Telegraph Banner	(2,244)	(476)	(231)	(123)	(3,074)
	Pole Banners	(7,300)	(1,550)	(750)	(400)	(10,000)
	Holiday Decorations/Tree Lights	(378)	(80)	(39)	(21)	(518)
	Temescal Wellness Week	(1,825)	(388)	(188)	(100)	(2,500)
	Art Support	(1,971)	(419)	(203)	(108)	(2,700)
	Executive Director Salary & Benefits	(12,354)	(2,623)	(1,269)	(677)	(16,923)
	Assistant	(25,601)	(5,436)	(2,630)	(1,403)	(35,069)
	Additional Assistant funds approved by Board	(2,034)	(432)	(209)	(111)	(2,786)
	Halloween Event	(201)	(43)	(21)	(11)	(276)
	Holiday Fair	(1,005)	(213)	(103)	(55)	(1,377)
	Loan Service on Ped lighting	(32,542)	(7,458)	0	(1,899)	(41,900)
	Taste of Temescal	(27,375)	(5,813)	(2,813)	(1,500)	(37,500)
	Picnic on Telegraph	(5,439)	(1,155)	(559)	(298)	(7,450)
	Temescal Spa Day Promotion	(292)	(62)	(30)	(16)	(400)
	Pedestrian Plaza Improvements	(1,095)	(233)	(113)	(60)	(1,500)
	Utility Box Upgrades					
	Online Marketing Support & Ads	(876)	(186)	(90)	(48)	(1,200)
	Website, Maps, Dng-Shp Guide	(3,558)	(755)	(366)	(195)	(4,874)
	<i>Total Marketing Expenditures</i>	<i>(126,090)</i>	<i>(27,321)</i>	<i>(9,611)</i>	<i>(7,025)</i>	<i>(170,047)</i>
	Marketing Pro Forma Surplus/(Deficit)	(1,956)	(964)	3,142	(224)	(1)

	Zone 1	Zone 2	Zone 3	Condos	Total
ADMINISTRATION	Zone 1	Zone 2	Zone 3	Condos	Total
<u>Administration Revenue</u>	<u>81,481</u>	<u>17,301</u>	<u>8,371</u>	<u>4,465</u>	<u>111,618</u>
Administration Expenditures					
Bookkeeping / Accounting	(6,041)	(1,283)	(621)	(331)	(8,275)
Executive Director Salary & Benefits	(46,515)	(9,876)	(4,779)	(2,549)	(63,719)
Food for meetings	(680)	(144)	(70)	(37)	(932)
Insurance	(2,416)	(513)	(248)	(132)	(3,310)
Office Supplies and Other	(2,267)	(481)	(233)	(124)	(3,105)
Phone and Internet	(986)	(209)	(101)	(54)	(1,350)
Professional Development	(1,208)	(257)	(124)	(66)	(1,655)
Assistant	(7,300)	(1,550)	(750)	(400)	(10,000)
Additional Assistant funds approved by Board	(1,606)	(341)	(165)	(88)	(2,200)
BID Storage Container	(1,783)	(379)	(183)	(98)	(2,442)
Rent	(9,618)	(2,042)	(988)	(527)	(13,176)
<u>Total Administration Expenditures</u>	<u>(80,420)</u>	<u>(17,075)</u>	<u>(8,262)</u>	<u>(4,407)</u>	<u>(110,164)</u>
Administration Pro Forma Surplus/(Deficit)	1,061	225	109	58	1,454
CONTINGENCY	Zone 1	Zone 2	Zone 3	Condos	Total
<u>Contingency Revenue</u>	<u>25,463</u>	<u>5,406</u>	<u>2,616</u>	<u>1,395</u>	34,881
<u>Contingency Expenditure**</u>	<u>(25,463)</u>	<u>(5,406)</u>	<u>(2,616)</u>	<u>(1,395)</u>	(34,881)
SUMMARY	Zone 1	Zone 2	Zone 3	Condos	Total
Total Revenue	536,632	113,942	55,133	29,404	735,112
Total Expenditures	(543,299)	(116,141)	(45,612)	(30,060)	(735,112)
Pro Forma Surplus/(Deficit)	(6,667)	(2,199)	9,522	(656)	(0)
Cumulative Reserves from previous year	161,893	34,375	16,633	8,871	221,771
Total Surplus + Reserves by EOY	155,226	32,175	26,154	8,215	221,771

** All contingency expenditures that are not spent by EOY are earmarked for Shattuck Ave pedestrian light project (total project cost of \$170,000-\$180,000)



LAUREL DISTRICT ASSOCIATION (PBID) ANNUAL REPORT TO CITY COUNCIL FY 20-21

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

No changes.

II. Improvements and Services Provided to Businesses and Property owners in 2020:

DISTRICT IDENTITY (DISI)

PUBLIC EVENTS

- The Laurel holiday campaign, included the Santa Stroll, and Light up the Laurel
- Coordinated 2020 Lion Dance Parade and Blessing of Businesses
- Continued Small Event Grant Fund to support merchant activities and Oakland artists

LAUREL STREET FAIR

- Unfortunately due to State and County restrictions on public gatherings the revered Annual Laurel StreetFair had to be cancelled for 2020
- Established a tax deductible donation fund in support of Laurel Small Businesses, and the cultural artists that have been traditionally involved with the Laurel StreetFair. Donations have been received from past festival attendees and Laurel area residents

DIGITAL MARKETING AND NEW LDA WEBSITE FEATURES

- Updates and Additions to district Website – Driving traffic to the district website and public donations through the Laurel StreetFair website. District website has comprehensive and updated merchant directory, community calendar, and Facebook integration
- Launched the digital billboard campaign with local tech firm Digifli and in coordination with Mills College
- Local List serves - Monitor the daily digests for Laurel, Maxwell Park, Redwood Heights, and Allendale list serves. Post as needed in reply to LDA related issues and submit posts in promotion of Laurel events, activities, new businesses, and business announcements

- Partnered with Leadership Oakland, a program of the Oakland Chamber of Commerce to receive demographic analysis and recommendations for a comprehensive district marketing strategy, identifying target audiences and the most effective marketing platforms
- Created an OPEN Laurel merchant database of business re-opening after COVID-19
- Published News Briefs article in partnership with Bay Area News Group to share business news in response to businesses struggling due to COVID-19
- Developed COVID-19 Impact Survey for small business community
- Developed Guidebook for Board of Directors
- Developed New Merchant Welcome Package

PRINT ADVERTISING

- Actively work to position Laurel for positive press in area media outlets. Achieved front page coverage in the Montclairion on multiple occasions. Items were also covered in the East Bay Times and multiple Bay Area News Group properties
- Developed new branding and District Marketing Campaign promoting The Laurel and its events and local businesses through Facebook and Instagram. Print advertising was placed in East Bay publications

