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OAKLAND

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**REDEVELOPMENT AGENCY
AND THE CITY OF OAKLAND
AGENDA REPORT**

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: December 8, 2009

RE: **Resolution Approving The Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District, The Temescal/Telegraph Avenue Property Business Improvement District Of 2005, The Laurel Property Business Improvement District Of 2005, The Fruitvale Property Business Improvement District of 2006, the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2009/10**

An Agency Resolution Authorizing Payment Of The Koreatown/Northgate Community Benefit District Of 2007, The Downtown Oakland Community Benefit District Of 2008, And The Lake Merritt/Uptown Community Benefit District Of 2008 Assessments For Six (6) Redevelopment Agency-Owned Properties On Which Assessments Are To Be Levied (APN 008 0649 010 00; 001 0201 010 00, 002 0097 045 00, 008 0620 009 03, 008 0641 008 05, 008 0649 09 00)) In An Aggregate Amount Not To Exceed \$ 33,860.56 For The Fiscal Year 2009/10 Assessment Period

SUMMARY

Pursuant to the City of Oakland's Business Improvement Management District (BIMD) Ordinance (Ordinance No. 12190 C.M.S., 1999) and the Neighborhood Business Improvement District (NBID) Program (Resolution No. 75323 C.M.S., 1999) a resolution has been prepared which approves the annual reports from the advisory boards to the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District (PBID) of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District of 2006, the Koreatown/Northgate Community Benefit District (CBD) of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008. This resolution also confirms the continuing annual assessment for each district for fiscal year 2009/10.

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A second resolution has also been prepared which authorizes payment of the related assessment on parcels owned by the Oakland Redevelopment Agency located within the Koreatown/Northgate, the Downtown Oakland, and the Lake Merritt/Uptown CBDs.

Adoption of the attached resolutions is necessary to support on-going services within the above-referenced special assessment districts.

FISCAL IMPACTS

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

Citywide there are fifteen (15) City properties and six (6) Redevelopment agency properties on which assessments will be due as follows:

| District | APN | Legal Owner | Site Description | Annual Assessment |
|----------------------------------|-----------------|------------------|---|-------------------|
| Temescal/ Telegraph Avenue | 014 1219 003 00 | City of Oakland | Temescal Library at 5205 Telegraph Avenue | \$ 2,011.82 |
| Fruitvale | 025 0722 026 00 | City of Oakland | Josie de la Cruz Park, formerly Sanborn Park | \$ 6,674.00 |
| Fruitvale | 033 2130 035 02 | City of Oakland | Fruitvale Plaza Park at 3510 International Boulevard | \$ 646.00 |
| Fruitvale | 033 2135 026 02 | City of Oakland | A property located on Foothill Boulevard | \$ 3,937.76 |
| Koreatown/ Northgate | 008 0648 016 03 | City of Oakland | A parking lot at 2100 Telegraph Avenue | \$ 9,500.00 |
| Downtown/ Oakland | 003 0065 009 02 | City Of Oakland | 551 16th Street (250 Frank Ogawa Plaza Building area) | \$ 24,667.20 |
| Downtown Oakland | 003 0067 001 00 | City Of Oakland/ | 1 Frank H Ogawa Plz. (City Hall) | \$ 28,719.48 |
| Downtown Oakland | 003 0067 002 00 | City Of Oakland | 1414 Clay Street (Clay Street Garage) | \$ 10,891.20 |
| Downtown Oakland | 008 0619 008 01 | City Of Oakland | 150 Frank H Ogawa Plz (L. Wilson Building) | \$ 27,296.71 |

| District | APN | Legal Owner | Site Description | Annual Assessment |
|----------------------------|-----------------|-------------------------|---|--------------------------|
| LakeMerritt/ Uptown | 088 0623 006 01 | City of Oakland | 1731 Franklin St. (Franklin St. Garage) | \$ 6,963.48 |
| Lake Merritt/ Uptown | 008 0655 006 00 | City of Oakland | Grand Avenue | \$ 2,040.60 |
| Lake Merritt/ Uptown | 010 0768 004 00 | City of Oakland | 200 Grand Avenue (Veteran's Memorial Bldg.) | \$ 8,206.46 |
| Lake Merritt/ Uptown | 008 0649 005 00 | City of Oakland | 2025 Broadway (Paramount Theatre) | \$ 4,444.88 |
| Lake Merritt/ Uptown | 008 0635 001 00 | City of Oakland | 274 19 th Street (Snow Park) | \$ 23,323.05 |
| | | | TOTAL CITY | \$159,322.64 |
| Downtown Oakland | 001 0201 010 00 | Redevelopment Agency | 822 Washington Street (Parking Lot) | \$ 2,696.86 |
| Downtown Oakland | 002 0097 045 00 | Redevelopment Agency | 12th Street (John B. Williams Plz.) | \$ 4,076.94 |
| Downtown Oakland | 008 0620 009 03 | Redevelopment Agency | 524 16 th Street (Parking Lot) | \$ 2,149.54 |
| Downtown Oakland | 008 0641 008 05 | Redevelopment Agency | 540 17 th Street (Oakland Ice Rink) | \$ 21,515.06 |
| Lake Merritt/ Uptown | 008 0649 09 00 | Redevelopment Agency | 490 20 th Street | \$ 1,386.66 |
| Koreatown/ Northgate | 008 0649 010 00 | Redevelopment Agency | 2016 Telegraph Ave. | \$ 2,035.50 |
| | | | TOTAL ORA | \$ 33,860.56 |
| | | | GRAND TOTAL | \$193,183.20 |

Payment of the assessments on City-owned properties has been authorized pursuant to Resolution No. 82102 C.M.S. (June 30, 2009) and budgeted as follows:

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- \$20,000 budgeted to General Purpose Fund (1010)/Business Development Organization (88559)/Taxes and Assessments Account (53511)/ Business Improvement District Project (C138410)
- \$140,000 budgeted to General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments Account (53511)/Undetermined Project (0000000).

