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OAKLAND

2013 MAR 27 AM 10:26

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Kelley Kahn

SUBJECT: Property-based BIDs Annual Report Approval

DATE: February 19, 2013

City Administrator

Date

Approval

3/19/13

COUNCIL DISTRICT: 3 and 5

RECOMMENDATION

Staff recommends that the City Council adopt:

A Resolution Approving The Annual Reports Of The Koreatown/Northgate Community Benefit District Of 2007, The Downtown Oakland Community Benefit District Of 2008, The Lake Merritt/Uptown Community Benefit District Of 2008 And The Fruitvale Property Business Improvement District Of 2011 Advisory Boards; Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2013/14; And Authorizing Payment Of The City's Cumulative Fiscal Year 2013/14 Fair Share Assessment For City-Owned Properties In The Koreatown District, The Downtown District, The Lake Merritt District And The Fruitvale District.

An Oakland Redevelopment Successor Agency Resolution Authorizing Payment Of The Oakland Redevelopment Successor Agency's Cumulative Fiscal Year 2013/14 Fair Share Assessment For Oakland Redevelopment Successor Agency-Owned Properties In The Koreatown/Northgate Community Benefit District of 2007, The Downtown Oakland Community Benefit District of 2008, The Lake Merritt/Uptown Community Benefit District of 2008 And The Fruitvale Property Business Improvement District of 2011.

EXECUTIVE SUMMARY

Pursuant to local enabling legislation (Ord. No. 12190 C.M.S., 1999), City Council-appointed advisory boards for each property-based Business Improvement District (BID), also known as Community Benefit Districts (CBDs) in the City of Oakland must submit an annual report to the City for review and approval. The reports include any proposed changes to the boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year,

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an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment. Adoption of the attached City resolution would approve the annual reports for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID (*Exhibit A* to the proposed resolution); confirm the continuing annual assessment for each district for fiscal year 13/14; and authorize payment of a cumulative fair share assessment of \$200,512.23 on City property located within the districts. Adoption of the attached Oakland Redevelopment Successor Agency (ORSA) resolution would authorize payment of a cumulative fair share assessment of \$9,155.51 on ORSA property located in the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD and the Fruitvale BID.

In FY13/14 the above special assessment districts will collectively generate an estimated \$2,767,426.72 of special assessment revenues (\$286,124.89, \$980,953.18, \$1,175,635.65 and \$324,713, respectively).

Funds generated will be used to pay for special benefit services outlined in each district's approved Management Plan (on file with the Office of the City Clerk) and annual report (*Exhibit A*). Services include, but are not limited to, private security, sidewalk cleaning, public right of way beautification and marketing and promotions, including sponsorship of seasonal special events.

The annual reports indicate no changes to the boundaries of any of the districts or to the original method and basis of levying the assessments; however, the Koreatown CBD, the Downtown CBD, and Lake Merritt CBD advisory boards are requesting allowable percentage increases to the assessments for FY 13/14 in the amount of 3%, 5% and 2.9%, respectively.

OUTCOME

Adoption of the attached resolutions would approve the annual reports for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID, confirm the continuing annual assessment for each district for fiscal year 2013/14 and approve payment of assessments on City and ORSA owned property located within the districts.

BACKGROUND/LEGISLATIVE HISTORY

In 1999, the City Council approved the City of Oakland Business Improvement Management District Ordinance (Ord. No. 12190, C.M.S.) which allows for the formation of property-based assessment districts to undertake a range of services within the assessment area, independent from government, to further the economic viability of affected commercial neighborhoods.

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That same year the Oakland City Council also authorized initiation of the Neighborhood Business Improvement District (NBID) Program (Resolution No. 75323 C.M.S.) to assist neighborhood representatives in their attempts to form business and property-based assessment districts.

Pursuant to the above legislative actions the above special assessment districts were formed as follows:

- The Koreatown CBD on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.
- The Downtown CBD on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.
- The Lake Merritt CBD on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.
- The Fruitvale BID on July 19, 2011, pursuant to Resolution No. 83500 C.M.S.

Each district was formed for a 10 year term.

ANALYSIS

There is no anticipated adverse impact associated with the approval of the proposed resolutions. Adoption of the attached resolutions will enable the above special assessment districts to continue providing special benefit services such as private security, maintenance, marketing and promotional activities. These services are intended to improve the conditions and image of the affected business corridors and to stimulate ongoing economic revitalization within the surrounding commercial neighborhood.

Because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BIDs, other than the fair share payment of assessments on City and ORSA property located within the districts which are \$200,512.23 and \$9,155.51, respectively.

Given the approximate \$2,557,758.98 of private funds that will be leveraged, the above expenditure may be considered a reasonable and productive expenditure of public funds.

PUBLIC OUTREACH/INTEREST

For the City Council to adopt the attached resolutions, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform outreach necessary to secure advisory board consensus sufficient to generate the attached annual reports and proposed FY 13/14 district budgets (*Exhibit A* to the proposed City resolutions).

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COORDINATION

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

COST SUMMARY/IMPLICATIONS

Pursuant to State Proposition 218, the City and ORSA must pay their fair share of assessments on City and ORSA owned property within the above-referenced special assessment districts. This is because public as well as private properties are considered to derive special benefits from the activities of the districts.

Affected City and ORSA properties are as follows:

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Downtown Oakland	3-65-9-2	City	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 25,900.56	1
Downtown Oakland	3-67-1	City	1 Frank H Ogawa Plz. (City Hall)	\$ 30,155.45	1
Downtown Oakland	3-67-2	City	1414 Clay Street (Clay Street Garage)	\$ 11,435.76	1
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 28,661.55	1
Downtown Oakland	1-201-10	City	822 Washington Street	\$ 2,831.70	2
Downtown Oakland	8-620-9-3	City	524 16 th Street	\$ 2,257.02	2
Downtown Oakland	8-641-8-5	City	540 17 th Street (Oakland Ice Rink)	\$ 22,590.81	6
Lake Merritt/ Uptown	8-623-6-1	City	1731 Franklin St. (Franklin St. Garage)	\$ 7,165.42	1
Lake Merritt/ Uptown	8-655-6	City	Grand Avenue	\$ 2,099.78	1

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Lake Merritt/ Uptown	10-768-4	City	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,444.45	1
Lake Merritt/ Uptown	8-649-5	City	2025 Broadway (Paramount Theatre)	\$ 4,573.78	1
Lake Merritt/ Uptown	8-635-1	City	274 19 th Street (Snow Park)	\$ 23,999.42	1
Lake Merritt/ Uptown	8-668-4	City	2315 Valdez St.	\$ 2,199.01	2
Lake Merritt/ Uptown	8-668-9-7	City	2330 Webster St.	\$ 3,180.11	2
Koreatown/ Northgate	8-648-16-3	City	2100 Telegraph Avenue	\$ 9,785.00	3
Fruitvale	25-722-26	City	Josie de la Cruz Park	\$ 6,674.00	1
Fruitvale	33-2130-35-2	City	3510 International Blvd.	\$ 646.00	1
Fruitvale	33-2135-26-2	City	Foothill Blvd	\$ 3,937.76	1
Fruitvale	32-2084-51	City	3600 Foothill Blvd	\$ 850.00	1
Fruitvale	32-2115-37-1	City	3566 Foothill Blvd	\$ 523.28	1
Fruitvale	25-719-7-1	City	3050 International Blvd	\$ 2,601.36	1
			CITY TOTAL	\$200,512.23	
Koreatown/ Northgate	8-649-10	ORSA	2016 Telegraph Avenue	\$ 2,096.57	4
Downtown Oakland	2-97-45	ORSA	1327 Broadway	\$ 4,280.79	4
Lake Merritt/ Uptown	8-649-9	ORSA	490 20 th Street	\$ 1,426.87	4
Fruitvale	32-2084-50	ORSA	3614 Foothill Blvd	\$ 399.84	5
Fruitvale	32-2115-38-1	ORSA	3550 Foothill Blvd	\$ 951.44	5
			ORSA TOTAL	\$ 9,155.51	
			GRAND TOTAL	\$209,667.74	

*See below table for corresponding Fund Source Numbers.

Funds to pay assessments on City and ORSA properties will be determined as part of the upcoming FY 2013-15 budget development process and may include a combination of some or all of the following funding sources in the approximate amounts shown:

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Fund Source No.	Coding Block	Amount
1	General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Undetermined Project (0000000)/IP50	\$157,668.57
2	Central District Projects Fund (5610)/Central District Redevelopment Organization (02445)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13	\$ 10,467.85
3	Multipurpose Reserve Fund (1750)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/Undetermined Project (0000000)/SC13	\$ 9,785.00
4	Central District Fund (9710)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/ Central District Project (S00800)/0000	\$ 7,804.23
5	SRA Central City East Fund (9740)/Central City East Redevelopment Organization (02446)/Taxes and Assessments (53511)/Central City East Redevelopment Project (S233310)/0000	\$ 1,351.28
6	Central District Projects Fund (5610)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13	\$ 22,590.81

Other than the above assessments, there is no further direct fiscal impact anticipated with the passage of the attached resolutions; however, there are indirect costs associated with the general administration of the citywide BID program (including preparation of this report) which are covered in the latest approved budget for the Office of Economic and Workforce Development. The related business improvement districts will pay their own operating and administrative costs, including costs for assessment collections and disbursements.

The County of Alameda will add the assessment as a line item to the annual property tax bill of each affected property owner and remit the amount collected less the County's collection fee (approximately 1.7% of total assessment) to the City. The City, in turn, will disburse the funds to the districts, pursuant to written agreements between the City and the districts' non-profit management corporations, less the City's costs of related administration and processing of the disbursements.

