

**EXHIBIT A**

(To the Resolution of Intention to Levy the FY 2023–2024 Montclair BID Assessment)



The MVA's mission is to support our merchant members and help the Village thrive.

**Annual Report Relating to the 2023–2024  
Montclair Village Association Business Improvement District**



# **Annual Report to the Oakland City Council Relating to the 2023–2024 Montclair BID**

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

**I. Proposed changes in boundaries of the parking and business improvement area or in any other benefit zones within the area.**

There are no proposed changes in the boundaries of the parking and business improvement area or any benefit zones in the area.

**II. Improvements and activities to be provided for in upcoming fiscal year.**

See the attached budget, which outlines the improvements and activities to be funded and provided in the year ending December 31, 2023. Should the current COVID-19 pandemic significantly affect the amount of BID revenues received from the City in 2023, appropriate adjustments will be proportionally made to spending categories outlined in the attached budget.

**III. Estimate of the cost of providing the improvements and activities for upcoming fiscal year.**

See attached budget

**IV. Method and basis of levying the assessment.**

The method and basis of levying the assessment has not changed from the adoption of the original ordinance;

Budget categories below reflect the original terminology of the Montclair Business Improvement District Final Management District Plan Exhibit C to read: Economic Restructuring, Promotions & Design Committees, Organization/Administration Committee

**V. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year. See attached budget.**

**VI. The amount of any contributions to be made from sources other than assessments levied.**

Other than assessments levied, funds have been generated from fundraiser events, Pacific Fine Arts Festivals, and from management of the Montclair Village Parking Garage. Funds from the Associate Member program, started in mid-2010, are included in the Non-BID income on the attached budget.

David Petlin

President, Montclair Village Association

## **Accomplishments 2022**

### **Beautification/Design/Land Use [Economic Restructuring]**

- Maintained rooftop outdoor class space at the Montclair Parking Garage for merchants to hold outdoor classes, no space use fee
- Direct infrastructure and permitting assistance for businesses to utilize Oakland's Flex Street initiative to activate safe outdoor spaces for dining and retail
- Maintained Village planters (32), tree wells (80), and median plantings
- Provided weekly sidewalk and gutter sweeping; 5–20 lbs. of litter removal per week
- Worked with City of Oakland Parking Department to advise their transition to a variable rate on street parking program
- Provided sidewalk steam cleaning of 10 city blocks and cleaning of 20 City trash receptacles
- Continues to obtain City and public utility support to address potholes, graffiti, infrastructure, damage, signage and recycling issues in the Village
- Earth Day 2022 — Community Work Day – Assisted Montclair Neighborhood Council and Friend of Montclair Park on park cleanup and held a service appreciation BBQ
- Murals and new art additions to the streetscape
- Progressed the Antioch Court safety improvement project to break ground in April, 2022; infrastructure components of the project completed in September 2022
- Launched Montclair Carers Club for future events and programmed activities
- Maintained and repaired the rooftop lighting program encompassing 9 blocks of the district; Creating an illuminated aesthetic and adding to the safety of the district at night
- Held monthly meetings where merchant members and members of the public could comment, share updates, and ask questions
- Held annual meeting (via Zoom) to honor incoming and departing Board Members
- Board participation and merchant participation in committees and working groups
- Continued the Associate Membership program to represent area businesses, enabling businesses neighboring the BID or in home offices to become involved in the Association and benefit from the collective marketing effort
- Maintained/updated database of Village merchants, property owners/managers
- Worked closely with the Oakland Tax Division to collect assessments from severely delinquent BID members
- Involved six (6) high school and college interns to learn about community organizing and business support
- Farmer's Market — Supported a vibrant and active destination market, worked to foster health safety measures at the open air market
- Worked with City of Oakland and Oakland City Council to evaluate and enhance Flexible Parking Pilot (start date 8/18/2014) and Parking Assessment district; new signage installed in Q2 2022

## **Promotions [Promotions & Design Committees]**

- Continued to promote County health and safety guidelines and encourage COVID-19 best practices among merchants and patrons
- Maintained OPEN For Business directory to inform the public of business activity — highlighting pick-up and delivery services, and amended hours, continue to maintain and promote the full Montclair merchant directory
- Branded and promoted “OPEN Montclair” campaign to both area residents and city wide
- Managed weekly Farmers’ Market activities, assisting with cleanliness and presentation of the market
- Website — Front facing promotion of businesses
- Produced the Montclair Beer, Wine & Music Festival (June 18) to raise approximately \$10,000 for community events
- Produced Village Holiday shopping event
- Grow the new MVA website and calendar function to include area events
- Produced Montclair Village electronic newsletter
- Initiated a district marketing campaign for business promotion and to highlight the assets of the District
- District Marketing Campaign — Continued the Montclair Village Shopping & Dining Guide to promote all businesses and ask the public to strengthen their Shop Local ~ Shop Montclair value commitment
- Launched Montclair Cares Club, giving individuals the opportunity to demonstrate their support of the community by making a recurring annual donation
- Ribbon cutting event (September 24) brought together donors, supporters, and the community at-large to celebrate Antioch Court’s transformation from a sharp blind corner to an open outdoor space
- A new roadway, sidewalks, decorative and functional lighting, and safety features were constructed and installed to create the Montclair Village Plaza
- The Montclair Village Parking Garage continues with the ParkMobile app that allows visitors to pay using a smartphone, this pilot program has paved the way for adoption at other City of Oakland garages and lots, MVA has provided guidance and advice to those other operators

## **Safety/Security [Economic Restructuring]**

- Assured security contract has responsive coverage and improved connectivity with surrounding residential areas
- Installed a new high-definition camera system that covers three intersections in the district and incorporates LPR (License Plate Recognition) technology
- Maintained existing system of security cameras at the parking garage and at key locations in the district
- Implemented an LED upgrade to the Montclair Parking Garage for Q1 2022 installation was finalized, improving the safety of the facility along with significant energy savings
- Partnered with OPD walking officer and merchant watch to educate merchants and utilize CEPTD tactics for crime deterrence
- Partnered with Montclair Neighborhood Council (MNC) (beat 13Z NCPC) to address district issues

## 2022 – 2023 Board Members

First Name	Last Name	Position
David	Petlin	President
Theresa	Henrekin	Vice President
Tom	Revelli	Treasurer
Pat	Benson	Board Member
Darla	Brezac	Board Member
Virginia	Davis	Board Member
Mia	Honoré	Board Member
Saliesh	Patel	Board Member
Winter	Williams	Board Member

### Summary of BID Functions

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

### Committees

Promotions/Design/Farmers' Market  
 Beautification/Design/Land Use/Safety/Economic Restructuring  
 Executive/Organization/Administration  
 Nominations  
 Finance

## Montclair BID 2023 Proposed Budget

Revenue	
	Estimated Amount
Assessment Revenue 100% Collection	\$88,000
Non-BID Income to Cover District General Benefits — From donations to the 501ciii (5%)	\$4,268
Projected Prior Year Carry Forward	0
Assessment Revenue Collection	94%
<b>Total Income</b>	<b>\$86,988</b>

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<b>Expenses</b>		
<b>Category of Special Benefit Service</b>	<b>Estimated Percentage</b>	<b>Estimated Amount</b>
Economic Restructuring (Public Rights of Way — PROW)	30%	\$26,096
Promotions & Design Committees (District Identity - DISI)	40%	\$34,795
Organization/Administration Committee (Organization)	30%	\$26,096
Reserve	0%	\$0
<b>Total Expenses</b>	<b>100%</b>	<b>\$86,988</b>