PROPERTY IMPROVEMENTS (SOBO)

SECURITY

- Collaborated with Oakland Police to respond to and provide security camera evidence for crimes committed in the district
- Added new License Plate Recognition security camera systems to the commercial district
- Adjusted private security response to address spike in protest related looting and vandalism
- Worked with City of Oakland Staff to implement near term safety measures at (3) unprotected intersections along MacArthur
- Worked with City of Oakland Staff to implement near term safety measures at (6) signal protected intersections along MacArthur
- The Laurel District Association works through a technology application as a direct tool for communication and documentation of security staff
- Handling Community Concerns - The Laurel District Association acts as a community liaison to property owners for assistance with business attraction and/or property sale. The City of Oakland Planning Department works closely with the LDA when reviewing applications. Formal board positions of support for well-designed projects help ensure projects keep moving and the district vision of growth is achieved. The LDA often works

to assist in monitoring problem properties in support of the property owner, helping to prevent incidents of illegal dumping, vagrancy, and vandalism and theft

- Partnered with OPD walking officer and merchant watch to educate merchants and utilize CEPTD tactics for crime deterrence

CAPITAL IMPROVEMENTS

- The LDA installed and maintains additional decorative lighting for year round ambiance and improved visibility after dark
- Worked with public utilities to address old infrastructure issues affecting the quality of the MacArthur roadway
- Secured pro bono design plans to help implement outdoor dining and curbside pick-up in support of restaurant activity under COVID-19 restrictions
- Helping to ensure the planned addition of 4,000 square feet of new retail space at Brown and MacArthur Blvd., and plans for development at High St. and MacArthur

MAINTENANCE AND LANDSCAPING

- Developed a public art restoration and installation plan
- Coordinated district wide sidewalk steam cleaning with identification and focus on “hotspots.”
- Worked with City of Oakland Department of Transportation to further next steps in traffic calming as recommended by the Mills College Masters program report
- Worked closely with subcontractors and service providers (Peralta, Urban Shield, First Building Maintenance, City of Oakland) to ensure high-quality deliverables on core services and contracted responsibilities. Reviewed all existing contracts with a performance assessment for continuous quality improvement and adaptation to current district needs
- Facilitated volunteer and community workdays with volunteers; to address litter and vegetation overgrowth
- Updated sidewalk planter signage for an improved streetscape aesthetic
- Replanted (12) streetscape planters with new landscaping

ORGANIZATION

MERCHANT TRAININGS AND COMMUNICATIONS

- **Monthly Merchant Meetings** - The LDA continues to conduct monthly Board meetings, transitioned to Zoom video conference, and assist merchants through information sharing, project facilitation, and event support
- Held monthly meetings where merchant members and the members of the public could comment, share partner opportunities, and ask questions
- Board participation and merchant participation in ad-hoc committees and working groups

- Maintained/updated database of District merchants, property owners/managers
- Involved (8) high school and college interns to learn about community organizing and business support
- Implemented the recommendations from a strategic planning consultant for early steps toward the long term LDA strategic plan. Currently underway
- Responsiveness to Board Direction - Prepare and properly notify board meeting with appropriate guest coordination and supporting materials. Finalize and post meeting minutes as submitted by Secretary Wong-Lam. Ensure LDA is in compliance with the Sunshine Ordinance and Brown Act
- Attending community meetings and building/maintaining positive and collaborative relationships with neighborhood associations (Laurel Village Association, Redwood Heights Neighborhood Association, Beat 25Y Crime Prevention Council, Maxwell Park Neighborhood Association)

COMMUNITY ENGAGEMENT

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

III. Improvements and Activities to be Provided in Calendar Year 2021:

DISTRICT IDENTITY

Facebook Marketing and New Website

- Continue Online Engagement – Maintain 2 Facebook accounts, and Instagram, updating daily with photos, features, and discussions. Enlist more merchants to utilize the “Laurel District Association” page as a direct-marketing
- Tie Facebook and Instagram marketing to business support strategies
- Partner with Bay Area News Group for a comprehensive and targeted digital marketing campaign
- Enhance “Business Opportunities” listings on our website

Print Advertising

- Further targeted advertising plan to pull in shoppers and diners

Business Directories and Business Promotions

- The Laurel – Oakland’s Neighborhood district marketing and advertising, including the creation of a district map

- Continue distribution of Laurel business directories/maps and marketing of district businesses locally and throughout greater Oakland
- Initiated a district marketing campaign for business promotion to offset the negative impacts of COVID-19 and business activity restrictions, highlight businesses, *The Laurel Oakland's Neighborhood*, and the assets of the District
- Expand social media and local digital news outreach to highlight district businesses
- District Marketing Campaign
 - 7 different publications (print and online)
 - Bay Area wide reach
- Establish Small Business Support Grant Fund

Street Banners

- Contracted with new banner company for improved service and reduced cost
- Maintain rotation of two seasonal banner sets

Public Events

- Re-establish, post COVID, the annual Laurel StreetFair, Halloween, Lunar New Year Lion Dance Parade, Monthly Makers Market, and Laurel Outdoor Movie Event Series
- Showcase Laurel businesses at the Laurel StreetFair

Laurel Block Captains

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

PUBLIC RIGHTS OF WAY (PROW)

Maintenance and Landscaping

- Maintain the Maintenance and Landscaping Program
- Service street trees

Capital Improvements

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

Security

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

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

ORGANIZATION

Merchant Trainings and Communications

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

Community Engagement

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

IV. An Estimate of the Cost of Providing the Improvements and the Activities for Calendar Year 2021:

See attached budget for details

V. Method and Basis of Levying the Assessment

- The method of levying the assessment has not changed from the adoption of the original resolution which established the Laurel Business Improvement District 2016
- No Change in Assessment: Pursuant to the City Council Resolution 85682 dated July 7, 2015 and the Laurel BID 2016 Management District Plan the LDA Board of Directors, acting as the Laurel BID Advisory Board, has the option to recommend an increase to assessments annually up to 5% from the previous year's assessment. The LDA Board of Directors is recommending no change to the assessment to the fiscal year 2021-2022. The proposed no change is in anticipation of the economic impacts brought about by COVID-19

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

- There is no carry over

VII. Contributions from other sources.

See attached budget for details

Laurel District Association Proposed Annual Budget by Category
 Board Approved August 17, 2020
 Calendar Year 2021

Revenue

Assessment Revenue 100% Collection	\$ 218,594.16
Carry Forward	\$0
Non-BID Income to Cover District General Benefits - From donations to the 501ciii (3%)	\$6,557
Assessment Revenue 88% Collection	\$192,363
Total Income	\$198,920

Expenses

Category of Special Benefit Service	Estimated Percentage	Estimated Amount
PROW/ SOBO (Public Rights Of Way)	37%	\$ 73,600
DISI (District Identity)	35%	\$ 69,622
Organization	25%	\$ 49,730
Reserve	3%	\$ 5,968
Total Expenses	100%	\$ 198,920



2633 Telegraph Avenue Suite 109, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT TO THE CITY COUNCIL – 2020

1. Proposed Changes in boundaries of the BID/CBD.

None

2. Accomplishment and improvements provided in 2020 calendar year

ABOUT: Koreatown Northgate Community Benefit District (KONO) is a nonprofit 501(c)3 organization established in 2007 with a volunteer Board of community members and is funded primarily by a special assessment parcel tax. KONO has 383 property owners and 456 parcels and covers 24 blocks with an operating income of approximately \$600,000.