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

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SUSTAINABLE OPPORTUNITIES

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

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

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

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

Respectfully submitted,



Kelley Kahn, Director
Office of Economic and Workforce Development

Reviewed by:
Aliza Gallo, Urban Economic Coordinator

Prepared by:
Maria Rocha, BID Program Coordinator

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K O R E A T O W N N O R T H G A T E

2633 Telegraph Avenue, Oakland, OA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT ANNUAL REPORT TO THE CITY COUNCIL – 2012

1. Proposed Changes in the Boundaries of the CBD or in any Benefit Zones within the District: There are no proposed changes in the boundaries of the KONO Koreatown Northgate CBD for the coming year. There is only one benefit zone in the existing district.
2. Improvements and Activities Provided During Calendar Year 2012:

Organization

- Represented the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Hold monthly community Board meetings and committee meetings to discuss concerns, solutions and new projects.
- Recruited new Board members and doubled the size of the Board of Directors with representation from community, property owners, and business owners.
- Created a master calendar of CBD administrative deadlines.
- Increased the number of committee members for each KONO committee to assure community involvement.
- Created separate committee budgets for each committee to allow for a more efficient process in project implementation and track spending for each committee.
- Working to get KONO green certified.
- Met with City Council member and City Administrator to discuss the districts the districts concerns, accomplishments, and to make connections.

Security & Operations (Includes public right of way beautification)

- Signed up on Nixle.com for security alerts from OPD.
- Board sent out an RFP for both security and maintenance services, evaluated proposals and signed a contract with Safety1st for a new combined clean and safe contract for 2012.

- The Board continued to provide enhanced security services to reduce crime and disorder in the district by the hiring of Safety1st, a private company.
- The Safety1st has abated 491 incidents of graffiti on both public and private properties so far this year (Jan-September 2012).
- The Safety1st ambassadors walk the district dally and have picked up 1,350 bags of litter so far this year (Jan-Sept. 2012) with an average of 150 bags per month.
- The Safety1st has picked up nine tons of illegally dumped items of bulky waste and transported to the dumps so far this year (Jan-Sept. 2012) with an average of about one ton per month.
- The Safety1st has responded to 360 calls for service from merchants in the district with an average of 40 calls per month.
- The Safety1st has reported 207 problems to public works department through email, phone calls and the "See Click Fix" program with an average of 23 issues per month.
- The Board partnered with The City of Oakland's redevelopment agency, the Sierra Club, two City Council members (Nadel & Brunner), the parolee center, and community volunteers to improve the public right of way through the planting of 83 street trees and 332 drought tolerant plants along Telegraph from 20th to 35th Street.
- Implemented a graffiti reduction strategy by partnering with multiple art organizations including Art Murmur, Oakland School of the Arts, and Pro Arts to do a call for artists in the Oakland art community to place murals on 15 utility boxes in the district and successfully received 107 submissions from local artists. Worked with Danielle Fox, Executive Director Art Murmur, to upload into a website and created an on-line jury system which allowed the diverse judging panel (9-11 artists, board members, artists, curators, and residents) to score the art. Received approval from the Public Arts Review Committee. Ultimately commissioned 15 local artists to paint the utility boxes with murals in an effort to abate graffiti and increase the districts identity as an arts destination.
- Reported all non-working street lights to Public Works.
- Reduced the crime rate by 75% in the last two years.
- Worked with the City to get a PSO (Problem Solving Officer) for beat 8x.
- Held KONO Security & Operations committee meetings and walked the committee members to the Neighborhood Crime Prevention Council (NCPC) meetings immediately after to allow our concerns to be heard and acted upon by the PSO.
- Set priority with PSO officer to focus on the drug dealing on 23rd & 24th at Telegraph Avenue.
- Community voted and agreed to combine NCPC and KONO S&O meetings into one.
- Applied for several graffiti abatement grants and successfully funded a twelve foot by 15 foot mural at 21st and Telegraph through sponsorships

from property owners and business owners. This location was previously a graffiti hot spot.

- Requested and received installation of two new bike racks at 2633 Telegraph Ave.
- Requested and received several new art news racks in the district from the East Bay Express news rack art installation at Art & Soul.

Marketing & Identity

- The Board launched a new logo design and modified the name to KONO in an effort to create a more appealing brand identity for the district.
- The M&I Committee conducted extensive community outreach for feedback on the new logo and branding designs through email, mailings (300 post cards), and walked door to door and received overwhelmingly positive responses.
- Worked with Safety1st to create new ambassador's uniforms to assure they were branded correctly and easily visible to the general public and local businesses, residents and property owners.
- Created a new website www.konooakland.org with a new web address which allows for KONO businesses to post promotions directly onto the site themselves and feeds directly into other social media (KONO Facebook & Twitter) as well as the local media's (East Bay Express) business directory page.
- Designed and hung fifty (50) new street banners from 20th to 35th Street along Telegraph Avenue to help provide district identity and branding.
- Organized a successful community and media event on May 4th to celebrate the district's rebranding, utility art boxes, new banners, new street trees, and new logo. Well attended with over 200 community members, city officials including the Mayor, councilmembers and several media organization including channel 2, US China Press, Korea Daily and the Korea Times.
- Successfully bartered with Laney Digital Media Club (REEL) to create a short film on the utility art box project with interviews of the artists in exchange for recognition on the website.
- Created labels with QR Codes for the art boxes to allow for the viewer to go to the artist statement about the box when they scan the code which will also drive traffic to the KONO website.
- Created an online business directory which allows KONO business owners to update with product information and include an image themselves.
- Provide community and stakeholders with district updates through email blasts and quarterly newsletters.
- Wrote article for the OBR (Oakland Business Review) to promote KONO district, published June 2012.
- Collaborated with the organizers of the First Friday Art Murmur event providing monetary support to ensure a safe and pleasant event through June 2012.

- Set up system to promote the positive activities of First Friday by asking volunteers to observe, take photos and send tweets using #(month)murmur during First Fridays.
- Once Art Murmur pulled out of the 23rd street closure, KONO shifted their financial support to the First Friday monthly event by providing additional security, maintenance, and 10 port-a-pottles and has worked closely with the City of Oakland and the Lake Merritt/Uptown CBD for two successful street closures on Telegraph Avenue from West Grand to 27th street.
- Held the 4th annual "Culture Fest" on October 5th, during the First Friday Art Walk to celebrate the diverse community with performances from different cultures. Successfully raised sponsorship money and vendor fees and alcohol sales to offset the cost of the festival.

Economic Development

- Reduced the commercial vacancy rate from 46% down to 25% in the last 18 months.
- Contracted with "PopUpHood," an economic development team, to attract new business and development to the district in an effort to further reduce the vacancy rate.
- Updated the vacancy database list, posted online, and partnered with LocalOn to create system where property owners can update the list themselves.
- Attended several meetings on the BRT project and invited speakers to the Board meeting to assess and discuss the potential impacts on the district.
- Worked with new property owner at 24th & Telegraph Ave. to connect with artists and curators to create a pop up art gallery in vacant space.
- Worked with property owner to create a food pod in a long time vacant property.
- Promoted grand openings of new businesses through KONO email and social network.
- Connected volunteer neighborhood architect with property owners to explore proposed façade designs at no cost.

3. Activities planned for FY 2013:

Organization

- The Board will continue to work with other BIDs and CBDs in the City to help shape more district friendly policies in the City.
- The Organization Committee will continue to produce a regular newsletter.

Security & Operations (includes public right of way beautification)

- The Security and Operations Committee will continue its involvement with the Neighborhood Crime Prevention Council as a combined committee and work closely with the PSO officer to accomplish top three priorities;
- The KONO Board of Directors will continue to partner with the newly forming First Friday group, the City of Oakland, and the Art Murmur

organization in an effort to assure the popular event will remain clean and safe for everyone.

- KONO will work with Public Works to obtain more litter containers in the district.
- KONO will seek out more grant opportunities to fund murals as a positive graffiti abatement tool in this popular art district.
- KONO will continue to work with Public Works and Code Compliance to abate blighted properties in the district.
- KONO will work with Sierra Club and Councilmember Brunner to replace the 21 broken or damaged trees in the district.
- KONO will work to increase the number of bike racks in the district and explore the feasibility of having them double as tree protection for the street trees.
- KONO will contract with Ramos Happy Yards to replace the 31 missing or dead plants in the tree wells.
- KONO will continue to mediate solutions between residents and businesses in the community that cause disturbances.
- KONO will commission two more artists to paint the last two utility boxes in the district creating a total of 17 art boxes when completed.

Marketing & Identity

- The M&I Committee will continue to work on the following Marketing & Identity projects:
 - Create welcome packets for new businesses.
 - Create quarterly newsletters, email blasts and social media announcements.
 - Create more permanent plaques for the utility art boxes.
 - Work with business owners to market themselves through the KONO website by providing one-on-one instructions as well as group workshops.
 - Introduce merchants to marketing opportunities that are free or low cost.
 - Explore the creation of holiday banners.
 - Create KONO t-shirts for volunteers.
 - Explore the opportunity for KONO to partner with Oakland Grown and create a KONO district branded loyalty card in an effort to increase sales revenue in the district and increase branding.

Economic Development

- KONO will continue to work to reduce the districts vacancy rate by 50% in the next year.
- KONO will work with PopUpHood in an effort to accelerate the economic development process through deliberate actions, by creating partnership with property owners; conducting community outreach to determine what types of businesses will be supported by the residents; locating and placing a “good fit” type of business into a vacancy; and providing extensive marketing once the businesses are opened, in an effort to increase the businesses

chance of survival and create stability for the property owners and the district.

- KONO will partner with City of Oakland’s Office of Economic and Workforce Development (OEWD) to hold a Brokers Open House with a tour bus that will stop at strategic sites. We will invite property owners, commercial brokers, and key speakers, in an effort to showcase the district’s assets and opportunities.
- KONO will work with the Planning Commission to assure new developments are appropriate for the district.
- The feasibility of a new Farmers Market in the district which includes local art vendors and a mobile food pod between Broadway and Telegraph at 22nd street.
- Create and conduct a survey for the existing businesses to take a pulse of their economic vitality.
- KONO will work with LocalOn to strategize on getting more merchants to use the free postings on the website.

4. Estimated Cost of Providing the Improvement and Activities for 2013:

See attached budget.

5. Method and Basis for Levying the Assessment:

Annual Assessment Increase: On September 12, 2012 the Board of Directors voted unanimously to approve a 3% assessment increase for the district. This assessment increase was based on the 2011 Consumer Price Index of 2.9% and rounded up to 3% and stays within the 5% increase limit. The increase is needed because KONO’s spending has exceeded the annual assessments for the past two years, spending down most of the reserve funds, in order to implement several key, one time beautification and graffiti abatement projects and increase the safety and cleanliness of the district. There is also an increased demand for port-a-potties and maintenance services due to the growing First Friday Art Walk event which happens the first Friday of every month and attracts over 20,000 visitors to the district.