Payment of the assessments on Redevelopment Agency-owned properties has been authorized pursuant to Resolution No. 2009-0072 C.M.S. (June 30, 2009) and funds to pay the \$33,860.56 assessment on Agency-owned properties has been budgeted in the Oakland Redevelopment Agency Projects Fund (7780)/CIP Organization (94800)/Economic Development Taxes and Assessments Account (53511)/Business Improvement District Project (P300610) with a mirror Redevelopment Agency coding block of Oakland Redevelopment Agency Unrestricted Land Sales Projects Fund (9553)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P125110).

Other than the above assessments, there is no fiscal impact anticipated with the passage of the attached resolutions. 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).

BACKGROUND

The concerned business improvement districts, also known as community benefit districts, (BIDs/CBDs) were established as follows:

- The Lakeshore/Lake Park Business Improvement Management District on July 16, 2002, pursuant to Resolution No. 77280 C.M.S.
- The Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004 pursuant to Resolution No. 78730 C.M.S.
- The Laurel Property Business Improvement District of 2005 on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.
- The Fruitvale Property Business Improvement District of 2006 on July 18, 2006 pursuant to Resolution No. 80059 C.M.S.

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- The Koreatown/Northgate Community Benefit District of 2007 on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.
- The Downtown Oakland Community Benefit District of 2008 on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.
- The Lake Merritt/Uptown Community Benefit District of 2008 on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.

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

KEY ISSUES AND IMPACTS

There is no anticipated adverse impact associated with the approval of the proposed resolutions. Adoption of the attached resolutions will enable the affected neighborhood commercial districts to continue providing enhanced services such as security, maintenance, marketing and promotional activities. These services are intended to improve the conditions and image of the affected business improvement districts and to stimulate on-going economic revitalization.

PROGRAM DESCRIPTION

The Lakeshore/Lake Park Business Improvement Management District encompasses approximately 47 parcels and projects an annual budget of approximately \$155,659.24 of which \$143,034.60 represents projected assessments to be collected for FY 2009/10. The district includes parcels along 5 blocks of Lakeshore and Lake Park Avenues as well as portions of nearby Rand Avenue and Wesley Way. Assessments are based on lot size and linear frontage of affected properties.

The Temescal/Telegraph Avenue Property Business Improvement District encompasses approximately 260 parcels and projects an annual budget of approximately \$233,940 of which \$228,940 represents projected assessments to be collected for FY 2009/10. Additionally, the district has a prior year reserve of \$231,061 for which it has budgeted expenditures according to a 2005 Telegraph Avenue Streetscape Improvement Plan. The district includes all parcels along Telegraph from 40th Street to the Berkeley border, Shattuck Avenue to the Highway 24 overpass, Claremont one block up from Telegraph, and 51st Street up to and including Children's Hospital to one block east of Telegraph Avenue. Assessments are based on lot size, building size and linear frontage of affected properties.

The Laurel Property Business Improvement District of 2005 encompasses approximately 86 parcels and projects an annual budget of approximately \$192,380 of which \$164,703 represents projected assessments to be collected for FY 2009/10. The district includes parcels located primarily along MacArthur Boulevard from 35th Avenue to High Street. Assessments are based on lot size, building size, linear frontage and use of properties located within the district.

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The Fruitvale Property Business Improvement District of 2006 encompasses approximately 300 parcels and projects an annual budget of approximately \$301,983 of which the total amount represents projected assessments to be collected for FY 2009/10. The district includes all parcels along Fruitvale Avenue from E. 12th Street to Foothill Boulevard, on Foothill Boulevard from Fruitvale Avenue to High Street, on International Boulevard from 29th to 42nd Avenue and on E. 12th Street from 33rd to 35th Avenue. Assessments are based on lot size and according to the level of service received.

The Koreatown/Northgate Community Benefit District of 2007 encompasses approximately 167 parcels and projects an annual budget of \$428,460 of which \$278,460 represents projected assessments to be collected for FY 2009/10. The district includes all parcels along Telegraph Avenue from 20th Street to 35th Street. Assessments are based on a combination of lot size, building size, linear frontage, and building use.

The Downtown Oakland Community Benefit District of 2008 encompasses approximately 114 parcels and projects an annual budget of approximately \$934,411 of which the total amount represents projected assessments to be collected for FY 2009/10. The district includes:

Northern Boundary: All parcels on both sides of 17th Street starting at the eastern side of the intersection of 17th Street and San Pablo Avenue and running eastward to the western side of the intersection of 17th Street and Franklin;

Southern Boundary: The parcels on the north side of 8th Street between the eastern side of the intersection of 8th Street and Washington Street running eastward to the western side of the intersection of Broadway and 8th Street. Then moving up one block north and beginning at the northeastern corner of the intersection of Broadway and 9th Street, running eastward along the north side of 9th Street to the end of the Marriot Courtyard parcel.

Western Boundary: All of the parcels on the eastern side of the intersection of San Pablo Avenue, 17th Street, and Clay Street, running southward along the east side of Clay Street to the City parking garage at the northeastern parcel of the intersection of 14th Street and Clay Street. The western boundary then runs along the western side of the parcels fronting along the west side of Broadway at the intersection of 14th Street and Broadway, running southward to the parcel at the northwestern corner of the intersection of Broadway and 11th Street;

Eastern Boundary: All of the parcels beginning at the southwest corner parcel of the intersection of 11th Street and Franklin Street, running northward along the west side of Franklin Street to both corner parcels at the western side of the intersection of Franklin Street and 17th Street.

Assessments are based on a combination of lot size, building size, linear frontage, and building use.

The Lake Merritt/Uptown Community Benefit District of 2008 encompasses approximately 257 parcels and projects an annual budget of approximately \$1,107,999 of which the total amount represents projected assessment to be collected for FY 2009/10. The district includes:

Northern Boundary: All parcels on both sides of 24th Street, one parcel east of Telegraph Avenue (in which the parcels at 24th and Telegraph are part of the Koreatown/Northgate CBD), running eastward to the southern side of the intersection of Harrison/24th Street and 27th Street, extending to the north to include the Whole Foods site at Vernon Street and Harrison Street;

Southern Boundary: The parcels on the north side of 17th Street from the intersection of Telegraph Avenue and 17th Street (excluding the parcels fronting along the north side of 17th Street between Telegraph and Franklin which are in the Downtown Oakland CBD, but including the parcels directly north of those excluded parcels). Continuing eastward including the four corners of the intersection of Webster and 17th Streets including parcels on both sides of 17th Street up to the western side of the intersection of Jackson and 17th Streets.