KONO's mission is to create, promote and maintain a thriving environment for everyone who lives, works, shops, dines or just passes the District, and to make it a destination in its own right. Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in this uniquely diverse part of Oakland.

KONO's Board of Directors had between 9 and 12 members over the course of 2020, all of whom are property and business owners (or their representatives), or residents. All serve as volunteers and met monthly with an agenda set by the Executive Committee and Board meetings are open to the public. The Board prioritizes and determines KONO's activities, which are executed by the Administration. In 2020 KONO had one full time Executive Director, one part-time Assistant Executive Director, and one part-time Marketing Director. In addition, KONO had four more staff (one full time and three part time) members dedicated to the Oakland First Fridays monthly arts and culture event.

Executive Director Shari Godinez is responsible for the day-to-day management and administration of KONO and serves as the primary contact for all stakeholders, as well as city of Oakland staff, elected officials, the City Council members and the district stakeholders. The Executive Director, following the District Management Plan and priorities set by the Board of Directors, executes all of KONO's programs, projects and activities and oversees all contracts, staff, interns and volunteers. In collaboration with the Board Treasure and the Executive Committee, the Executive Director is also responsible for handling KONO's finances, budgets, and invoices.

KONO has been providing special benefit services to property owners, including sidewalk maintenance, street-level graffiti abatement, beautification and landscaping, public space activation and, most notably, Street Ambassador services.

KONO's Street Ambassadors are the most visible and critical aspect of our service program. The transformative power of a friendly interaction with an Ambassador in KONO attire, or just seeing them out every day taking care of the neighborhood, cannot be overstated. KONO also engages in marketing and promoting the District and producing community events like Oakland First Fridays and the Korea Culture Fest.

KONO is centered along Telegraph Avenue from 20th to 35th Streets in Oakland. Recent expansion zones include 25th, 26th and 27th Streets from Telegraph to Broadway; 20th St/Thomas L Berkley Way, 21st, 22nd, W. Grand Ave, and 23rd St between Telegraph Ave and MLK Jr. Way and San Pablo Ave; and the West side of San Pablo Ave between 19th and 20th Streets (See map in appendix).

All KONO Board and Executive meetings were noticed in accordance with the Brown Act and the Oakland Sunshine Ordinance.

Accomplishments –Improvements 2020

Maintenance, Beautification, Safety & Streetscape:

In 2020 KONO entered a three-year contract with StreetPlus, a national provider of cleaning, safety, and hospitality services. KONO also purchased equipment including a small electric utility vehicle, a commercial pressure washing unit, two mountain bikes, two-way radios and a radio repeater. Cleaning services are provided six days a week in areas with heavy pedestrian traffic and other areas are serviced at least three times a week.

Streetplus services include but are not limited to:

- Sidewalk and curb-line cleaning from property line to 18" into the street

- Removal of litter, leaves, weeds, and other debris from tree wells and median strips.
- Removal of graffiti from private property with authorization, and from public property (or referred to city services) Removal of all decals, flyers and stickers from public surfaces
- Proper disposal of all collected refuse and debris.
- Monitoring public litter bins for overflow and keeping them clean
- Pressure washing on a regular basis and as needed
- Removing weeds from tree wells, sidewalks, curbs and property lines
- Safety and hospitality services including:
 - Visibility patrols (walking and bicycling)
 - Engaging with local businesses and residents to establish relationships, listen to concerns, discuss KONO programs and support and facilitate further contacts.
 - Personal safety escorts when requested within KONO boundaries and only on public property.
 - Seek compliance with local ordinances around quality of life.
 - Report any criminal activity to Oakland police.
 - Use Statview to documentation and reporting their activities
 - Engage with pedestrians to provide directions and information about KONO and Oakland including businesses, restaurants, attractions and activities.

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

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

Data from **2020** Streetplus for KONO District:

	JAN	FEB	MAR*	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Pounds of Garbage	5250	6225	2625	6675	3500	1575	2750	3050	2375	2675	3750	5650	47100
Graffiti - Removed	18	4	4	10	243	74	99	152	149	1223	281	834	3091
Power washing block faces	N/A	N/A	N/A	N/A	21	0	1	14	0	0	0	21	57

Merchant Checks	5	45	56	1	71	108	106	66	191	154	41	58	902
911 Calls	0	1	0	0	6	9	1	3	4	5	1	0	30
Illegal Dumping	N/A	N/A	N/A	N/A	21	0	1	14	0	0	0	21	57
Homeless Outreach	10	2	14	1	22	63	90	39	91	109	5	20	466
Needles found and disposed of	55	47	21	62	24	10	36	14	24	28	31	10	362
311 Requests	25	69	0	49	11	73	23	16	22	42	5	11	346
Directions	4	3	6	0	79	22	34	20	115	118	16	25	442

**Due to Shelter-in-Place orders during the early pandemic orders, services were suspended for about three weeks in late March and early April.*

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

In addition to routine maintenance, Street Ambassadors handle calls for service from businesses, residents, and property owners. They contact the owners and police when they encounter property that has been burglarized or vandalized. They are often called on to provide emergency services, as in May, when the Operations Supervisor helped a homeless person who cut his arm on a window broken during a protest march.

KONO and StreetPlus staff regularly canvas the district ensuring equitable code compliance, as in June, when we requested sidewalk repair at 600 W. Grand after tree root growth had made them impassible for wheelchairs.

Between the pandemic and public demonstrations, many KONO businesses suspended operations, cut hours and boarded up front windows, which led to an increase in graffiti. To counter this KONO partnered with local groups including the Bay Together Project, Community Rejuvenation Project and Three-Thirty-Three Arts (formerly Dragon School) to create artworks on the window coverings. KONO continues to connect Three-Thirty-Three with local property owners interested in hosting public art.

Like much of America, Oakland saw demonstrations almost daily. Shari debriefed with the Street Ambassadors every day, used social media to share notice of planned demonstrations, and KONO

partnered with the Oakland Chamber of Commerce to engage volunteers who assisted Streetplus with cleanup after protests.