<i>BENEFIT ZONE</i>	<i>LINEAR FRONTAGE FIRST YEAR ANNUAL COSTS</i>	<i>LOT SQUARE FOOTAGE FIRST YEAR ANNUAL COSTS</i>	<i>BUILDING SQUARE FOOTAGE FIRST YEAR ANNUAL COSTS*</i>	<i>SINGLE FAMILY RESIDENTS ANNUAL COST, PER PARCEL**</i>
1	\$5.15	\$0.1030	A-\$0.1236 B-\$0.0824 C-\$0.0515 D-\$0.0000 E-\$0.0000 F-\$0.0515	\$ 375.95.00

APPORTIONMENT OF BUILDING Uses:

Each Parcel and its building use has been categorized in the district. Some Special Benefit Services are allocated to specific building uses, other building uses are exempt from payment into that specific service, based upon anticipated benefit.

<i>Building Use Code</i>	<i>Description of Use</i>
A	Retail space, hotels, motels, visitor related, retail condos
B	Office and Commercial uses, office or commercial condos, Independent, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, Water District, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt
F	Multi-Unit Residential
G	Single Family residential/Condo units - \$ 365.00 flat fee per year, once parceled. The parcels, on which condos have been built, will have the individual property owners assessed only for the condo unit, and will be exempted from lot size, building size and linear frontage. Retail or commercial condos will be assessed as category "A" or "B" building use, and will use all three property variables (lot size, linear frontage and building use) factored in their assessments.

EXPLANATION OF HIGHER ASSESSMENTS BASED UPON BUILDING USE:

Single family residential units/condos, will be assessed a flat annual assessment, regardless of floor level or size of unit to underwrite the Sidewalk Operation, Beautification and Order portion of the budget to provide affected residents with cleaning services, public rights of way beautification and possible supplemental security.

Commercial or retail condos will be assessed on the same multi-variable basis as other parcels in the district. Buildings or land use will be assessed based upon the impact those land uses have on the public rights of way. All parcels will be assessed equally on the basis of linear frontage and lot size, however the land use or building will determine the amount that parcel is assessed in total, in other words, buildings will be assessed differently based upon their anticipated benefit from establishment of the CBD. Retail land uses, - restaurants, bars, coffee shops, liquor stores, drug stores, nail salons, etc. - or those land uses that benefit from increased walk-in traffic, will pay a higher annual assessment per square foot of retail building space, when compared to office, commercial, industrial or multi-family land uses. Only retail and visitor related land uses would be assessed for the marketing and promotions aspects of the CBD budget. Building square footage assessments for development projects would be adjusted during the demolition and construction phases.

6. Surplus or Deficit to be Carried Over From a Previous Fiscal Year::
 As of the beginning of the district fiscal year commencing January 1st 2013, the anticipated surplus and carry forward funds will be \$35,000.

Budget by Category, 2012: \$257,000

Category of Special Benefit Service	Estimated Percentage - 2012	Estimated Amount 2012
Security & Operations (Public Rights of Way and Sidewalk Operations)	60%	\$ 154,200
Marketing and Identity	10%	\$ 25,700
Administration, personnel and non-personnel	20%	\$ 51,400
Contingency	10%	\$ 25,700
Total	100%	\$ 257,000

7. **Amount of Any Contributions to be Made From Sources other Than Assessments Levied.** Not applicable.

Year
2013



Revenues	BID Revenues (includes carryforward)	278460
3%	City and County Fees	-7518
5%	Delinquency Contingency	<u>-13,942</u>
	Available for Expenditure*	\$ 257,000
Expenditures		
20%	Admin.	56283
10%	Marketing**	27846
60%	PROWSO***	167076
2%	Reserves/One Time Projects****	<u>5795</u>
100%	Total	\$ 257,000

- *This projection is based on a past 5-year average of the actual district budget
- **Corresponds to the "District Identity and Streetscape Improvements" line item contained in the Koreatown/Northgate Community Benefit District Management District Plan, dated 3/15/07 (MDP)
- ***Corresponds to "Sidewalk Operations, Beautification and Order" outlined in the MDP
- ****One Time projects will align with approved spending categories outlined in the MDP



2012 ANNUAL REPORT TO THE CITY OF OAKLAND

Downtown Oakland Association
388 19th Street, Oakland, CA 94612
info@downtownoakland.org
510-238-1122

1. Proposed Changes in boundaries of the CBD:

There are no proposed changes to the boundaries of the CBD. A few parcels on the periphery of Downtown Oakland are being considered but no formal action will be taken until we know the status of these potential additions to the district.

2. Improvements and activities provided during fiscal year 2012:

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

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

SOBO is the key committee of the organization and accounts for approximately 64% of the annual budget. Martin Ward of Old Oakland and Laurie Berberich of the 1000 Broadway building co-chair the SOBO committee. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety:

In 2012 the Downtown Oakland Association will re-bid our security contract. The RFP process is currently underway and a decision will be made by year's end. The Safety Ambassador program is currently run by Block by Block (BBB). 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 deterring panhandling and loitering. BBB receives approximately \$30,000 per month from our organization and is operated under the on-site supervision of Ted Tarver, 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

II. Ambassador/Maintenance:

In 2012, the Downtown Oakland Association will re-bid our maintenance services contract. The RFP process is currently underway and a decision will be made by year's end. The Peralta Service Corporation (PSC) currently runs the Maintenance Ambassador program. The services provided by PSC include but are not limited to street sweeping and 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. PSC receives approximately \$18,000 per month from our organization and is operated under the on-site supervision of William Adames, working out of the CBD office.

B. District Identity and Streetscape Improvement Services (DISI) Committee:

\$87,500.00 was allocated for DISI related activities in 2012; this represents approximately 9% of the annual budget. Christopher C. Curtis chairs the committee. The following represents the work of the DISI Committee:

I. Banner Program:

There was no change in the banner program in the year 2012. The funds budgeted to this line item have been re-allocated to fund Art & Soul and the City of Oakland's 160th Birthday event.

II. Public Relations:

The Downtown Oakland Association contracts with Gallen Associates Inc. for public relations services. Gallen.Neilley receives \$2,500 per month for their services.

III. Social Media:

The district has accounts with Facebook, Twitter, Hootsuite, Constant Contact, Gmail, Flickr, and LocalOn who hosts our website.

IV. Sponsorship of events:

In 2012, the Downtown Oakland Association has sponsored Art and Soul, Bike to Work Day, the Betti Ono Gallery, popuphood, Twilight by the Lake, First Friday, and the Who Made Oakland project. Also in 2012, we will sponsor the Oakland Holiday Parade and the City Center Tree Lighting.

C. Organization (ORG) Committee:

The ORG committee is responsible for all administrative tasks. The ORG committee represents approximately 22% of the budget.

I. Administration for 2012:

Oakland Venue Management (OVM) has been the principle administrator for the district. OVM employs four individuals, three full-time and one part-time, who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, board nominations and elections, maintaining public records, relations with the City of Oakland, community relations, biannual newsletters, monthly email blasts, and oversight of contractors.

II. Annual Breakfast:

ORG funds our Annual Breakfast meeting. This a public meeting, noticed to all District property owners by mail as required in Section 5.10.1 in the Disbursement Agreement between the DOA and the City of Oakland.

III. Newsletter:

ORG funds the production of the newsletter which provides readers with a quick update on the activities of the district. Two newsletters will be produced in 2012.

IV. Business Attraction and Retention:

ORG funds programs that promote the attraction of retail businesses and fill empty spaces in the district. This Includes the sponsorship of 2.Oakland, HUB Oakland, and Code for Oakland.

V. The Free B Shuttle:

In 2012 the ORG committee gave \$16,000 of sponsorship funds to the Free B Shuttle.

Budget by Category, 2012:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage</i>	<i>Estimated Amount</i>
SOBO	64%	\$ 635,562.00
DISI	9%	\$ 87,500.00
Organization	22%	\$ 219,414.69
Reserve	5%	\$ 49,604.04
Total	100%	\$992,080.73

3. The improvements and activities to be provided for the fiscal year 2013:

A. The Sidewalk Operations Beautification and Order (SOBO) 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 medians in coordination with the City.

B. District Identity and Streetscape Improvement Services (DISI) Committee:

Our district identity and streetscape improvement services will continue in 2013 as they were outlined for the current year.

I. Sponsorship of events:

The Downtown Oakland Association will continue to sponsor annual events such as Art and Soul, the Holiday Parade, and the City Center Tree Lighting. We reserve \$6,000 available for the sponsorship of events and organizations upon a pre-determined set of criteria.

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

- I. Retail Attraction and Blight Abatement
- II. Urban Ecology and Beautification Projects
- III. Promoting Oakland as a Technology and Green Business Hub
- IV. Senior Task Force Initiative
- V. Youth Internship and Job Training Opportunities
- VI. Repairing public amenities in coordination with the City
- VII. Landscaping medians throughout the districts in coordination with the City
- VIII. Public Space Development in coordination with the City

4. It is estimated that it will cost \$934,244.69 to provide the improvements and activities described above in the 2013 calendar year. Please see the attached budget.

5. The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two 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, pages 24 through 34. The District Management Plan can be found in full on file with the Office of the City Clerk.
 - A. Assessment Increase of 5%: The DOA has spent down to its 5% prudent and budgeted reserve as intended. The DOA does not project a surplus of funds above the reserve. This first increase in five years will allow us to BEGIN TO catch up with cost of living increases in the market place so that we have a greater possibility of maintaining current service levels. Therefore, we are implementing a 5% assessment increase to take effect in the next tax year, as allowed for in the District Management Plan as established by the City of Oakland. The Board has made considerable reductions to our expenses, but despite this, additional funding is still necessary to attempt to maintain current service levels
6. It is estimated that the Downtown Oakland Association will have no carry-forward beyond the prudent and budgeted 5% reserve totaling \$104,057.69.
7. The Downtown Oakland Association received a \$5,000.00 grant from the Better Business Bureau, through the East Bay Community Foundation. The district also received \$10,000.00 from Oakland Shines. At this time we are unaware of any non-assessment income to be received in fiscal year 2013.