Western Boundary: All of the parcels on the eastern side of Telegraph Avenue from 17th Street (excluding the corner parcel at 17th Street and Telegraph) running northward to the southeastern parcel of the intersection of 20th and Telegraph, (the Sears site). The western boundary continues northward along the east side of Telegraph Avenue from 20th Street to the intersection of 24th Street and Telegraph Avenue (however, the parcels that front along Telegraph Avenue on both sides of the street from 20th Street to 24th Street are included in the Koreatown/North Gate CBD).

Eastern Boundary: All of the parcels beginning at the western side of the intersection of 17th and Jackson Street, running northward along the west side of Lake Merritt to West Grand Avenue. Then the boundary runs eastward to include the Veterans Memorial Park and the entire block bounded by West Grand Avenue, 27th Street and Harrison Street, ending at the Whole Foods site at Vernon and Harrison.

Assessments are based on a combination of lot size, building size, linear frontage, and building use.

Properties within the above districts are a mix of office, retail, entertainment, government, hotel, residential and parking uses and by law are assessed in proportion to the anticipated benefit received by each property. Planned services for the upcoming year are outlined in the annual reports filed by the district advisory boards and include, but are not limited to, sidewalk sweeping and steam cleaning, landscaping, graffiti removal, creation of district websites, and promotion of special events.

SUSTAINABLE OPPORTUNITIES

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

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

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

DISABILITY AND SENIOR ACCESS

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

RECOMMENDATIONS AND RATIONALE

Adoption of the attached resolutions will support the continuance of the above-referenced BIDs and their planned activities. Revenues generated will be applied to a variety of local improvements and services beyond those already provided by existing municipal services. Examples include enhanced maintenance services, security, marketing and promotions. Such business improvement districts represent a proactive effort on the part of neighborhood business and property owners to improve the conditions and image of their area and to assist in the economic revitalization and physical maintenance of their respective commercial corridors.

Additionally, because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BIDs, other than the fairshare payment of \$193,183.20 for assessments on City and Agency owned property located within the concerned districts. Given the approximate \$2 million of private funds that will be leveraged, the above expenditure may be considered a reasonable and productive expenditure of public funds.

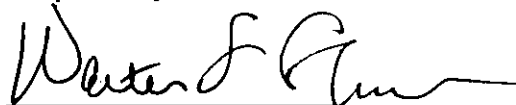
Consequently, the BIDs should be viewed as positive self-help models for other neighborhood commercial areas. Accordingly, staff recommends that the City Council adopt the resolution approving the annual reports and confirming the continuing FY 2009/10 annual assessments for the above-referenced BIDs/CBDs, and the resolution to authorize payment of the assessment on six (6) Agency-owned properties located in the Koreatown/Northgate, Downtown Oakland and Lake Merritt/Uptown CBDs.

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ACTION REQUESTED OF THE CITY COUNCIL

The action requested of the City Council is to: 1) adopt the resolution approving the annual reports of the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District of 2006, the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 advisory boards and confirming the continuing annual assessment for each district for fiscal year 2009/10 and, 2) adopt the resolution authorizing payment of the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008 and the Lake Merritt/Uptown Community Benefit District of 2008 assessments for six (6) Redevelopment Agency-owned properties on which assessments are to be levied (APN 008 0649 010 00; 001 0201 010 00, 002 0097 045 00, 008 0620 009 03, 008 0641 008 05, 008 0649 09 00)) in an amount not to exceed \$ 33,860.56 for the fiscal year 2009/10 assessment period.

Respectfully submitted,



Walter S. Cohen, Director
Community and Economic Development Agency

Reviewed by:

Gregory Hunter, Deputy Director
Economic Development and Redevelopment

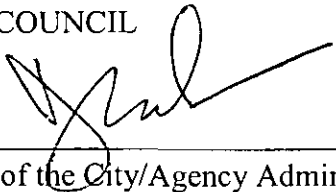
Reviewed by:

Aliza Gallo, Coordinator
Economic Development/Business Development Services

Prepared by:

Maria Rocha, Urban Economic Analyst
Economic Development/Business Development Services

APPROVED AND FORWARDED TO THE
CITY COUNCIL



Office of the City/Agency Administrator

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RESOLUTION NO. _____ C.M.S.

RESOLUTION APPROVING THE ANNUAL REPORTS OF THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT, THE TEMESCAL/TELEGRAPH AVENUE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, THE LAUREL PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2006, THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007, THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, AND THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008 ADVISORY BOARDS AND CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH DISTRICT FOR FISCAL YEAR 2009/10

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 Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District (PBID) of 2006, the Koreatown/Northgate Community Benefit District (CBD) of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 ("Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

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

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

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

- the Lakeshore/Lake Park Business Improvement Management District on July 16, 2002 pursuant to Resolution No. 77280 C.M.S.,
- the Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004 pursuant to Resolution No. 78730 C.M.S.,
- the Laurel Property Business Improvement District of 2005 on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.;
- the Fruitvale Property Business Improvement District of 2006 on July 18, 2006 pursuant to Resolution No. 80059 C.M.S.;
- the Koreatown/Northgate Community Benefit District of 2007 on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.;
- the Downtown Oakland Community Benefit District of 2008 on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.,
- the Lake Merritt/Uptown Community Benefit District of 2008 on July 15, 2008 pursuant to Resolution No. 81478 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 Lakeshore/Lake Park Business Improvement Management District includes a determination and recommendation by the District Advisory Board for a permitted 2% increase in the amount of the annual assessment beginning in fiscal year 2009/10; and