KONO received a \$20,000 grant from Sutter Health to assist with the operation costs of ambassador service to create a clean and safe environment for families.

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

Bike Lane:

Protected Bike Lanes were installed in the district in 2016 as a pilot project. While only a preliminary study was done to assess their safety and effectiveness, over the succeeding months it became clear that owing to visibility problems exacerbated by KONO's many staggered intersections, they were unsafe. KONO conducted several online surveys, did in-person outreach to businesses along the bike lanes and held town hall meetings where we heard stories of accidents and near-accidents happening on an almost daily basis. After a cyclist was struck and injured by a turning car in June, OakDOT installed bollards along the bike paths, which didn't resolve the visibility hazard but did threaten the return of Oakland First Fridays, since they effectively cut the event footprint by a third and the removal and re-installment of the bollards may make the event production cost prohibitive. On top of that, sales tax data indicated a 34% drop in sales after the Protected Lanes were installed, even as revenues rose in adjoining districts. We contacted the City of Oakland's Race and Equity Department in an effort to protect the business owners of color who were being negatively impacted by this project. In addition, KONO participated in multiple planning meetings with the Department of Transportation, Councilmember McElheney, City Administrator's office, office of the Mayor, and two bike coalitions. KONO also spoke out at city council meetings and the Bicycle & Pedestrian Advisory Commission (BPAC).

Because of these issues, the KONO Board voted to request the city change the configuration to Buffered Bike Lanes, and a KONO petition to request the change received 1,679 signatures. After additional review, OakDOT says they will recommend a change to a buffered bike lane as part of turning KONO into a Parking Benefit District, as currently being tested in Chinatown.

District Beautification:

Over the past several years KONO has contracted with local artist Juan Lopez of New World Mosaics to create original mosaics for public litter containers. Many reference themes of the District, such as a tribute to Pill Hill frontline healthcare workers, or the TURFinc Dancers of First Fridays. Two more mosaics were completed in the fall of 2020.

KONO also installed five large planters in the District and hung holiday lights, but the plants and solar panels were stolen within days.

Marketing & Economic Development:

Newsletter: KONO produces a monthly email newsletter sent to over 1,200 subscribers. Over the past year the newsletter has explored local businesses, announced events, marked openings and closings, solicited community input on a range of issues and announced available commercial space, talked about district history and more. During the pandemic we created a list of COVID resources for the newsletter and web site, and we seek out information on grants and other financial support to share.

Because of the number of KONO business owners who don't speak English as a first language, we've supplemented the electronic newsletter with printed materials delivered by our Street Ambassadors. We've also offered help in filling grant applications.

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

In spite of the pandemic, KONO saw several new businesses open in 2020 (and several more in 2021). These include:

- Layalina Restaurant at 3109 Telegraph Ave
- Name? 2525 Telegraph Ave (former All Out Comedy)
- F45 Gym at 26th & Telegraph Ave.
- Moxy Hotel at Telegraph Ave and W.Grand Ave

12 businesses closed in 2020 due to impact from Covid:

- **Entertainment Venues:**
 - Starline Social Club
 - Stork Club bar
 - All Out Comedy Showcase
- **Restaurants / Cafe**
 - Black Springs Coffee
 - Phat Matt's BBQ
 - Lost & Found Beer Garden
- **Manufacture**

- Oakland Spirits
- **Service Business**
 - Hollywood Nails
 - Telegraph Cleaners (owner retired)
- **Nonprofits:**
 - Chapter510
 - Impact Justice
- **Art Gallery**
 - Johansson Projects
- **Retail**
 - Young's Wigs

Lamppost Banners: KONO hung 20 holiday banners with a message of inclusivity. They will be replaced in early 2021 by four different banners celebrating KONO as a center of arts, health and diversity, which were selected in a community poll.

Website: We added several sections to the KoreatownNorthgate.org site, including a comprehensive business directory with links, pictures and contact information, a StreetPlus page introducing the ambassadors with links to monthly reports, a list of COVID-19 resources and support, a holiday shopping guide, a list of Board meeting minutes and other documents, updates on matters like the bike lanes and First Fridays, and we continue to refine the site in 2021

Other marketing / economic development accomplishments:

- Serve as liaison between City marketing and KONO business holiday events
- Alerted community about Oakland's free wifi
- Provided information on the Flex Street program and on builder information including cost.
- Got KONO Business Directory on the Visit Oakland website: Spend, Stay, Love campaign
- Provided information to KONO businesses on the Oakland Indie Alliance [gift card](#) program and the [Keep Oakland Alive](#) delivery service for retail businesses.
- Set up a KONO Instagram page
- Worked with Workbench to create a [KONO Holiday Gift Guide](#) and promoted it on Instagram
- Created a [KONO restaurant guide](#) and promoted it on Instagram
- Advertised 25th St. Holiday shopping event on Dec. 12th.
- Worked on Community Art Wall project but delayed due to Covid health orders
- Worked with a commercial broker to install pop ups in the vacant spaces during the Oakland First Fridays event to attract people to the space in an effort to find a long term tenant.
- Contacted artists to participate as pop-up vendors
- Updated the KONO business directory and re-designed the layout
- Shared new grant information with KONO businesses (new deadline Jan 13, 2021)

- Kept community updated on all county health orders
- Shared Cares grant funds information for small businesses.
- Provided resource information to businesses seeking help
- Let some businesses know about **Ritual ONE**; a commission-free online ordering system for restaurants
- Advertised Oakland Restaurant Week
- Explored EVGo charging station for KONO for electric cars
- Shared a requests to repave 24th St. between Telegraph Ave and Northgate with the DOT
- Worked with KP Market and the DOT to reinstate a loading zone that was painted over.
- Shared Marketing & Ecommerce series workshops to help small businesses pivot their sales model.
- Shared information on **Keep Oakland Alive** (local business on one platform) to encourage businesses to market themselves more during Covid.
- Kept businesses updated on Alameda county Covid announcements
- Kept businesses, artists and nonprofits updated on all grant opportunities.
- Promoted all neighborhood Zoom meetings
- Cross promoted events in other Oakland businesses districts
- Collaborated with Oakland Indie Alliance on economic recovery survey
- Created a vacancy directory for commercial properties

COVID-19

After years of just trying to break even, the Oakland First Friday's community festival was poised for sustainable expansion. As summer approached, we'd secured sponsorship funding for a Health Zone and had secured three grants to fund art, performance, interactive activities and an art mentoring program. Obviously, the pandemic necessitated us pausing the event and furloughing its staff after the March festival.