Downtown Oakland Association 2013 Budget

2013

Annual Budget

Ordinary Income/Expense

Income

Assessment Revenue

Prior Year Bal - Carry Forward 104,057.69

Assessment Revenue - Other 878,187.00 *

Total Assessment Revenue 982,244.69

(Reserve) -48,000.00

Total Income 934,244.69

Expense

DISTRICT IDENTITY (DISI)

DISI Projects

Marketing 10,500.00

Banner Program 6,000.00

Misc 2,000.00

Public Relations 15,000.00

Public Space Development 5,000.00

Merchant/Retail Support 6,000.00

Total DISI Projects 44,500.00

Special Events

First Friday 20,000.00

CBD Sponsored Events 9,000.00

Holiday event 4,000.00

Total Special Events 33,000.00

Total DISTRICT IDENTITY (DISI) 77,500.00

ORGANIZATION

Non-Personnel Expenses

Accounting Expenses 6,500.00

Computer Service & Support 1,000.00

Fees & Permits 1,200.00

Insurance

Directors & Officers 1,215.00

General Liability 2,800.00

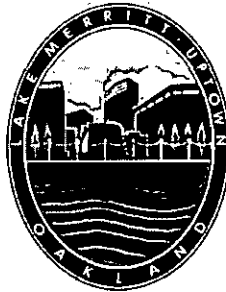
Total Insurance 4,015.00

Misc 2,000.00

Downtown Oakland Association 2013 Budget

	<u>2013</u>
	<u>Annual Budget</u>
Occupancy expenses	
Rent	20,600.00
Total Occupancy expenses	<u>20,600.00</u>
Office furniture & equipment	1,000.00
Postage, shipping, delivery	500.00
Printing & copying	2,500.00
Supplies	3,500.00
Telephone & telecommunications	2,500.00
Total Non-Personnel Expenses	<u>44,315.00</u>
ORG/Special Projects	
Annual Breakfast Meeting	4,500.00
Business Attraction & Retention	2,000.00
Shuttle	16,000.00
Total ORG/Special Projects	<u>22,500.00</u>
Personnel & Related	
Consultants	5,000.00
Public Relations	15,000.00
Staff Personnel	127,108.00
Training & Prof. Development	3,000.00
Total Personnel & Related	<u>150,108.00</u>
Total ORGANIZATION	<u>216,923.00</u>
SOBO	
PROW Maintenance	41,000.00
Maintenance	216,000.00
Misc SOBO expenses	6,117.69
Security	368,204.00
Watering	8,500.00
Total SOBO	<u>639,821.69</u>
Total Expense	934,244.69

*factors in 6% non-payment rate



LAKE MERRITT/UPTOWN
COMMUNITY BENEFIT DISTRICT

2012 ANNUAL REPORT TO THE CITY OF OAKLAND

Lake Merritt/Uptown District Association

388 19th Street, Oakland, CA 94512

info@lakemerritt-uptown.org

510-452-4529

1. Proposed Changes In boundaries of the CBDs:

There are no proposed changes to the boundaries of the CBD. A few parcels on the periphery of Uptown Oakland, including the Fox Theater, are being considered but no formal action will be taken until we know the status of these potential additions to the district.

2. Improvements and activities provided during fiscal year 2012:

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

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

SOBO is the key committee of the organization and accounts for approximately 55% of the annual budget. Michelle Lane of the Cathedral of Christ the Light and Tanicia Jackson of Brandywine Realty Trust co-chair the SOBO committee. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety:

In 2012 the Downtown Oakland Association will re-bid our security contract. The RFP process is currently underway and a decision will be made by year's end. Safety Ambassador services are provided by Block by Block (BBB) and 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 deterring panhandling and loitering. Block by Block receives approximately \$ 39,000 per month from our organization and is operated under the on-site supervision of Ted Tarver, working out of the CBD office.

LAKE MERRITT UPTOWN ASSOCIATION

388 19th Street • Oakland, California 94612

Phone 510.452.4529 • Fax 510.452.4530 • info@lakemerritt-uptown.org • www.lakemerritt-uptown.org

II. Ambassador/Maintenance:

In 2012, the Lake Merritt-Uptown District Association will re-bid our maintenance services contract. The RFP process is currently underway and a decision will be made by year's end. Maintenance Ambassador services are provided by Peralta Service Corporation and include, but are not limited to, street sweeping and 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. Peralta Service Corporation receives approximately \$22,000 per month from our organization and is operated under the on-site supervision of William Adames, working out of the CBD office.

B. District Identity and Streetscape Improvement Services (DISI) Committee:

\$101,000.00 was allocated for DISI related activities in 2012; this represents approximately 8% of the annual budget. Andrea Kirkpatrick chairs the committee. The following represents the work of the DISI Committee:

I. Banner Program:

There was no change in the banner program in the year 2012. The funds budgeted to this line item have been re-allocated to fund Art & Soul and the City of Oakland's 160th Birthday event.

II. Public Relations:

The Lake Merritt/Uptown District Association contracts with Gallen.Neilly & Associates Inc. for public relations services. Gallen.Neilly & Associates receives \$2,500 per month for their services.

III. Social Media:

The district has accounts with Facebook, Twitter, Hootsuite, Constant Contact, Gmail, Flickr, and LocalOn who hosts our website.

IV. Sponsorship of events:

In 2012, the Lake Merritt/Uptown District Association has sponsored Art and Soul, Bike to Work Day, the Betti Ono Gallery, the Great Wall of Oakland, Twilight by the Lake, First Friday, and the Who Made Oakland project. Also in 2012, we will sponsor the Holiday Parade and the Lake Merritt/Uptown Tree Lighting.

C. Organization (ORG) Committee:

The ORG committee is responsible for all administrative tasks. The ORG committee represents approximately 17% of the budget.

I. Administration for 2012:

Oakland Venue Management (OVM) has been the principle administrator for the district. OVM employs four individuals, three full-time and one part-time, 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, biannual newsletters, monthly email blasts, and oversight of contractors.

II. Annual Breakfast:

ORG funds our Annual Breakfast meeting. This is a public meeting, noticed to all District property owners by mail as required in section 5.11.1 in the Disbursement Agreement between the LMUDA and the City of Oakland.

III. Newsletter:

ORG funds the production of the newsletter which provides readers with a quick update on the activities of the district. Two newsletters will be produced in 2012.

IV. Business Attraction and Retention:

ORG funds programs that promote the attraction of retail businesses and fill empty spaces in the district. This includes the sponsorship of 2.Oakland, HUB Oakland, and Code for Oakland.

V. The Free B Shuttle:

In 2012 the ORG committee gave \$16,000 of sponsorship funds to the Free B Shuttle.

Budget by Category, 2012:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage</i>	<i>Estimated Amount</i>
SOBO (Sidewalk Operations, Beautification and Order)	65%	\$841,898.00
DISI (District Identity and Streetscape Improvements)	8%	\$101,000.00
Organization, personnel and non-personnel	17%	\$216,292.67
Reserve	10%	\$128,798.90
Total	100%	\$1,287,989.57

3. The improvements and activities to be provided for the fiscal year 2013:

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

We plan to continue our Ambassador and beautification programs in the year 2013 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 medians in coordination with the City.

B. District Identity and Streetscape Improvement Services (D/SI) Committee:

Our district identity and streetscape improvement services will continue in 2013 as they were outlined for the current year.

Sponsorship of events:

The Lake Merritt/Uptown District Association will continue to sponsor annual events such as Art and Soul, the Holiday Parade, the Lake Merritt Tree Lighting. We reserve \$3,000 available for the sponsorship of events and organizations upon a pre-determined set of criteria.

C. The following special benefits will need to be prioritized with existing staff and within the existing budget over the next year or two:

- I. Retail Attraction and Blight Abatement
- II. Urban Ecology and Beautification Projects
- III. Promoting Oakland as a Technology and Green Business Hub
- IV. Senior Task Force Initiative
- V. Youth Internship and Job Training Opportunities
- VI. Repairing public amenities in coordination with the City
- VII. Landscaping medians throughout the districts in coordination with the City
- VIII. Public Space Development in coordination with the City

4. It is estimated that it will cost **\$1,087,820.00** to provide the improvements and activities described above in the 2013 calendar year. Please see the attached proposed draft budget.

5. The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two 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, pages 20 through 27. The District Management Plan can be found in full on file with the Office of the City Clerk.
 - A. Assessment Increase of 2.9%: The LMUDA has spent down to its 10% prudent and budgeted reserve as intended. The LMUDA does not project a surplus of funds above the reserve. This first increase in five years will allow us to catch up with cost of living increases in the market place and maintain current service levels. Therefore, we are implementing a 2.9% assessment increase to take effect in the next tax year, as allowed for in the District Management Plan as established by the City of Oakland. The Board has made considerable reductions to our expenses, but despite this, additional funding is still necessary to maintain current service levels.
6. It is estimated that the Lake Merritt/Uptown District Association will have no carry-forward beyond the 10% prudent and budgeted reserve totaling \$132,193.30
7. The Lake Merritt/Uptown District Association received \$5,000.00 from the Better Business Bureau, through the East Bay Community Foundation. The district also received \$10,000.00 from Oakland Shines. At this time we are unaware of any non-assessment income to be received in fiscal year 2013.