WHEREAS, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2009/10; and

WHEREAS, the City shall pay a fiscal year 2009/10 fair share assessment of \$2011.82 for City-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014-1219-003-00) and \$11,257.76 for property located within the Fruitvale PBID (Josie de la Cruz Park, formerly Sanborn Park APN 025 0722 026 00, Fruitvale Plaza Park at 3510 International Boulevard APN 033 2130 035 02, and a property located on Foothill Boulevard APN 033 2135 026 02) and \$9,500 for property located within the Koreatown/Northgate CBD (parking lot at 2100 Telegraph Avenue APN 008-0648-016-03) and \$91,574.59 for property located within the Downtown Oakland Community Benefit District of 2008 (551-16TH St. APN 003 0065 009 02, 1 Frank H. Ogawa Plaza APN 003 0067 001 00, 1414 Clay Street APN 003 0067 002 00, 150 Frank H. Ogawa Plaza APN 008 0619 008 01) and \$44,978.47 for property located within the Lake Merritt/Uptown Community Benefit District of 2008 (1731 Franklin Street APN 088 0623 006 01, 274-19th St. APN 008 0635 001 00, 2025 Broadway APN 008 0649 005 00, a property located on Grand Avenue APN 008 0655 006 00, 200 Grand Avenue APN 010 0768 004 00) and funds to pay the assessment have been budgeted in General Purpose Fund (1010)/Business Development Organization (88559)/Taxes and Assessments Account (53511)/Business Improvement District Project (C138410) and General Purpose Fund (1010)/Citywide Activities (90591)/Taxes and Assessments Account (53511)/Undetermined Project (0000000); and

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

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

1. The Advisory Boards for the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District of 2006, the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2009/10 fiscal year as required by law.
2. The Annual Reports and the continuing annual assessments for the 2009/10 fiscal year are hereby approved, adopted, and confirmed including a 2% increase in the amount of *annual assessments recommended by the Lakeshore/Lake Park Business Improvement Management District Advisory Board* beginning in fiscal year 2009/10 and the City Council does hereby levy and direct the collection of the assessments for the 2009/10 fiscal year in accordance with the assessment formulas as provided for in the Annual Reports and the Plans on file with the City Clerk.
3. The proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed, increased, or modified and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law.
4. The assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plans, through a special municipal billing.
5. The boundaries of the Districts shall remain the same as specified in the Plans on file with the City Clerk and there are no changes to the boundaries or benefit zones.
6. The types of the improvements and activities proposed to be funded by the levy of assessments on property in the BIDs are those described in the Plans and the Annual Reports on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts.
7. The 2009/10 fiscal year assessments for the Districts are as follows:
 - Approximately \$143,035 for the Lakeshore/LakePark Business Improvement Management District; and
 - Approximately \$228,940 for the Temescal/Telegraph Avenue Property Business Improvement District of 2005; and
 - Approximately \$164,703 for the Laurel Property Business Improvement District of 2005; and

- Approximately \$301,983 for the Fruitvale Property Business Improvement District of 2006; and
- Approximately \$278,460 for the Koreatown/Northgate Community Benefit District of 2007; and
- Approximately \$934,411 for the Downtown Oakland Community Benefit District of 2008; and
- Approximately \$1,107,999 for the Lake Merritt/Uptown Community Benefit District of 2008; and

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

8. The City shall pay a fiscal year 2009/10 fair share assessment of \$159,322.64 for City-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014 1219 003 00) and \$11,257.76 for property located within the Fruitvale PBID (Josie de la Cruz Park, formerly Sanborn Park APN 025 0722 026 00, Fruitvale Plaza Park at 3510 International Boulevard APN 033 2130 035 02, and a property located on Foothill Boulevard APN 033 2135 026 02) and \$9,500 for property located within the Koreatown/Northgate CBD (parking lot at 2100 Telegraph Avenue APN 008 0648 016 03) and \$91,574.59 for property located within the Downtown Oakland Community Benefit District of 2008 (551-16TH Street APN 003 0065 009 02, 1 Frank H. Ogawa Plaza APN 003 0067 001 00, 1414 Clay Street APN 003 0067 002 00, 150 Frank H. Ogawa Plaza APN 008 0619 008 01) and \$44,978.47 for property located within the Lake Merritt/Uptown Community Benefit District of 2008 (1731 Franklin Street APN 088 0623 006 01, 274-19th Street APN 008 0635 001 00, 2025 Broadway APN 008 0649 005 00, a property located on Grand Avenue APN 008 0655 006 00, 200 Grand Avenue APN 010 0768 004 00) and funds to pay the assessments have been budgeted as follows:
 - \$20,000 to General Purpose Fund (1010)/Business Development Organization (88559)/Taxes and Assessments Account (53511)/ Business Improvement District Project (C138410); and
 - \$140,000 to General Purpose Fund (1010)/Citywide Activities (90591)/Taxes and Assessments Account (53511)/Undetermined Project (0000000); and
9. The City shall pay a fiscal year 2009/10 fair share assessment for six (6) Oakland Redevelopment Agency-owned properties located within the Koreatown Oakland/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008 and the Lake Merritt/Uptown Community Benefit District of 2008 (APN 008 0649 010 00; 001 0201 010 00, 002 0097 045 00, 008 0620 009 03, 008 0641 008 05, 008 0649 09 00) on which an assessment is to be levied in an aggregate amount not to exceed \$33,860.56 and funds to pay the assessment have been budgeted in Oakland Redevelopment Agency Projects Fund (7780)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P300610).
10. The City Administrator is hereby authorized to enter into annual contracts and related amendments with any nonprofit corporation comprised of the assesseees themselves designated by the owners through the Advisory Board for the District 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, _____, 20____

PASSED BY THE FOLLOWING VOTE:

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

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 Lakeshore/Lake Park Business Improvement Management District, The Temescal/Telegraph Avenue Property Business Improvement District of 2005, The Laurel Property Business Improvement District of 2005, The Fruitvale Property Business Improvement District of 2006, the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2009/10.