The KONO District, like most of the world, has been severely challenged by the pandemic. Several businesses have closed permanently, including some legacy businesses. Shari has worked hard to mitigate the impacts, disseminating information on grants and emergency funding, and posting resource pages on the KONO and First Fridays websites and social media. She has also secured funding from PPP

and other grants to cover the ongoing costs of storing and maintaining the infrastructure and accounts First Fridays will need to relaunch, KONO also applied for the EIDSL (Economic Injury Disaster Loan Application).

ECONOMIC DEVELOPMENT/REOPENING PROCESS

Randy's Donuts was interested in purchasing the former KFC property in 2019 and opening up a donut business there and Shari Godinez provided feedback on his plans for his pre-application to the city. Unfortunately, by early July 2020, Randy's Donuts decided not to make the addition to the KONO district likely due to the pandemic.

Through the newsletter, social media and in person contact, KONO shared information about:

- The Economic Recovery Advisory Council and the changes made on the PPP, and recommendations for property owners to extend leases and collect past due rents at the end.
- The City of Oakland allows different businesses to operate in one space and makes the permit process easy.
- Changes to the PPP loan, extending use of funds from eight weeks to twenty four weeks, and other details.
- Keep Oakland Alive, a startup grassroots online and delivery service for Oakland small businesses, based on the Amazon model with next-day local delivery
- The Oakland Indie Alliance provided a grant opportunity for KONO businesses for damage incurred after protests and provided a separate grant for general needs.
- The Chamber of Oakland provided KONO businesses with free COVID safe posters for their windows at no cost to the businesses.
- While parking enforcement suspended for a few months in the KONO district, it resumed parking enforcement on July 6, 2020.
- The Flex Street Initiative program for KONO district restaurants.

The Moxy, a chain of boutique hotels owned by Marriott, built a new location at the corner of Telegraph and West Grand, which is on track to open in April 2021.

KONO collaborated with Oakland Indie Alliance on a business survey to determine which businesses plan to re-open and identify which would be good candidates for city CARES Act grants.

KONO put in a request with OakDOT to repave 24th St. between Telegraph and Northgate with the head of the DOT and KONO also received a request for repaving 24th St between Telegraph Ave and Broadway. Shari also worked to resolve a dispute between KP Market and its neighbors over delivery

trucks blocking driveways. KONO assisted KP Market in obtaining a loading zone that was previously painted over.

Partnered with Visit Oakland on a campaign encouraging locals to support local businesses called “Spend. Stay. Love. Oakland.” And used their partner portal to list district events.

Submitted a story for the California Arts Council series California’s Creative Uplift, a series of stories of strength, hope, and love through the work we have been doing in this difficult time.

Attended several ad-hoc marketing meetings for Oakland BID alliance to discuss a master business directory for the city hosted on the Visit Oakland website.

Oakland First Fridays was awarded two California Arts Council grants:

- o Local Impact grant \$17,062.00
- o Artists in Communities grant \$3,705

PLANNED DEVELOPMENTS

As the pandemic landed, KONO was seeing an unprecedented number of development projects. KONO was impacted by the pandemic at a time when it was about to undergo a renaissance with multiple development projects. One of the largest projects planned was halted and it is now uncertain what will happen with the 3-acre site. Half of developments underway were completed in 2020 (see below).

In addition to projects within KONO boundaries there are multiple developments in various stages all around the district. The thousands of new residential units in the pipe will have a huge impact on KONO, with increased foot traffic and increased revenue for local businesses. We anticipate that Increased foot traffic will require an increase in service demands and will address those needs as they arise.

Developments in KONO (completed and in process):

	Location	# of Residential or employees	Sq. Ft. Commercial	Description and Status
1	2125 Telegraph Ave	93	51,340	Senior Affordable housing. Gensler 8 story. Unknown progress
2	2126 MLK Jr. Way	62	?	Housing units for Veterans 100%. 31 for homeless veterans. Completed
3	585 22nd St	78	1600	Market rate residential. Completed
4	2225 Telegraph Ave	173	0	Hotel 7 stories, Completed
5	2200 Telegraph Ave	7,000	875,000	office building (likely 2 years out, maybe longer) Unknown progress
6	2100 Telegraph Ave	7,200 1556 residential	2.8 million	Former Kaiser project (2-5 years out) Office space: Unknown progress
7	2016 Telegraph Ave	230	2,000	Market-rate homes (2+ years out) Residential - In progress

8	2015 Telegraph Ave	114	5,000	Residential and commercial (at least 2 years out) former Beauty Supply Unknown progress
9	2600 Telegraph Ave	221	15,000	Market Rate & BMR, at least 2-5 years out Completed
10	2538 Telegraph Ave	97	5,000	Market Rate housing, Completed
	TOTALS	16,824	3,754,940	

Oakland First Fridays:

KONO took over production of the Oakland First Fridays community festival in 2013. The event is a huge economic booster for KONO businesses, one of few remaining accessible venues for artists, makers and performers to connect with their community, and a cultural touchstone for Oakland itself.

The pandemic forced the event to be indefinitely postponed in April. The City of Oakland removed revenue in the festival fund for the fiscal year budget July 1, 2020 – June 30, 2021 which was used to cover OPD and event permits with funds from the hotel tax. City Council will make the final decision on bike lanes and some options could add to the challenge of safely relaunching the event.

In spite of this, the furloughed First Fridays staff has remained in contact, and with KONO support has done the following:

- Partnered with several First Fridays merchants to host a Community Feed in April, where hundreds of drive-up and walk-up customers were given free meals, masks and other items.
- Started a GoFundme campaign to help First Fridays relaunch.
- Built a new vendor processing system for the event
- Held a virtual First Fridays in July, which included filming commercials for KONO businesses Uptown Body and Fender and Marwa Market . Included filming commercials for two KONO businesses: Uptown Body and Fender and Marwa Market.
- Designed a new logo, launched a revised website and opened a merchandise shop
- Maintained a social media presence and sent informative emails around issues including grant opportunities, vendor support, and potential impact of bike lanes
- Hired a part-time intern to maintain First Fridays social media and promote the Spark Oakland project artists.
- Interviewed by Mark Everton of Visit Oakland who also sits on the Oakland Economic Recovery Council. He wrote a summary/report about the feasibility and cost of re-opening of OakFF.
- With funds from the state of California’s Cultural Arts Grant, Spark Oakland was launched in October 2020.

- Secured CARES Act funding to offset the ongoing costs of maintaining First Fridays accounts and infrastructure and have several grant applications pending as of early 2021.

Spark Oakland Artist Accelerator: In 2019 KONO applied for a California Arts Council Local Impact grant, to subsidize a program where First Fridays would mentor emerging artists and set them up with booth space at the festival. With funding supplemented by the Oakland African American Chamber of Commerce and online transaction provider Square, we redesigned it as Spark Oakland, an online program. First Fridays lead Greg Harris was rehired to oversee the program, we engaged speakers and mentors, and a cohort of twenty-four local artists attended a series of virtual workshops on various aspects of setting up an online arts business.