**Lake Merritt-Uptown District Association
2013 Annual Budget**

2013

Annual Budget

Ordinary Income/Expense

Income

Assessment Revenue

Prior Year Bal - Carry Forward	132,193.30
Assessment Revenue - Other	1,041,508.74 *
Total Assessment Revenue	<u>1,173,702.04</u>
(Reserve)	<u>-65,882.04</u>

Total Income 1,087,820.00

Expense

DISTRICT IDENTITY (DISI)

DISI Projects

Marketing	10,500.00
Banner Program	6,000.00
Misc	2,000.00
Public Relations	15,000.00
Public Space Development	5,000.00
Merchant/Retail Support	6,000.00
Total DISI Projects	<u>44,500.00</u>

Special Events

First Friday	20,000.00
CBD Sponsored Events	9,000.00
Holiday Event	4,000.00
Total Special Events	<u>33,000.00</u>

Total DISTRICT IDENTITY (DISI) 77,500.00

ORGANIZATION

Non-Personnel Expenses

Accounting Expenses	6,500.00
Computer Service & Support	1,000.00
Fees & Permits	1,200.00
Insurance	
Directors & Officers	1,258.00
General Liability	2,987.00
Total Insurance	<u>4,245.00</u>
Misc	1,000.00

**Lake Merritt-Uptown District Association
2013 Annual Budget**

Occupancy expenses	
Rent	20,600.00
Total Occupancy expenses	<u>20,600.00</u>
Office furniture & equipment	1,000.00
Postage, shipping, delivery	500.00
Printing & copying	2,500.00
Supplies	3,500.00
Telephone & telecommunications	2,500.00
Total Non-personnel expenses	<u>44,545.00</u>
ORG/Special Projects	
Annual Breakfast Meeting	4,500.00
Business Attraction & Retention	2,000.00
Shuttle	16,000.00
Total ORG/Special Projects	<u>22,500.00</u>
Personnel & Related	
Consultants	4,000.00
Public Relations	15,000.00
Staff Personnel	127,105.71
Training & Prof. Development	3,000.00
Total Personnel & Related	<u>149,105.71</u>
Total ORGANIZATION	<u>216,150.71</u>
SOBO	
Maintenance	264,000.00
Misc SOBO expenses	4,042.00
PROW Maintenance	41,000.00
Residential Beautification	4,000.00
Security	471,127.29
Watering	10,000.00
Total SOBO	<u>794,169.29</u>
Total Expense	<u>1,087,820.00</u>

* factors in 9% non-payment rate



Fruitvale Property Business Improvement District 2012 Annual Report to the City of Oakland

FBID Overview

The Fruitvale Business Improvement District (FBID) is a comprehensive neighborhood commercial revitalization program focused on the International Boulevard and Fruitvale Avenue (Zone 1) and Foothill Boulevard (Zone 2) commercial corridors. Daily maintenance and beautification improvements are aimed at increasing economic activity and celebrating community assets. At the start of the program in 2001, commercial property owners voted to adopt a FBID to continue revitalization efforts started under the Main Street Program. In 2006, owners renewed their commitment to supporting revitalization activities for an additional five years. The BID currently supports upwards of 350 businesses throughout the Fruitvale district

The FBID continues the work of the Main Street Program, a successful model developed by the National Trust for Historic Preservation that addresses five components of revitalization: safety and cleanliness, economic development, design, promotion, and community organizing. Overall achievements include completing over 183 façade improvements, creating public art and streetscape improvements, offering business assistance for local merchants, and coordinating daily sidewalk cleaning, and tree and flower planting.

In addition, the FBID team serves as a liaison with the City of Oakland, reporting safety hazards that otherwise would go unchecked and unrepaired. This includes reporting blight, and organizing full neighborhood cleanups in conjunction with the City of Oakland, including park and Earth Day cleanups and creek restorations.

The Fruitvale Business Improvement District (FBID) contract was renewed and began on January 1, 2012.

1. Any proposed changes in the boundaries of the BID or in any benefit zones within the district. There are no proposed changes to the boundaries of the FBID or benefit zones within the district.

2. Improvements and activities provided during last fiscal year (July 1 2011 – June 30, 2012)
The FBID participated in all the events by means of leading or playing a substantive participation roll in the activities. Improvements and activities during the past fiscal year are as such:

Commercial Corridor Maintenance

Peralta Service Corporation (PSC), the maintenance crew for the Fruitvale Business Improvement District (FBID) provides more than 160 hours per week (excluding Sundays and holidays) to both areas 1 and 2 of the FBID. Removal of illegally posted flyers and posters, and reporting and removal of illegal dumping are performed throughout the entire FBID. Area 1 includes additional maintenance of sidewalk, curb, and gutter sweeping, recycling, graffiti abatement, and two sidewalk

power washes a year.' The cleaning crew and their daily performance in the neighborhood are widely recognized by the merchants and residents in the FBID.

Below are numbers of services performed throughout the FBID:

- Graffiti cleaned in Zone 1: 626
- Graffiti reported to Public Works in Zone 2: 373
- Illegal dumping collected in Zone 1: 70
- Reports of pot holes, cracked sidewalks, etc.: 50
- Illegal flyers and posters removed: 932

Community Clean Ups

Groups of volunteers comprised of various Fruitvale members come together for community clean up events throughout the year to improve the quality of life and to beautify the Fruitvale neighborhood. Community clean ups consist of uprooting weeds, collection of street debris, restoring public fixtures, surveying, and planting around various locations including heavily trafficked intersections and parks. During the fiscal year, a total of 243 volunteers participated in organized clean ups in the Fruitvale. Below are names of events, dates and descriptions that occurred throughout the fiscal year.

- *Cesar Chavez Park Clean Up – Saturday, July 2, 2011*
Volunteers participated in a park clean up at Cesar Chavez Park, which included those from the Unity Council AmeriCorps program, and Fruitvale Alliance Group. Volunteers worked to keep the park free from weeds and debris, attending to various areas of the park from the creek to the flower gardens and surrounding areas. More than six garbage bags were filled after the day's worth of hard work, including plant debris, abandoned clothes, mattresses and shopping carts.
- *Commercial Corridor Foothill Fruitvale Clean Up – Saturday, July 23, 2011*
Volunteers from The Organizer and Leadership Academy (TOLA), Unity Council AmeriCorps program, and Fruitvale Alliance Group, participated in a cleanup to enhance the commercial corridor by fixing the fence at a community garden, removing weeds from trees, and collecting debris.
- *Cesar Chavez Park Clean Up – Saturday, August 6, 2011*
Volunteers from Unity Council AmeriCorps program, Fruitvale Alliance Group, Fruitvale neighbors, and local merchants cleaned the park of weeds and debris. The group worked enthusiastically and collected a total of eight bags of weeds and two bags of garbage.
- *Cesar Chavez Park Clean Up – Saturday, September 3, 2011*
Volunteers including youth from Jesus Cristo es La Respuesta Church, Unity Council AmeriCorps program, Fruitvale Alliance, and residents, cleared the park of weeds and garbage. A total of six bags were collected of plant debris and three bags of garbage.
- *Love Your Park Day Survey- Sunday, September 25, 2011*
Volunteers served as committee members on the *Love Your Park Day* Survey Committee for Cesar Chavez Park and Josie de la Cruz Park. They created survey tools, performed on site assessment of the parks, and reported to other members on the committee.

- *Cesar Chavez Park Clean Up – Saturday, October 15, 2011*
 Volunteers from Unity Council AmeriCorps program, Fruitvale Alliance and Fruitvale residents cleaned the park of overgrown weeds and debris. The group collected five bags of weeds and four bags of garbage.
- *Fruitvale Plaza Park Daffodils Planting – Saturday, December 10, 2011*
 Volunteers comprised of youth from Jesus Cristo Es La Respuesta Church, AmeriCorps, and Fruitvale Alliance Group planted 250 daffodils at the Fruitvale Plaza Park garden and in the planter pots along International Blvd. The park is heavily visited and is particularly used as a place for those waiting at the neighboring bus stop, and has become an important asset for the area.
- *Fruitvale Neighborhood Clean Up – Saturday, February 4, 2012*
 Volunteers from Unity Council AmeriCorps program, Fruitvale Alliance and neighboring residents participated in *Keep Oakland Beautiful* event where they planted 18 dry tolerant plants and collected garbage and uprooted weeds. A total of 16 bags were collected.
- *Fruitvale Neighborhood Clean Up – Saturday, February 25, 2012*
 Volunteers from AmeriCorps, Fruitvale Alliance, and neighboring residents participated in the *Keep Oakland Beautiful* event where they planted 14 dry tolerant plants and collected garbage and uprooted weeds. A total of eight bags were collected that day. Residents also volunteered to provide regular care for the new plants until plants become self sufficient.
- *Si Se Puede Cesar Chavez Day Clean Up – Saturday, April 14, 2012*
 Volunteers from Unity Council AmeriCorps program, Fruitvale Alliance and residents participated in the efforts to maintain the Fruitvale a clean area. Tools were provided by *Keep Oakland Beautiful*. The effort culminated in the collection of debris at the 880 freeway area and the surrounding streets. A total of 24 bags of garbage and weeds were collected.
- *Services Day UPA Students – Wednesday, April 18, 2012*
 A group of middle school students and one teacher from Urban Promise Academy (UPA) in the Fruitvale volunteered to clear overgrown weeds on Foothill Blvd. and 35th Ave. as part of a service day project. Using their hands and shovels, they pulled weeds and collected loose debris surrounding shrubs and bushes. A total of seven bags were collected at the end of the project. A local merchant located in front of the project donated water to the student volunteers.
- *Earth Day Celebration at Fruitvale Plaza Park – Saturday, April 21, 2012*
 Volunteers comprised of Unity Council AmeriCorps program, Fruitvale Alliance, Junior Youth Empowerment Group, residents and Councilmember Ignacio de la Fuente, gathered at Fruitvale Plaza Park to uproot overgrown weeds and restore the mosaic garbage containers along 35th Ave and International Blvd. due to regular wear and tear. A total of 16 bags of weeds were collected and six garbage containers were restored.
- *Neighbor Works Week – Saturday, June 2, 2012*
 Volunteers from Unity Council AmeriCorps program, Fruitvale Alliance, and neighboring residents cleaned Fruitvale Ave, a continuation of a larger effort to beautify the Fruitvale district. Dry tolerant shrubs and flowers were planted and covered with mulch. Additionally, volunteers collected 14 bags filled of weeds and five bags filled of garbage.

Safety Activities

Over the course of the fiscal year, FBID has implemented efforts to improve the issue of safety and decrease crimes around the Fruitvale commercial corridors. Below are descriptions of safety related events and activities that the FBID organized, assisted, or attended:

- *Street Maintenance Surveys:*

Groups comprised of Unity Council staff, City representatives, Fruitvale merchants, and residents came together to survey the conditions of the commercial corridors, noting issues, such as street light outages, that have been previously reported and still required attention.