2009 Annual Reports and Proposed 2010 budgets for the following districts:

- Lakeshore/Lake Park Business Improvement Management District
- Temescal/Telegraph Avenue Property Business Improvement District of 2005
- Laurel Property Business Improvement District of 2005
- Fruitvale Property Business Improvement District of 2006
- Koreatown/Northgate Community Benefit District of 2007
- Downtown Oakland Community Benefit District of 2008
- Lake Merritt/Uptown Community Benefit District of 2008

Lakeshore Avenues Business Improvement District
P.O. Box 16268
Oakland, CA 94610
(510) 451-1257

Lakeshore/Lake Park Avenues Annual Report to the City Council
and Projected Plan for 2009/2010

1. Proposed changes in boundaries of BIMD.
None.

2. Improvements and activities provided during fiscal year 2008/2009.

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

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

A landscape company plants and maintains the tree well gardens. They water as needed during the dry season. We have added the planting and maintenance of 5 additional tree wells. Three of those are in the Lake Park section of the district and 2 are on Lakeshore. We also fill in the unplanted tree wells with gravel at least once a year for sidewalk safety. The BIMD changes out the banners three times a year to include "Spare the Air" banners during the summer/fall, including across the street garlands, during seasonal changes.

The administrator visits and meets regularly with merchants and local residents, bringing their concerns to the Advisory Board and city and county agencies. She also organizes merchant meetings and arranges safety training through OPD for the merchants. The Advisory Board works with the merchants on holiday events three times a year, supporting activities, and funding necessary expenses. The BID Administrator also works with merchants, city staff, and community members to organize and advertise the parades and other special holiday events. Our administrator continues to attend the Grand Lake Farmer's Market Liaison Advisory committee. We have joined forces with merchants on Grand Avenue for three weekend music events. The LABID procures and pays for the necessary permits.

We held our 2nd Annual LakeFest with Oakland Events LLC, on August 1st and 2nd. The contribution from the BID for this festival was \$4,000 plus city marketing funds of \$3,000.

The administrator continues to work with Grand Lake/Lakeshore Retail Advisory Group (GLRAG) to promote a neighborhood retail attraction plan. We completed a street survey and worked with the City of Oakland's Public Works Department to get the damaged items repaired (mostly street lamps).

3. Improvements to be provided during the fiscal year 2009-2010

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

We hope to join Grand Avenue in designing and building a street directory for the Splashpad Park and Farmers' Market. We hope to become a 501C 3 designation in order to raise more funds for our events in the coming year.

4. Estimate of the cost of providing services.

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

5. Method and basis of levying the assessment.

The assessments will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Advisory Board. This year we propose a 2% increase on our assessments to maintain all of the above and their increased costs over the last 2 years. The charges will be assessed as follows: frontage charges of \$23.66 per linear foot per year and lot size charges per square foot of \$0.270 per year factored together.

6. Surplus or Deficit for fiscal year 2008/2009.

It is anticipated that approximately \$12,624.64 will carry forward from the previous fiscal year into the FY2009/10 budget. These funds will be used to maintain a reserve in case of the continued non-payment of a large property owner.

7. Contributions from other sources.

None.

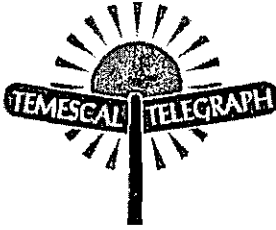
**Lakeshore Avenue Business Improvement District
Post Office Box 16268 ~ Oakland, California 94610**

| LAKESHORE/LAKE PARK BIMD PROPOSED BUDGET FOR 2010 | |
|--|---------------------|
| Description | Amount |
| <i>Income</i> | |
| Estimated BID Collections | \$143,034.60 |
| Total Income | \$143,034.60 |
| Carry Forward 2009 (Reserve for Nonpayment) (Interest Bearing) | \$12,624.64 |
| Total Available Funds | \$155,659.24 |
| <i>Expenses</i> | |
| Administration | \$37,000.00 |
| Annual Meeting | \$300.00 |
| Beautification: | |
| Banners- \$1,000 | |
| Gardeners- \$10,500 | \$11,500.00 |
| City & County Collection Cost (1.7%) | \$2,431.59 |
| Insurance | \$1,900.00 |
| Maintenance: Sweepers; Steam Cleaners | \$30,000.00 |
| Office Expenses | \$1,000.00 |
| Professional Expenses | \$600.00 |
| Promotions; Capital Improvements | \$7,000.00 |
| Security | \$50,000.00 |
| TOTAL | \$141,731.59 |
| Reserve For Nonpayment – Year-End Balance | \$13,927.65 |
| Total Expenditures | \$155,659.24 |

SHB:cm

2009proposedbudget.doc

Updated 08/27/09



**Temescal Telegraph Avenue Community Association (TTCA)
Business Improvement District
5th Annual Report to City Council
2009**

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

None

II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL YEAR 2008 – 2009

The following are the major improvements and activities provided:

ORGANIZATION

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

ECONOMIC DEVELOPMENT

- Compile an inventory of Temescal commercial vacancies with regular updates that appears on our website <http://www.temescaldistrict.org/vacancies.html>

- Provided support to new businesses interested in moving into the area that will enhance the current business mix including Barlata, Burmese Superstar, Scream Sorbet. Temescal is fully leased with limited vacancies in spite of recession!
- Conducted monthly Merchant Mixers throughout the year attended on average by 15 - 20 merchants covering various topics including Merchant Watch, Retail Promotions, Parking and Social Media
- Communicate with numerous brokers and prospective tenants regarding vacant spaces