They completed the training in January 2021 and we will monitor their progress and growth for six months. If a live event becomes feasible by then they will be included. We are also looking at options for a smaller, socially-distanced event where these artists would be featured.

ADMINISTRATION

- Organized annual Board retreat to set goals and plan direction for the year
- Reconciled all financial reports and paid all invoices
- Organized annual Board dinner
- Completed annual report for City Council
- Attended monthly Oakland BID Alliance meetings
- Organized all monthly Board and Executive Committee meetings, took minutes and posted on website
- Processed all payroll
- Filed 2019 tax returns
- Applied for and received the PPP loan and filed the forgiveness application.
- Joined Oakland African American Chamber of Commerce
- Hired financial advisor to provide analysis
- Board member changes in Aug 2020:
 - R. Hyowan Kim, Eilisse Douglass, and Charles Hahn resigned
 - Curt Haven volunteered to join as representative of KP Market and was elected
 - Raymond Connell invited, but declined
- Generated mid-year KONO budget performance evaluation
- Participated in Bancroft BID Havenscourt discussion with Councilmember Taylor on how to become a BID district.
- Working with NBS and property owner Nick Myerhoff on assessment adjustments based on mixed use property.
- Interviewed by Havenscourt Merchants association Chair, Marla Williams on how to form a BID.

- Interviewed about the use of Cargo Cycles in the KONO district as alternative for freight deliveries.

Assessment

- **Refund**

After being alerted by a property owner that they own a mixed-use building and the assessment formula needed to be adjusted for that, the KONO CBD agreed to a refund of \$393.54 once the assessment fee was collected and the formula would be changed for the next assessment.

- **Notification of Vote on Increase**

The CBD produced a mail out to all KONO CBD property owners to notify them of an upcoming vote on a possible assessment increase for the 2021/2022 assessment year.

Liaison

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

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

OUTREACH AND FACILITATION

BID/CBD Alliance

The Executive Director has continued to participate in the Oakland BID/CBD Alliance (OBA), sharing resources and communications so Oakland's property and business owners have a unified voice to advocate for them with city officials and other entities. The OBA met monthly, inviting presenters and government department heads to discuss areas of interest and concern.

3. Improvements and activities planned for 2021 calendar year.

KONO will continue to provide maintenance, hospitality, safety, marketing and beautification in the district in 2021.

KONO's other goals for 2021 include the following:

- a) Produce and install new KONO lamppost banners, with four designs celebrating the neighborhood
- b) Explore the resources and options for installing pedestrian lighting to increase safety.
- c) Continue outreach to engage with Kaiser Permanente to place a mural on the graffiti covered exterior walls of their parking garage at Northgate and 27th Street.
- d) Continue to promote local arts organizations to place more murals and art in the district.
- e) Continue working with mosaic artist Juan Lopez to place tile mosaics on the remaining KONO litter bins, with themes celebrating the district's history and culture.

- f) Continue to promote KONO businesses with our online directory, social media and printed collateral.
- g) Conduct a survey to see what types of businesses the community would like in the district, and use these results to help recruit new businesses to vacant commercial spaces.
- h) Explore the feasibility of installing a Koreatown Northgate arch across Telegraph Avenue.
- i) Will work with commercial brokers and property owners to market their vacancies on our website and newsletter.
- j) Work with OakDOT and other city officials as a permanent solution to the bike lanes is implemented.
- k) Conduct outreach and explore ways to safely resume Oakland First Fridays and the Korea Culture Fest.
- l) Work with businesses to sign them up for the OPD’s Crime Prevention Through Environmental Design program
- m) Prune the street trees and clean up the tree wells and install mulch in our 100+ tree wells)
- n) Host an OPD beat officer tour of the district to engage with residents and business owners.
- o) Continue outreach and engagement with local businesses to assess pandemic impacts and offer assistance.
- p) Encourage businesses to explore the Flex Streets program and options like outdoor parklets.

The final list of projects for 2021 will be determined by the KONO Strategic Planning Board.

4. Estimated costs of providing improvement and activities in 2021.

KONO Community Benefit District CALENDAR YEAR 2021 BUDGET

2021 BID Assessments	\$ 623,181.16	\$ 623,181.16
Outside funds 4.47% of operating costs	\$ 27,856.20	(percentage of funds required by MDP to fund general benefit services)
2020 Carryforward (½)	\$ 109,466.95	for one-time capital improvements
Total Revenue	\$ 760,504.31	
Total Other Revenue	\$ -	
GRAND TOTAL REVENUE	\$ 760,504.31	\$ 760,504.31

	2021 Budget	Category of Special Benefit Services
1.7%	\$ 11,067.64	Endowment for Renewal in 6 years (est. 75k) 1.7% per yr.
5%	\$ 32,551.87	Operating Reserve - Contingency
1%	\$ 6,510.37	COVID impact reserves
14%	\$ 99,452.42	Marketing and Identity Enhancement

59%	\$ 419,120.91	Safety, Maintenance, and Sidewalk Operations
27%	\$ 191,801.10	Administrative Costs
Subtotal	\$ 760,504.31	Assessment (\$600,472.84) + Contributions (\$26,841.14)
Total Expenses	\$760,504.31	
Net	0	

5. Method and basis for levying the assessment.

The method and basis for levying the assessment is outlined in the “Koreatown/Northgate Community Benefit District 2017 Management District Plan, April 2017, As Amended on May 16, 2017” on file in the Office of the City Clerk.

Owing primarily to the impact of the pandemic on businesses and property owners, the KONO Board has recommended no increase to the BID assessment rate for FY 21/22

6. Surplus or deficit to be carried over from 2020 to 2021 calendar year.

The anticipated carry forward from 2020 to 2021 is \$328,400.25. These funds will be divided and used for one-time projects over the next three years.

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

In 2020 contributions other than the assessments, were obtained through donations, grants and First Fridays revenue.

Amt received in 2020	Category	Description
\$325.00	Cash Donation	To KONO CBD
\$2,669.02	Cash Donations	To Oakland First Fridays (3 events only)
\$300.00	Service	Equipment rental
\$20,000.00	Cash Grant	Sutter Health - Healthy Families
\$49,500	Cash Grant	PPP - State of CA
\$6,300	Cash Grant	Arts Relief Grant - Alameda County
\$15,355.80	Cash Grant	CAC - Local Impact Grant
\$3,334.50	Cash Grant	CAC - Art Wall Grant
\$9,900.00	Cash Grant	Cares Act
\$15,232.00	Cash Grant	Oakland Cultural Arts Grant
\$10,000.00	Cash Grant	Oakland African American Chamber
\$30,555.76	Cash Sponsorships	Square, American Kidney Fund, others
\$11,495.66	Cash Sales	Varies products
37,547.66	Cash Vendor Fees	Fees for Festival (3 events only)
\$212,515.40	TOTAL	

In 2021 KONO will raise 4.47% (\$26,841.14) of current assessments from outside sources in a manner similar to what we did in 2020 to pay for general benefit services as outlined in the Koreatown/Northgate District and Management Plan and related Engineer’s Report.