 - *Maintenance Walk – Thursday, August 4, 2011*

Fruitvale merchants, City representatives, and the Unity Council walked along Fruitvale Avenue to International Blvd. noting maintenance issues that needed to be resolved.
 - *Street Light Survey Walk – Tuesday, November 22, 2011*

Fruitvale residents walked around the FBID in the evening observing the working condition of street lights. Maintaining a working condition and a well lit area is critical in maintaining street visibility and preventing potential criminal activities. 15 light bulbs were out of order between E. 19th and E. 16 St., Fruitvale Ave, 35th Ave and Intemational Blvd. The information was logged and reported to Public Works.
 - *Street Light Survey Walk – Tuesday, March 27, 2012*

Members from the Alliance Group walked the area in the evening to log the working condition of street lights. 16 street lights were out of order between lower Fruitvale Ave, E 12th St and 35th Ave. This information was logged and reported to Public Works.
- *Neighbor Crime Prevention Symposium December 7, 2011*

A group of merchants and staff from the Unity Council attended the one day symposium in Berkeley, provided by Local Initiatives Support Corporation (LISC) to learn neighborhood crime prevention strategies. Panel discussion included:

 - Best Case Practices in Neighborhood Crime Prevention
 - Crime Prevention through Environmental Design
 - Strategies for addressing Crime Hot Spots
 - Building Community Partnership for Crime Prevention
- *Neighbor Crime Prevention Council Meetings (NCPC) – Ongoing*

Through NCPC, Unity Council works very closely with the Neighborhood Service Coordinator Ana M. Martinez, Problem Solving Officer Jorge Pereda, and staff from Councilmember Ignacio De La Fuente, concerning issues that affect the commercial and residential areas. NCPC has a strong volunteer steering committee who attends meetings at the City Council on issues that affect the community. NCPC meetings represent beat areas 20X, 23X, 24X with a consistent turnout of approximately 40 to 50 attendees each month. As a result of the monthly meetings, residents and merchants are reporting and working on different projects. On June 2nd, a Peace Walk & Resources Fair was organized by *100 Women against Violence* and *Messengers 4 Change*, where NCPC steering committee volunteered at the event.

- *Fruitvale District 15 Video Cameras Installed – June 2012*

FBID organized Fruitvale merchants to request security cameras to be installed in the FBID and assisted with outreaching to strategic locations. This initiative has continued on to this year with a total of 15 video cameras currently installed. Another 13-15 cameras are still waiting to be placed at locations and are facing the difficulty of merchant cooperation which has delayed the completion of the project. Officer Pereda is currently working with those merchants who have volunteered to receive the cameras and bear the responsibilities of maintaining them. The goal is to install the remaining cameras by the end of the year.

- *Merchant Watch Program:*

The Merchant Watch Program consists of groups of businesses organized to communicate with one another and the police to report crime and alert the merchants of possible suspicious activity in the area. A total of five merchant watch groups and five block captains have been created throughout the commercial corridors thus far. Below are descriptions of the meetings that have been conducted since the inception of each group.

- *Merchants Watch Program December 2, 2011*

FBID held a Merchants Watch Breakfast meeting at the Unity Council where merchants were introduced to the Merchants Watch Program. Merchants Watch Program Coordinator Eddie Simlin from the Oakland Police Department gave a presentation of the overall program, the benefits and responsibilities of forming a Merchants Watch Program.

- *Merchants Watch Project- January 12, 2011*

Merchants were presented with the 2nd half of the Merchant Watch presentation. Merchants had the opportunity to ask questions and share neighborhood concerns. At the close of the presentation, several merchants volunteered to serve as Block Captains. We assisted them in creating a neighborhood map and phone roster that was submitted to Merchant Watch Coordinator, Eddie Simlin, and distributed to neighboring merchants to have on hand to build relationships and to have in cases of emergency.

- *Merchants Watch Project March 7, 2012*

Block captain of the International and Fruitvale area held its first Merchant Watch meeting at the Unity Council. Eddie Simlin was present and helped with the facilitation and goals of the group/meeting. Block captain and alternative captain shared the concerns of their block and Eddie offered resources.

- *Merchants Watch Project April 10, 2012*

A new Merchant Watch Group formed on International Blvd and held their first meeting with support from Eddie Simlin from the Oakland Police Department. Eddie helped facilitate and the group discussed concerns and how to be effective as a Merchant Watch group.

- *Merchants Watch Project April 18, 2012*

A block meeting to discuss concerns that affect their neighborhood was held. The group decided to have consensus on one issue that the group will work on and address.

- *Merchants Watch Project April 25, 2012*
A block meeting was held to continue discussion regarding a current neighborhood issue. The group decided to focus on the concern of prostitution present in the neighborhood, which they intend to bring up during the NCPC meetings in hopes of working together.
- *Merchants Watch Project May 15, 2012*
A Merchant Watch Group held a meeting and invited Eddie Simlin to bring resources to address the concern of prostitution.
- *Merchants Watch Project May 21, 2012*
A new Merchant Watch block was formed and hosted a meeting and shared that the block would like to be more familiar with neighbors. To encourage more attendance, the block captain set up an outreach meeting with Unity Council staff to visit neighboring businesses to generate a list of concerns from business neighbors.
- *Merchant Watch Block Walk June 12, 2012*
Block captain and Unity Council staff met to walk around Merchant Watch block area to introduce neighboring merchants about the Merchant Watch Program and to invite merchants to share their concerns. The list of concerns will be used as guides to next action steps.
- *Safety Neighborhood Ambassadors Program (SNAP) April 30, 2012*
Unity Council in coordination with Peralta Corporation Services (PSC), an affiliate of Unity Council, began its initiation to combat crime and increase safety in the neighborhood with its new program, Safety Neighborhood Ambassador Program (SNAP). The ambassadors patrol the entire FBID area and are identified in visible blue and yellow uniform. Ambassadors are bilingual in English and Spanish and are made available to residents, merchants and visitors in the neighborhood. Ambassadors meet regularly with the Problem Solving Office and log and report suspicious activities that may occur in the area. Thus far, SNAP has received positive feedback from merchants and others in the FBID area, particularly regarding a decrease in robberies and general improvements of the area.
- *Merchants Breakfast Meeting June 27, 2012*
At the meeting, merchants were presented with SNAP Program staff and ambassadors, block captains and Problem Solving Officer Pereda. Additionally, a Citibank manager gave a brief presentation regarding applying for small loans. Merchants had the opportunity to ask questions, express concerns and provide feedback.

Beautification Projects and Façade Improvements

Our beautification projects contribute to the overall improvement and revitalization of the Fruitvale district. Beautification projects foster a sense of community unity, and serve as a deterrent for further vandalism, graffiti and blight in the neighborhood. An improved and aesthetically pleasing district attracts and increases visitors and tourism, thereby stimulating economic activity. New street banners and a community mural were installed and a total of nine façade improvements were completed (listed below).

- *Newly Installed Banners Along International Blvd – September 2011*

New banners have been installed along International Blvd. replacing old and tamished ones. The banners offer a refreshing look to the commercial corridors. Unity Council appreciates the partnership which made this beautification project a possibility.

- *Installation of Public Art Mural – December 2011 (Completed)*
The Unity Council in partnership with the City of Oakland, Cal Trans, Councilmember Ignacio De La Fuente, a local Home Depot store, FBID merchants and community members that provided generous donations, has completed the installation of a public mural on the under pass 880 freeway on Fruitvale Avenue and E 9th Street. The mural adds an inviting atmosphere welcoming residents and visitors alike with its sunshine yellow and greetings in various languages showcasing the diversity of the community.
- *Storefront Façade Improvements*
Below is a list of storefronts with façade improvements that the FBID in coordination with the Office of Neighborhood Investment City of Oakland has made:
 - Four Start Pizza, 2 floors 3460 International Blvd – Improvements of the entire building, December 2011
 - Golden Hour Liquor 3201 International Blvd. – Improvements of the entire building, new windows, new paint and renovation of the vacant storefront next door, June 2012

Below is a list of storefronts who have independently completed façade improvements in the FBID area:

- Ace Cash Express Parking lot 3229 International Blvd – Parking improvements, December 2011
- Quick Taxes Building 3300 Foothill Blvd – New paint, January 2012
- Herbalife Nutrition Club 3827 International Blvd – New paint and interior improvements, January 2012
- Keno Unlocking and Wireless S. 3333 International Blvd – New paint and interior improvements, February 2012
- Chase Bank 3310 International Blvd. – New paint on the exterior of the building, April 2012
- Smart and Final 4117 International Blvd. – New paint, new sign and interior improvements, May 2012
- Rent A Center 3400 International Blvd. – New paint on the exterior of the building, April 2012

Promotion of the Fruitvale Commercial Corridors

- *Mexican Independence Day – Friday, September 16, 2011*
Fruitvale merchants celebrated Mexican and other South American Independence Day at the Fruitvale Public Market and along International Blvd. with entertainment including a mariachi, information tables, and business promotions from the Fruitvale merchants. Hundreds of people attended the celebration.
- *Altars Along International Blvd. and Merchant Promotions – October 20-30, 2011*
In observation of Dia de los Muertos, Day of the Dead, businesses in the FBID were invited to set up altars inside their businesses in remembrance and in honor of those who have passed. This event allowed visitors to experience the vibrant culture and festivities of the

Fmitvale by creating an exciting and attractive place to come and shop. Merchants were invited to display their altars beginning Thursday, October 20th to October 30th for a full 10 days of display. FBID created a large community altar at the corner of International Blvd. and 35th Ave on Thursday October 27th where the public was invited to contribute their own memories and items commemorating the lives of loved ones. A total of 11 altars were set up and both businesses and patrons of the area enjoyed the celebration.

▪ *Posada Celebration – Saturday, December 17, 2011*

The Posada Celebration is an annual celebration that takes place in December. During this event, community members reenact Mary and Joseph's journey in seeking shelter. The procession involved a community led walk along International Blvd. stopping at designated 12 business shops where traditional songs were sung. Volunteers helped with outreach and assisted on the day of the event. Support from the community raised funds and others including merchants provided in kind donations and support. Unity Council's Youth Services Program provided 400 books as gifts to the children who participated in the celebration. The event brought about 200 attendees including families and young children.