DESIGN

- Renewed agreement with experienced Neighborhood Cleanliness Crew to provide sidewalk sweeping and landscaping five days a week (Tuesday through Saturday to Zone 1 (Telegraph Avenue from 4501 to the freeway) (51st Street from the freeway to one block east of Telegraph Avenue) and Zone 3 (Frontage and lot size at Oakland Children's Hospital) (576 to 747-52nd Street which includes the freeway underpass on 52nd Street).
- Provide sidewalk sweeping and landscaping in Zone 2 "South" (40th to 45th) five days a week. Provide these same services three days a week (Tuesday, Thursday and Saturday to Zone 2 (Telegraph Avenue from 5601 to 6699)(4501 to 5216 Shattuck Avenue, 5160-5263 Claremont Avenue and 5811 – 5964 Racine Street)
- Provide sidewalk steam cleaning and graffiti abatement as needed to the entire area on a quarterly basis
- Added fifty additional planters along Telegraph Avenue and increased contract with Neighborhood Cleanliness Crew to water and maintain planters.
- Advocacy with Public Works and Cal Trans for maintenance along Telegraph Avenue to take care of freeway entrances and signage, graffiti on parking meters and public signage, as well as repainting of the street light poles.
- Replaced district gateway signage knocked down at 51st freeway exit.
- Installed ten new ashtrays for cigarette butts along Telegraph with \$1,500 grant from "Keep America Beautiful".
- Installed two phases of murals on PG&E building on 51st in collaboration with California Arts Academy. These mural help liven up gateway and create a better connection between Children's Hospital and the Temescal district as well as deter graffiti
- Became a finalist in Oakland Cultural Arts Grant application with project called "Temescal Flows" to create a gateway on freeway overpass between Children's Hospital and Temescal's Telegraph Avenue.
- Installed lighting on six buildings on Telegraph Avenue between 40th and 42nd with Neighborhood Project Initiative Grant for \$35,000 through Redevelopment.
- Collaborated with TALC for Peralta Elementary school children to decorate six utility boxes to date to promote community art and deter graffiti.
- Install new banners along Telegraph Avenue. Added banners to side streets that are part of the BID:
 1. 51st/52nd Street to Children's Hospital,
 2. Shattuck Avenue
 3. Claremont Avenue
- Established three grants, \$500 each for graffiti abatement projects in the district.

PROMOTION

- 6th annual Temescal Street Fair actually broke a profit of \$750 for the first time during a recession year nonetheless!
- Held successful 4th annual safe Temescal Trick or Treat.
- Submitted regular articles to the Temescal News & Views.
- Maintained website www.temescaldistrict.org that includes a business directory.
- Launched successful "Holiday Skate & Stroll" on December 20 and 21st featuring a community ice skating rink. Event was widely supported by the community.
- Sponsored the 2nd annual cinema Temescal Street Cinema this summer during the evenings in order to increase nighttime community activity and enhance security. Invested in our own equipment and hired a curator to ensure quality of series.
- Continued to support widely successful Farmer's Market through promotional efforts
- Telegraph Avenue banner poles at 49th continue to promote events including Festival, Farmer's Market, Holiday, and Temescal is blooming theme.

SECURITY

- Introduced Merchant Watch concept on upper Telegraph collaborating with Neighborhood Service Coordinator and Walking Officer
- Worked through transition of deceased Walking Officer (Albino) to welcome new dedicated walking Officer Tristan Bowen
- Send out regular email blasts to merchants as part of Merchant Watch efforts.

III. IMPROVEMENTS AND ACTIVITIES BEING CONSIDERED DURING 2009/2010

ORGANIZATION

- Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council
- Explore using unutilized Kasper's building as an office for the BID.
- Adding specialized listserv that supports the merchants.
- Increase staffing needs as organization grows its activities and streetscape projects requiring regular maintenance

DESIGN

- Continuation of sidewalk steam cleaning and graffiti abatement
- Continuing to pursue funding for a streetscape improvement plan which will include crosswalk improvements, countdown pedestrian signals, and pedestrian lights, starting at 52nd and going south towards 40th St.
- Add an additional 50 planters to complement the other existing 50 planters along Telegraph
- Increase Graffiti abatement strategies above and beyond the City's current
- Add another phase of murals in collaboration with the California College of the Arts on the PG&E building located on 51st Street.

- Advance specific façade projects addressing problem buildings working with property owners and code compliance to find solutions.
 - 490-43rd Street
 - Steele's -5987 Telegraph
- Add logos to existing planters for branding purposes and to deter graffiti
- Phase 3 - Install 50 additional Planters throughout Telegraph Ave. including Shattuck and Claremont to complement 100 existing ones along Telegraph
- Exploring a "Temescal over Time" preservation project that places historic markers on businesses in collaboration with Jeff Norman, local historian.
- Enhance existing trash cans through paint and adorn with flags on door openings
- Add a second set of banners to district that rotate or interchange with existing ones.
- Applying for another NPI grant (last year this will be possible) to match last year's awarded \$40,000 for public lighting
- Conduct a Parking Needs Assessment as parking begins to become a problem. Collaborate with AC Transit on proposed BRT which could impact neighborhood parking.

PROMOTION

- Now that Temescal Street Fair breaks even, attract additional sponsors and add more elements to existing successful event.
- Continue to provide regular email communication with stakeholders.
- Conduct 5th annual Temescal Trick or Treat
- Hold 4th annual Holiday Event to once again include an ice skating rink.
- Add another hip happening, this time, called "Taste of Temescal" with proceeds going to local non-profits including the local schools' PTAs.
- Get Temescal district on Facebook.
- Explore adding a springtime event

SECURITY

- Continue to support Merchant Watch communications and find innovative options to respond to crime concerns including private security and Twitter.

ECONOMIC DEVELOPMENT

- *Continue to monitor economic trends in the district and inventory space to attract the right business mix.*
- Continue to update space locator system to enhance Temescal business mix.
- Continue communications with numerous brokers and prospective tenants regarding vacant spaces

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

Please see attached financial for period covering July 1, 2009 through June 30, 2010.

V. METHOD AND BASIS OF LEVYING THE ASSESSMENT

CURRENT (no increase has been proposed for 2010)

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

VI. SURPLUS OR DEFICIT FOR 2009

Through June 30, 2009 there is a currently a fund balance of \$231,061 (see attached budget). The organization has carefully assessed its various needs continuing to prioritize capital streetscape improvements consistent with the 2005 proposed Telegraph Avenue Streetscape Plan. In January, 2008, the Board unanimously approved a 5-year \$3.4 million capital plan for specific streetscape improvements and initiated a range of fund-raising activities to raise funds to implement the plan. Among the sources of funds will be accumulated reserves from increased assessment revenues to meet up to 10% of the funding requirement for the plan.