Appendix: KONO MAP 2017-2027





2020 ANNUAL REPORT TO THE CITY OF OAKLAND

Downtown Oakland Association

388 19th Street, Oakland, CA 94612

tori@downtownoakland.org

510-238-1122

1. Proposed Changes in boundaries of the CBD:

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

2. Improvements and activities provided during fiscal year 2020:

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

A. The Clean and Safe Committee:

\$1,421,652.00 was allocated for Clean and Safe related activities in 2020. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety and Maintenance:

The district contracts with Block by Block (BBB) who provides safety and maintenance ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, assisting those in need to the best of their abilities with kindness and compassion, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$97,000.00 per month from our organization and is operated under the on-site supervision of General Manager, Albert Burruss and Operations Manager Joe Sayphrarath, working out of the CBD office.

DOWNTOWN OAKLAND ASSOCIATION

388 19th Street • Oakland, California 94612

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

B. The Marketing and Branding Committee:

\$142,200.00 was allocated for Marketing and Branding related activities in 2020. The following represents the work of the Marketing and Branding Committee:

I. Social Media:

The district has accounts with Facebook, Instagram, Twitter, Constant Contact, and Flickr. In addition, we host a destination marketing website, Oakland Central, which utilizes social media to promote downtown Oakland as a destination to work, dine, and explore. The site was updated in 2020 to better support our merchant community and provide marketing and content sharing opportunities. We have positioned Oakland Central as a lifestyle and editorial platform that will provide our users with rich and engaging content created to educate, entertain, and inform. We aim to leverage the Oakland Central user base for our small businesses by providing opportunities for them to market directly to an engaged audience through the production of original content that puts their businesses at the forefront.

II. Branding and Marketing:

In 2020, the district planned to continue our public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate underutilized spaces in our CBD footprint with lunchtime performances of all types. The series was intended to run from May through October, but our well laid plans were disrupted by the outbreak of COVID-19 and the subsequent shelter in place order. We were able to pivot the live performances into livestreaming events, several done in partnership with Oakland Cocktail Week, as a fundraiser to support our struggling bar community. The efforts of this committee also serve to enhance the organization's role in helping existing and prospective retail and other businesses thrive, particularly with the end goal of activating ground floor commercial space.

III. Sponsorship of events:

In 2020, the Lake Merritt CBD Bike to Work Day, held virtually as a result of the pandemic, and Oakland Cocktail Week, a month-long event in 2020 to raise funds for struggling Oakland bars.

C. Administration:

\$359,000.00 was allocated to Management and Administrative functions, including office rent, payments to vendors, accounting expenses, the maintenance and purchase of office equipment and supplies, and legal and consulting expenses, in 2020. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2020:

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

3. The improvements and activities to be provided for fiscal year 2021:

A. The Clean and Safe Committee:

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

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2021 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Downtown Oakland CBD will continue the sponsorship of events in 2021 that align with our mission, vision, and values and serve to promote the stated priorities of the committee.

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

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

4. It will cost \$2,182,058.00 to provide the improvements and activities described above in the 2021 calendar year. Please see the attached board approved 2021 budget by category.

5. The method and basis for levying the assessment is based upon an allocation of program costs and a calculation of land and building square footage and linear frontage. Two-thirds of program costs are allocated to land and building square footage, and one-third of program costs are allocated to linear frontage. Residential condominiums and properties owned by government will receive full benefit from Safe and Clean Services and will be assessed fully for them; however, owner-occupied residential condominiums and government parcels will not receive the same benefit as commercial parcels from Marketing and Economic Enhancements because those uses are not engaged in commercial or customer attraction activities, thus their assessment will not include that portion of the assessment. All commercial and mixed-use parcels with residential condominium uses will be subject to an adjusted assessment rate for the owner-occupied residential square footage of that parcel. The commercial square footage for that type of parcel will be assessed the assessment rate applied to all commercial parcels. Rental residential units (i.e. apartments) are considered income-producing commercial property and will be assessed at commercial rates, receiving full benefit from all PBID services. Further details regarding the methodology used can be found in the District Management Plan, pages 17-19.

- A. The district will not be requesting an annual assessment increase for FY21-22. We requested and received an annual assessment increase of 5% for FY 20-21 as allowable in the District Management Plan.
6. **The** Downtown Oakland CBD will carry-forward its budgeted reserve of \$50,477.00, additional assessment revenue in the amount of \$4,056.41 received in 2020, and \$123,404.59 in expense category underspend due to the disruption to service delivery caused by the COVID-19 pandemic.
7. The Downtown Oakland CBD received the following contributions from sources other than assessments levied in 2020: \$309,603.00 for contracted services, event sponsorship, and funds raised for 13th Street improvements and activation. We continue to seek out additional potential funding opportunities. At this time, we anticipate collecting similar non-assessment income in fiscal year 2021, which will count in part towards our General Benefit allowance.

Final 2021 DOA Operating Budget_BoardApproved

	2021
	Budget
Income	
Assessment Revenue (100% Collection)	2,229,273.39
Assessment Revenue (95% Collection)	2,117,772.00
Prior Year Carry Forward	177,938.00
(Reserve)	-105,889.00
Covid Mitigation Contingency	-7,763.00
Total Assessment Revenue	\$ 2,182,058.00
Total Income	\$ 2,182,058.00
Expenses	
Clean and Safe Enhancements	
Clean and Safe	1,220,984.00
Misc.	5,000.00
Program Coordinator	55,190.00
Program Director	79,913.00
PROW Maintenance	164,191.00
Covid Mitigation Contingency	103,397.00
Total Clean and Safe Enhancements	\$ 1,628,675.00
Marketing and Economic Enhance.	
Accounting Expenses	3,500.00
Annual Stakeholder Event	5,250.00
Computer Service & Support	3,000.00
Consulting and Legal Expenses	1,500.00
Digital Media Coordinator	41,907.00
Fees & Permits	5,000.00
Insurance	
Directors & Officers	600.00
General Liability	3,397.00
Total Insurance	
Marketing and Communications	40,000.00
Misc	
Office furniture & equipment	7,500.00
Postage, shipping, delivery	1,000.00
Printing & copying	3,000.00
Public Space Management	63,000.00
Rent	71,960.00
Staff Personnel	242,177.00
Supplies	2,500.00
Telephone & Internet	3,000.00
Staff and Board Development	8,000.00
Covid Mitigation Contingency	44,092.00
Total Marketing and Economic Enhancements	\$ 553,383.00
Total Expenses	\$ 2,182,058.00