▪ *Volunteer Appreciation Event – Tuesday, December 20, 2011*

The annual Volunteer Appreciation Event was held at the Fmitvale Senior Center to give gratitude to those who has given their time as volunteers to the FBID and its projects in the Fmitvale community. Food and raffle prizes were donated by local businesses during the event. Certificates of appreciation were presented to the volunteers for their continuing commitment to improve the Fmitvale district. Attendees enjoyed an evening of fun, food, music, prizes and good company.

▪ *The Three Wise Men Day – Friday, January 6, 2012*

The Three Wise Men Day is a well known activity that is a long standing tradition in Latin America and is particularly enjoyable for young children. This activity took place at Avenida De La Fuente where approximately 400 children, parents, and families came out for the celebration. Merchants and residents donated food and gifts for the children. A dedicated volunteer helped organize the activity. Bart Police, the Oakland Police Department and Mayor of Oakland also participated in the celebration.

▪ *Valentine's Day Event – Tuesday, February 14, 2012*

The celebration took place at Avenida De La Fuente, Fmitvale Plaza Park, and 38th Ave, where we had music, face painting, clowns and special business promotions. Valentine's Day is a very popular day where many costumers come to the Fmitvale district to shop and enjoy different activities.

▪ *International Women's Day – Thursday, March 8, 2012*

In recognition of women's contribution, achievements and history, La Clinica de la Raza celebrated astounding women from the Fmitvale neighborhood, including two staff from Unity Council, honoring their leadership and commitment in the community. Afterward the awards ceremony, a workshop regarding HIV and women's self esteem, was provided to approximately 80 participants.

▪ *Oakland Marathon – Sunday, March 25, 2011*

The City of Oakland organized a marathon in efforts to create visibility and attract visitors to Oakland. Fmitvale district merchants supported the efforts by creating a welcoming atmosphere for marathon runners passing through the district by providing street music and

displaying welcome banners. Additionally, prior to the marathon, merchants distributed flyers and postcards to advertise the marathon to visitors in the Fruitvale.

▪ *Que Pasa Newsletter – April 2012*

The April newsletters were delivered to local Fruitvale businesses to keep them updated on current and new projects occurring in the Fruitvale District.

▪ *Oakland Business Review April 2012*

Oakland Business Review, a publication of the Oakland Metropolitan Chamber of Commerce with a readership of over 15,000 people in and around Oakland, provided a one page coverage of FBID and its projects and goals, titled, *FBID – Working to keep Fruitvale Clean, Beautiful and Safe*. The article can be found here: <http://bit.ly/NqHesW>

▪ *Cinco de Mayo Celebration – Saturday, May 5, 2012*

Fruitvale district celebrated Cinco de Mayo this year supported by the generosity and collaboration of Unity Council, community members, and Councilmember's office. Through donations and volunteers, the celebration included entertainment with mariachi provided by Coalcaman, a live concert from Arroz Con Leche, music orchestrated by Cantare Con Vivo, a DJ, face painting, and a clown. Approximately 15,000 attendees turned out for this event.

3. Improvements and activities to be provided for the upcoming fiscal/calendar year:

- Supervise street maintenance services and ensure performance delivery throughout FBID
- Promote and support the annual Dia de los Muertos Festival and other events
- Support the Safety Neighborhood Ambassadors Program (SNAP) to develop strong partnerships with merchants in creating a safe neighborhood
- Continue the efforts of the Merchants Watch Program
- Participate and encourage merchants to attend the Neighbor Crime Prevention Council (NCPC) meetings and other City sponsored workshops
- Provide ongoing activities to promote and attract customers to the Fruitvale district
- Participate in City wide sponsored activities that build strong communities with neighbors
- Provide relevant workshops to address the evolving needs of merchants
- Create and distribute a new and updated business directory
- Restore artwork on garbage containers along International Blvd.
- Partner with organizations to provide online visibility to Fruitvale Merchants

4. Estimate of the cost of providing improvements and activities for the upcoming fiscal year:

**THE UNITY COUNCIL
FRUITVALE BID SUPPORT SERVICES
PROPOSED BUDGET**

CALENDAR YEAR 2013

Budget Line Item	<u>2013</u>	
<u>Personnel</u>		
Program Manager (Maria Sanchez)	\$40,000	
AmeriCorps	<u>4,000</u>	
	44,000	
Taxes/Benefits	<u>5,777</u>	
Total Personnel Costs	49,777	
<u>Contract Services</u>		
Cleaning (PSC)	<u>214,508</u>	Per BID Contract Costs Estimates
Total Contract Services	214,508	
<u>Marketing/Operating Expenses</u>		
Marketing/Promotion/Operating	7,500	
Administration (10% of \$301,983)	<u>30,198</u>	
Total Marketing/operating Expenses	37,698	
TOTAL UC	301,983	
<u>Contingency & Fees</u>		
City & Alameda County (Approx 7.0%)	(1) <u>22,730</u>	
Total Contingency & Fees	22,730	
GRAND TOTAL	324,713	

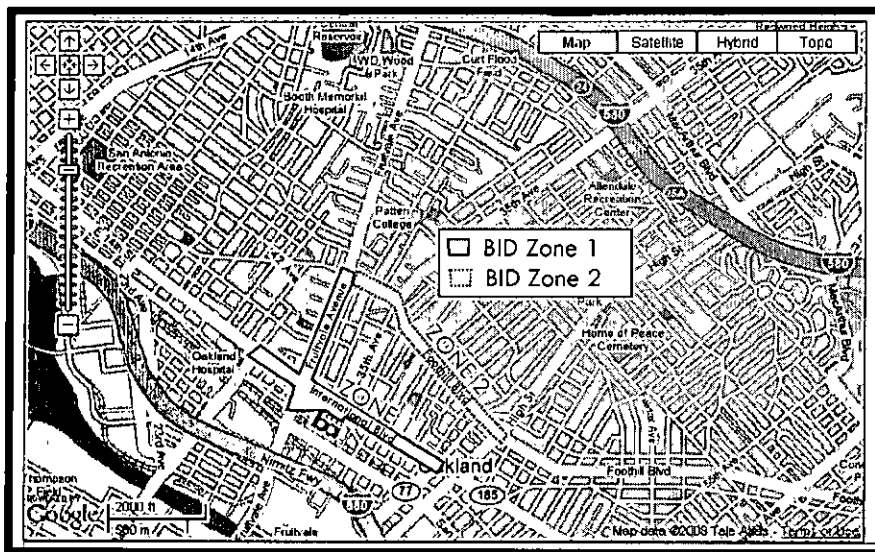
(1) Under the new Fruitvale BID contract, the City of Oakland requires \$22,730 of total proceeds to be set aside for "contingency" to pay fees charged by City/County for collecting and processing the BID assessments, and to create a reserve to mitigate the impact of uncollectible assessments.

5. Method of Basis of Levying the Assessment

Each property owner pays an assessment based on gross lot square footage. The district is divided into two zones.

Zone One includes Fmitvale Avenue from Foothill Boulevard to East 12th Street (excluding 1500 to 1900 Fmitvale), Foothill Boulevard from Fmitvale Avenue to 34th Avenue, International Boulevard from Fmitvale Avenue to 42nd Avenue, and East 12th Street from 33rd Avenue to 35th Avenue. The remainder of the district comprises of **Zone Two**.

Zone One properties are assessed at \$0.17 per square foot and **Zone Two** properties are assessed at \$0.08 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.08 per square foot in both zones. Residential properties with four units or fewer are not assessed in either zone.



6. The amount of any surplus or deficit revenues to be carried over from a previous year

It is expected that there will be no surplus, however; the services provided in the FBID have been subsidized by the Unity Council. The Unity Council will seek additional funding to provide services to the business and property owners.

7. Contributions from Sources Other than Assessments

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

- Local Initiatives Support Corporation: \$10,000 (secured)
- Keep America Beautiful \$2,500 (Application in review)
- Local Initiatives Support Corporation/State Farm \$3,375 (Application in review)

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 MAR 27 AM 10:28

Approved as to form and legality

M. M. Woodson
Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION APPROVING THE ANNUAL REPORTS OF THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007 THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008 THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008 AND THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011 ADVISORY BOARDS; CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH APPLICABLE DISTRICT FOR FISCAL YEAR 2013/14; AND AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2013/14 FAIR SHARE ASSESSMENT FOR CITY-OWNED PROPERTIES IN THE KOREATOWN/NORTHGATE DISTRICT, THE DOWNTOWN OAKLAND DISTRICT, THE LAKE MERRITT/UPTOWN DISTRICT AND THE FRUITVALE DISTRICT

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

WHEREAS, affected property owners petitioned to form the Koreatown/Northgate Community Benefit District of 2007 ("Koreatown CBD"), the Downtown Oakland Community Benefit District of 2008 ("Downtown CBD"), the Lake Merritt/Uptown Community Benefit District of 2008 ("Lake Merritt CBD"), and the Fruitvale Property Business Improvement District of 2011 ("Fruitvale BID") (together, the "Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

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

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

WHEREAS, each of the approved Plans provide for an annual adjustment not to exceed five percent more than the previous year's assessment, and

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

- o the Koreatown CBD on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.;
- o the Downtown CBD on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.;
- o the Lake Merritt CBD on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.;
- o the Fruitvale BID on July 19, 2011 pursuant to Resolution No. 83500 C.M.S.; and

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

WHEREAS, the Annual Report for the Koreatown CBD includes a determination and recommendation by the District Advisory Board for a permitted 3% increase in the amount of the annual assessment beginning in fiscal year 2013/14 for the Koreatown CBD; and

WHEREAS, the Annual Report for the Downtown CBD includes a determination and recommendation by the District Advisory Board for a permitted 5% increase in the amount of the annual assessment beginning in fiscal year 2013/14 for the Downtown Oakland CBD; and

WHEREAS, the Annual Report for the Lake Merritt CBD includes a determination and recommendation by the District Advisory Board for a permitted 2.9% increase in the amount of the annual assessment beginning in fiscal year 2013/14 for the Lake Merritt CBD; and