We continue to explore grant opportunities, including the pending MTC grant and other stimulus grants and maintain funds as potential matching grants.

VII. THE BUDGET REFLECTING PROJECTIONS UNDER CONSIDERATION FOR 2010

Please see attached budget. It was adopted at the July, 2009, Board meeting.

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT
2009-2010 BUDGET Proposed

| | |
|--------------------------------|------------------|
| Assessments = | \$228,940 |
| Interest income | \$5,000 |
| Total Allocated revenue | \$233,940 |

| \$\$ Allocation per MDP | | | | | |
|-------------------------|---------------|------------------|-----------------|-----------------|------------------|
| | Zone | 1 | 2 | 3 | Total |
| Program | | 53.60% | 36.40% | 10.00% | 100.00% |
| PROWSO | 61.5% | \$77,116 | \$52,370 | \$14,387 | \$143,873 |
| Marketing | 10.4% | \$13,041 | \$8,856 | \$2,433 | \$24,330 |
| Admin | 18.7% | \$23,448 | \$15,924 | \$4,375 | \$43,747 |
| Contingency | 9.4% | \$11,787 | \$8,004 | \$2,199 | \$21,990 |
| Total | 100.0% | \$125,392 | \$85,154 | \$23,394 | \$233,940 |

| Pct allocation per MDP | | | | | Pct allocation, proposed budget | | | |
|------------------------|---------------|--------------|--------------|--------------|---------------------------------|--------------|--------------|--------------|
| | Zone | 1 | 2 | 3 | Zone | 1 | 2 | 3 |
| Program | | 53.60% | 36.40% | 10.00% | | | | |
| PROWSO | 61.5% | 33.0% | 22.4% | 6.2% | 55.0% | 27.0% | 23.0% | 5.0% |
| Marketing | 10.4% | 5.6% | 3.8% | 1.0% | 13.4% | 10.0% | 2.4% | 1.0% |
| Admin | 18.7% | 10.0% | 6.8% | 1.9% | 24.5% | 13.2% | 8.9% | 2.4% |
| Contingency | 9.4% | 5.0% | 3.4% | 0.9% | 7.3% | 3.6% | 2.1% | 1.6% |
| Total | 100.0% | 53.6% | 36.4% | 10.0% | 100.2% | 53.8% | 36.4% | 10.0% |

| Expected Operating Expenditures | | | | | Zone 1 | Zone 2 | Zone 3 | Total |
|---|--|--|--|--|------------|-----------|-----------|------------|
| PROWSO | | | | | | | | |
| Allocated Revenue | | | | | \$ 63,164 | \$ 53,806 | \$ 11,697 | \$ 128,667 |
| Proposed Expenditures | | | | | | | | \$ - |
| | Sidewalk Sweeping | | | | \$ 40,818 | \$ 33,034 | \$ 7,608 | \$ 81,460 |
| | Steam Cleaning | | | | \$ 4,400 | \$ 3,800 | \$ - | \$ 8,200 |
| | Landscaping | | | | \$ 11,675 | \$ 10,025 | \$ 900 | \$ 22,600 |
| | Graffiti Removal | | | | \$ 1,500 | \$ 1,200 | | \$ 2,700 |
| | administration | | | | \$ 7,075 | \$ 4,805 | \$ 1,320 | \$ 13,200 |
| | Public Art | | | | \$ 750 | \$ 750 | | \$ 1,500 |
| | Total Proposed PROWSO Expenditures | | | | \$ 66,218 | \$ 53,614 | \$ 9,828 | \$ 129,660 |
| | PROWSO Pro Forma Surplus / (Deficit) | | | | \$ (3,054) | \$ 192 | \$ 1,869 | \$ (993) |
| MARKETING AND IDENTITY ENHANCEMENT | | | | | | | | |
| Allocated Revenue | | | | | \$ 23,394 | \$ 5,615 | \$ 2,339 | \$ 31,348 |
| Proposed Expenditures | | | | | | | | \$ - |
| | Temescal Street Fair | | | | \$ 5,000 | \$ - | | \$ 5,000 |
| | December Holiday Event | | | | \$ 7,000 | \$ 3,500 | | \$ 10,500 |
| | Street Cinema | | | | \$ 4,500 | | | \$ 4,500 |
| | printing | | | | \$ 2,144 | \$ 1,456 | \$ 400 | \$ 4,000 |
| | Halloween Event | | | | \$ 536 | \$ 364 | \$ 100 | \$ 1,000 |
| | Cross-Telegraph Banner | | | | \$ 1,368 | \$ 432 | | \$ 1,800 |
| | Website | | | | \$ 643 | \$ 437 | \$ 120 | \$ 1,200 |
| | Other | | | | | | | \$ - |
| | Total Proposed Marketing Expenditures | | | | \$ 21,191 | \$ 6,189 | \$ 620 | \$ 28,000 |
| | Marketing Pro Forma Surplus / (Deficit) | | | | \$ 2,203 | \$ (574) | \$ 1,719 | \$ 3,348 |