LAKE MERRITT/UPTOWN
COMMUNITY BENEFIT DISTRICT

2020 ANNUAL REPORT TO THE CITY OF OAKLAND
Lake Merritt Community Benefit District (LCBD)
388 19th Street, Oakland, CA 94612
tori@lakemerritt-uptown.org
510-452-4529

1. Proposed Changes in boundaries of the CBD:

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

2. Improvements and activities provided during fiscal year 2020:

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

A. The Clean and Safe Committee:

\$1,023,898.00 was allocated for Clean and Safe related activities in 2020. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety and Maintenance:

The district contracts with Block by Block (BBB) who provides safety and maintenance ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, assisting those in need to the best of their abilities with kindness and compassion, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$72,000.00 per month from our organization and is operated under the on-site supervision of General Manager, Albert Burruss and Operations Manager Joe Sayphrarath, working out of the CBD office.

LAKE MERRITT UPTOWN ASSOCIATION

B. The Marketing and Branding Committee:

\$142,000.00 was allocated for Marketing and Branding related activities in 2020. The following represents the work of the Marketing and Branding Committee:

I. Social Media:

The district has accounts with Facebook, Instagram, Twitter, Constant Contact, and Flickr. In addition, we host a destination marketing website, Oakland Central, which utilizes social media to promote downtown Oakland as a destination to work, dine, and explore. The site was updated in 2020 to better support our merchant community and provide marketing and content sharing opportunities. We have positioned Oakland Central as a lifestyle and editorial platform that will provide our users with rich and engaging content created to educate, entertain, and inform. We aim to leverage the Oakland Central user base for our small businesses by providing opportunities for them to market directly to an engaged audience through the production of original content that puts their businesses at the forefront.

II. Branding and Marketing:

In 2020, the district planned to continue our public space activation initiative called AMP (Arts, Music, Performance) Oakland which serves to activate underutilized spaces in our CBD footprint with lunchtime performances of all types. The series was intended to run from May through October, but our well laid plans were disrupted by the outbreak of COVID-19 and the subsequent shelter in place order. We were able to pivot the live performances into livestreaming events, several done in partnership with Oakland Cocktail Week, as a fundraiser to support our struggling bar community. The efforts of this committee also serve to enhance the organization's role in helping existing and prospective retail and other businesses thrive, particularly with the end goal of activating ground floor commercial space.

III. Sponsorship of events:

In 2020, the Lake Merritt CBD Bike to Work Day, held virtually as a result of the pandemic, and Oakland Cocktail Week, a month-long event in 2020 to raise funds for struggling Oakland bars.

C. Administration:

\$351,783.00 was allocated to Management and Administrative functions, including office rent, payments to vendors, accounting expenses, the maintenance and purchase of office equipment and supplies, and legal and consulting expenses, in 2020. The Executive Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2020:

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

3. The improvements and activities to be provided for the fiscal year 2021:

A. The Clean and Safe Committee:

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

B. The Marketing and Branding Committee:

Our district marketing and branding services will continue in 2021 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Lake Merritt CBD will continue the sponsorship of events in 2021 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

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

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

4. It will cost \$1,660,672.74 to provide the improvements and activities described above in the 2021 calendar year. Please see the attached board approved 2021 budget by category.

5. The method and basis for levying the assessment is based upon an allocation of program costs and a calculation of land and building square footage and linear frontage. Two-thirds of program costs are allocated to land and building square footage, and one-third of program costs are allocated to linear frontage. Residential condominiums and properties owned by government will receive full benefit from Safe and Clean Services and will be assessed fully for them; however, owner-occupied residential condominiums and government parcels will not receive the same benefit as commercial parcels from Marketing and Economic Enhancements because those uses are not engaged in commercial or customer attraction activities, thus their assessment will not include that portion of the assessment. All commercial and mixed-use parcels with residential condominium uses will be subject to an adjusted assessment rate for the owner-occupied residential square footage of that parcel. The commercial square footage for that type of parcel will be assessed the assessment rate applied to all commercial parcels. Rental residential units (i.e. apartments) are considered income-producing commercial property and will be assessed at commercial rates, receiving full benefit from all PBID services. Further details regarding the methodology used can be found in the District Management Plan, pages 18-20.

- A. The district will not be requesting an annual assessment increase for FY21-22. We requested and received an annual assessment increase of 5% for FY 20-21 as allowable in the District Management Plan.

- 6. The Lake Merritt CBD will carry-forward its budgeted reserve of \$38,887.00, additional assessment revenue in the amount of \$24,918.73 received in 2020, and \$40,896.01 in expense category underspend due to the disruption to service delivery caused by the COVID-19 pandemic.

- 7. The Lake Merritt CBD received the following contributions from sources other than assessments levied in 2020: \$28,250.00 for contracted services and event and cultural preservation sponsorships. We continue to seek out additional potential funding opportunities. At this time we anticipate collecting similar non-assessment income in fiscal year 2021, which will count in part towards our General Benefit allowance.

Final 2021 LMUDA Operating Budget_BoardApproved

	2021
	Budget
Income	
Assessment Revenue (100% Collection)	1,721,853.12
Assessment Revenue (95% collection)	1,635,760.00
Prior Year Carry Forward	104,701.74
(Reserve)	-79,789.00
Total Assessment Revenue	\$ 1,660,672.74
Total Income	\$ 1,660,672.74
Gross Profit	\$ 1,660,672.74
Expenses	
Clean and Safe Enhancements	
Clean and Safe	921,093.10
Misc.	3,083.00
Program Coordinator	41,634.00
Program Director	60,285.00
PROW Maintenance	132,188.00
Total Clean and Safe Enhancements	\$ 1,158,283.10
Marketing and Economic Enhance.	
Accounting Expenses	3,500.00
Annual Stakeholder Event	5,500.00
Computer Service & Support	1,500.00
Consulting & Legal Expenses	1,000.00
Digital Media Coordinator	41,907.00
Fees & Permits	5,000.00
Insurance	
Directors & Officers	600.00
General Liability	4,916.00
Total Insurance	5,516.00
Marketing and Communications	40,000.00
Misc	
Office furniture & equipment	7,500.00
Postage, shipping, delivery	650.00
Printing & copying	3,000.00
Public Space Management	61,000.00
Rent	71,960.00
Staff Personnel	237,356.64
Supplies	
Telephone & Internet	3,000.00
Staff and Board Development	8,000.00
Total Marketing and Economic Enhancements	\$ 502,389.64
Total Expenses	\$ 1,660,672.74