WHEREAS, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2013/14; and

WHEREAS, the City owes a cumulative fiscal year 2013/14 fair share assessment of \$200,512.23 for the following City-owned properties:

District	APN	Site Description	Annual Assessment
Downtown CBD	3-65-9-2	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 25,900.56
Downtown CBD	3-67-1	1 Frank H Ogawa Plz. (City Hall)	\$ 30,155.45
Downtown CBD	3-67-2	1414 Clay Street (Clay Street Garage)	\$ 11,435.76
Downtown CBD	8-619-8-1	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 28,661.55
Downtown CBD	1-201-10	822 Washington Street	\$ 2,831.70
Downtown CBD	8-620-9-3	524 16 th Street	\$ 2,257.02
Downtown CBD	8-641-8-5	540 17 th Street (Oakland Ice Rink)	\$ 22,590.81
LakeMerritt CBD	8-623-6-1	1731 Franklin St. (Franklin St. Garage)	\$ 7,165.42
Lake Merritt CBD	8-655-6	Grand Avenue	\$ 2,099.78
Lake Merritt CBD	10-768-4	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,444.45
Lake Merritt CBD	8-649-5	2025 Broadway (Paramount Theatre)	\$ 4,573.78
Lake Merritt CBD	8-635-1	274 19 th Street (Snow Park)	\$ 23,999.42
Lake Merritt CBD	8-668-4	2315 Vaidez SL	\$ 2,199.01
Lake Merritt CBD	8-668-9-7	2330 Webster St.	\$ 3,180.11
Koreatown CBD	8-648-16-3	2100 Telegraph Avenue	\$ 9,785.00
Fruitvale BID	25-722-26	Josie de la Cruz Park	\$ 6,674.00
Fruitvale BID	33-2130-35-2	3510 International Blvd.	\$ 646.00
Fruitvale BID	33-2135-26-2	Foothill Blvd	\$ 3,937.76
Fruitvale BID	32-2084-51	3600 Foothill Blvd	\$ 850.00
Fruitvale BID	32-2115-37-1	3566 Foothill Blvd	\$ 523.28
Fruitvale BID	25-719-7-1	3050 International Blvd	\$ 2,601.36
		CITY TOTAL	\$200,512.23

and

WHEREAS, it is possible that additional properties will be transferred to City ownership during fiscal year 2013/14, thus increasing the City's fair share assessments; and

WHEREAS, funds to pay the assessments of affected City-owned property located in the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID will be budgeted in:

General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Undetermined Project (000000)/IP50

Central District Projects Fund (5610)/Central District Redevelopment Organization (02445)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13
Multipurpose Reserve Fund (1750)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/Undetermined Project (0000000)/SC13
Central District Projects Fund (5610)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13

and

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

RESOLVED that the City of Oakland does hereby find that the Advisory Boards for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2012/13 fiscal year as required by law; and be it

FURTHER RESOLVED that the Annual Reports and the continuing annual assessments for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID for the 2012/13 and the 2013/14 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2013/14 fiscal year in accordance with the assessment formulas as provided for in the four Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the Annual Report and the continuing annual assessments for the Koreatown CBD for the 2013/14 fiscal year are hereby approved, adopted, and confirmed, including a 3% increase in the amount of annual assessments recommended by the Koreatown CBD Advisory Board, beginning in fiscal year 2013/14 and the City Council does hereby levy and direct the collection of the assessments for the 2013/14 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the Annual Report and the continuing annual assessments for the Downtown CBD for the 2013/14 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Downtown CBD Advisory Board, beginning in fiscal year 2013/14 and the City Council does hereby levy and direct the collection of the assessments for the 2013/14 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the Annual Report and the continuing annual assessments for the Lake Merritt CBD for the 2013/14 fiscal year are hereby approved, adopted, and confirmed, including a 2.9% increase in the amount of annual assessments recommended by the Lake Merritt CBD Advisory Board, beginning in fiscal year 2013/14

and the City Council does hereby levy and direct the collection of the assessments for the 2013/14 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed, increased, or modified and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law; and be it

FURTHER RESOLVED that the assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plans, through a special municipal billing; and be it

FURTHER RESOLVED that the boundaries of the Districts shall remain the same as specified in the Plans on file with the City Clerk and there are no changes to the boundaries or benefit zones; and be it

FURTHER RESOLVED that the types of the improvements and activities proposed to be funded by the levy of assessments on property in the BIDs are those described in the Plans and the Annual Reports on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts; and be it

FURTHER RESOLVED that the 2013/14 fiscal year assessments for the Districts are as follows:

- o Approximately \$286,124.89 for the Koreatown CBD; and
- o Approximately \$980,953.18 the Downtown CBD; and
- o Approximately \$1,175,635.65 for the Lake Merritt CBD; and
- o Approximately \$324,713 for the Fruitvale BID; and be it

FURTHER RESOLVED that the amount chargeable to each parcel in each District shall be as determined by the Plans and Annual Reports on file in the Office of the City Clerk; and be it

FURTHER RESOLVED that the City shall pay a cumulative fiscal year 2013/14 fair share assessment of an aggregate amount not to exceed \$200,512.23 for City-owned property as more specifically described in the recitals above from the General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Undetermined Project (0000000)/IP50 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (02445)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13 and the Multipurpose Reserve Fund (1750)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/Undetermined Project (0000000)/SC13 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13; and be it

FURTHER RESOLVED that the City Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to City ownership during fiscal year 2013/14; and be it

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into annual contracts and related amendments with any nonprofit corporation comprised of the assessee themselves designated by the owners to conduct or contract for the security, marketing, maintenance, or other activities and improvements for the District, or at the request of the owners through the Advisory Board to conduct or contract for such services and improvements as provided for in the BIMD Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2013

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

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

Exhibit A

To the Resolution Approving The Annual Reports Of The Koreatown/Northgate Community Benefit District Of 2007 The Downtown Oakland Community Benefit District Of 2008 The Lake Merritt/Uptown Community Benefit District Of 2008 And The Fruitvale Property Business Improvement District Of 2011 Advisory Boards; Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2013/14; And Authorizing Payment Of The City's Cumulative Fiscal Year 2013/14 Fair Share Assessment For City-Owned Properties In The Koreatown/Northgate District, The Downtown Oakland District, The Lake Merritt/Uptown District And The Fruitvale District

Annual Reports for:

- Koreatown/Northgate Community Benefit District of 2007
- Downtown Oakland Community Benefit District of 2008
- Lake Merritt/Uptown Community Benefit District of 2008
- Fruitvale Property Business Improvement District of 2011

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2013 MAR 27 AM 10:27

APPROVED AS TO FORM AND LEGALITY:

BY: M. Mowdon
ORSA COUNSEL

OAKLAND REDEVELOPMENT SUCCESSOR AGENCY

RESOLUTION NO. 2013-_____

A SUCCESSOR AGENCY RESOLUTION AUTHORIZING PAYMENT OF THE OAKLAND REDEVELOPMENT SUCCESSOR AGENCY'S CUMULATIVE FISCAL YEAR 2013/14 FAIR SHARE ASSESSMENT FOR OAKLAND REDEVELOPMENT SUCCESSOR AGENCY-OWNED PROPERTIES IN THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007, THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008, AND THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011

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

WHEREAS, affected property owners petitioned to form the Koreatown/Northgate Community Benefit District of 2007 ("Koreatown CBD"), the Downtown Oakland Community Benefit District of 2008 ("Downtown CBD"), the Lake Merritt/Uptown Community Benefit District of 2008 ("Lake Merritt CBD"), and the Fruitvale Property Business Improvement District of 2011 ("Fruitvale BID") ("Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

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

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

WHEREAS, pursuant to the requirements of the law the Koreatown CBD was established on July 17, 2007, pursuant to Resolution No. 80788 C.M.S and the Downtown CBD was established on July 15, 2008, pursuant to Resolution No. 81479 C.M.S. and the Lake Merritt CBD was established on July 15, 2008 pursuant to Resolution No. 81478 C.M.S. and the Fruitvale BID was established on July 19, 2011, pursuant to Resolution No. 83500 C.M.S.; and

WHEREAS, the Oakland Redevelopment Successor Agency owes a cumulative fiscal year 2013/14 fair share assessment of \$9,155.51 for the following Agency-owned properties:

District	APN	Site Description	Annual Assessment
Koreatown/ Northgate	8-649-10	2016 Telegraph Avenue	\$ 2,096.57
Downtown Oakland	2-97-45	1327 Broadway	\$ 4,280.79
Lake Merritt/ Uptown	8-649-9	490 20 th Street	\$ 1,426.87
Fruitvale	32-2084-50	3614 Foothill Blvd	\$ 399.84
Fruitvale	32-2115-38-1	3550 Foothill Blvd	\$ 951.44
		ORSA TOTAL	\$ 9,155.51

and

WHEREAS, it is possible that additional properties will be transferred to Oakland Redevelopment Successor Agency ownership during fiscal year 2013/14, thus increasing the Successor Agency's fair share assessments; and

WHEREAS, funds to pay the assessment of affected Oakland Redevelopment Successor Agency-owned property located in the Koreatown/Northgate CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID will be budgeted in Central District Fund (9710)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/ Central District Project (S00800)/0000 and SRA Central City East Fund (9740)/Central City East Redevelopment Organization (02446)/Taxes and Assessments (53511)/Central City East Redevelopment Project (8233310)/0000;

now therefore be it

RESOLVED; That the Oakland Redevelopment Successor Agency hereby authorizes payment of the assessments for the five Successor Agency-owned properties as described above in an aggregate amount not to exceed \$9,155.51 for the 2013/14 fiscal year assessment period from the Central District Fund (9710)/Central District Redevelopment Organization (02445)/Taxes and Assessments (53511)/ Central District Project (S00800)/0000 and the SRA Central City East Fund (9740)/Central City East Redevelopment Organization (02446)/Taxes and Assessments (53511)/Central City East Redevelopment Project (S233310)/0000; and be it

FURTHER RESOLVED: That the Agency Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to Oakland Redevelopment Successor Agency ownership during fiscal year 2013/14.

IN SUCCESSOR AGENCY, OAKLAND, CALIFORNIA, _____, 2013

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
Secretary of the Oakland
Redevelopment Successor Agency