| | | | | | | | |
|--|--|--|--|------------|-----------|-----------|------------|
| ADMINISTRATION | | | | | | | |
| Allocated Revenue | | | | \$ 30,766 | \$ 20,821 | \$ 5,615 | \$ 57,202 |
| Other | | | | | | | \$ - |
| Proposed Expenditures | | | | | | | |
| Executive Director fees | | | | \$ 15,758 | \$ 10,702 | \$ 2,940 | \$ 29,400 |
| Rent | | | | \$ 3,216 | \$ 2,184 | \$ 600 | \$ 6,000 |
| Food for meetings | | | | \$ 804 | \$ 546 | \$ 150 | \$ 1,500 |
| Admin assistant | | | | \$ 4,824 | \$ 3,276 | \$ 900 | \$ 9,000 |
| Legal and Accounting | | | | \$ 3,216 | \$ 2,184 | \$ 600 | \$ 6,000 |
| Insurance | | | | \$ 1,876 | \$ 1,274 | \$ 350 | \$ 3,500 |
| Office Supplies and Other | | | | \$ 1,072 | \$ 728 | \$ 200 | \$ 2,000 |
| Other | | | | | | | |
| Total Proposed Administration Expenditures | | | | \$ 30,766 | \$ 20,894 | \$ 5,740 | \$ 57,400 |
| Administration Pro Forma Surplus / (Deficit) | | | | \$ - | \$ (73) | \$ (125) | \$ (198) |
| CONTINGENCY | | | | | | | |
| Allocated Revenue | | | | \$ 8,422 | \$ 4,913 | \$ 3,743 | \$ 17,078 |
| Other | | | | | | | \$ - |
| Proposed Expenditures | | | | | | | |
| PROWSO Deficit | | | | \$ 3,054 | \$ - | \$ - | \$ 3,054 |
| Marketing Deficit | | | | \$ - | \$ 574 | \$ - | \$ 574 |
| Administration Deficit | | | | \$ - | \$ 73 | \$ 125 | \$ 198 |
| Other | | | | | | | \$ - |
| Total Proposed Contingency Expenditures | | | | \$ 3,054 | \$ 647 | \$ 125 | \$ 3,827 |
| Contingency Pro Forma Surplus / (Deficit) | | | | \$ 5,367 | \$ 4,266 | \$ 3,618 | \$ 13,251 |
| TOTAL BUDGETED REVENUE | | | | \$ 125,746 | \$ 85,154 | \$ 23,394 | \$ 234,294 |
| | | | | 53.7% | 36.3% | 10.0% | |
| TOTAL PROPOSED EXPENDITURES | | | | \$ 118,176 | \$ 80,696 | \$ 16,188 | \$ 215,060 |
| TOTAL PRO FORMA SURPLUS / (DEFICIT) | | | | \$ 7,570 | \$ 4,458 | \$ 7,206 | \$ 19,234 |

| RESERVES FY09/10 | | | | | | | | Zone 1 | Zone 2 | Zone 3 | Total | |
|---------------------------------------|--|--|--|---------------------------------|----|---------|----|--------|--------|---------|-------|---------|
| (from above) | | | | PROWSO surplus(deficit) | \$ | (3,054) | \$ | 192 | \$ | 1,869 | \$ | (993) |
| | | | | Marketing surplus(deficit) | \$ | 2,203 | \$ | (574) | \$ | 1,719 | \$ | 3,348 |
| | | | | Administration surplus(deficit) | \$ | - | \$ | (73) | \$ | (125) | \$ | (198) |
| | | | | Contingency revenue | \$ | 8,422 | \$ | 4,913 | \$ | 3,743 | \$ | 17,078 |
| | | | | Sub-Total | \$ | 7,570 | \$ | 4,458 | \$ | 7,206 | \$ | 19,234 |
| | | | | | | | | | | | | |
| RESERVES, Prior Years | | | | | | | | | | | | |
| (see worksheet) | | | | PROWSO Reserves | \$ | 75,212 | \$ | 1,105 | \$ | 25,083 | \$ | 101,399 |
| | | | | Marketing Reserves | \$ | (9,950) | \$ | 28,930 | \$ | 5,264 | \$ | 24,244 |
| | | | | Administration Reserves | \$ | 3,550 | \$ | 17,995 | \$ | (1,246) | \$ | 20,299 |
| | | | | Contingency Reserves | \$ | 42,909 | \$ | 31,038 | \$ | 11,172 | \$ | 85,119 |
| | | | | Sub-Total | \$ | 111,720 | \$ | 79,068 | \$ | 40,273 | \$ | 231,061 |
| | | | | | | | | | | | | |
| TOTAL RESERVES, FYE 6/30/10 projected | | | | PROWSO | \$ | 72,157 | \$ | 1,297 | \$ | 26,952 | \$ | 100,406 |
| (after operating expenses) | | | | Marketing | \$ | (7,748) | \$ | 28,356 | \$ | 6,983 | \$ | 27,592 |
| | | | | Administration | \$ | 3,550 | \$ | 17,922 | \$ | (1,372) | \$ | 20,100 |
| | | | | Contingency | \$ | 51,331 | \$ | 35,951 | \$ | 14,915 | \$ | 102,196 |
| | | | | Total | \$ | 118,290 | \$ | 83,526 | \$ | 47,479 | \$ | 250,295 |

PROPOSED EXPENSES AGAINST RESERVES, FY09/10

| | | Zone 1 | Zone 2 | Zone 3 | Total |
|---|---------------------------------|-----------------|-----------------|-----------------|-----------------|
| Pedestrian scale lighting | | | | | |
| | Project cost | \$50,000 | | | \$50,000 |
| | Spent prior to current FY | | | | |
| | Current FY dedicated revenue | | | | |
| | Current FY Proposed expenditure | | | | |
| Ped oriented building lighting 40th-42nd St | | | | | |
| | Project cost | \$18,760 | \$12,740 | \$3,500 | \$35,000 |
| | Spent prior to current FY | \$8,218 | \$5,581 | \$1,533 | \$15,333 |
| | dedicated revenue | \$18,760 | \$12,740 | \$3,500 | \$35,000 |
| | Current FY Proposed expenditure | -\$8,218 | -\$5,581 | -\$1,533 | -\$15,333 |
| Ped oriented street lights 40th-42nd St | | | | | |
| | Project cost | \$49,312 | \$33,488 | \$9,200 | \$92,000 |
| | Spent prior to current FY | \$6,613 | \$4,491 | \$1,234 | \$12,337 |
| | dedicated revenue | \$22,512 | \$15,288 | \$4,200 | \$42,000 |
| | Current FY Proposed expenditure | \$20,187 | \$13,709 | \$3,766 | \$37,663 |
| PGE Mural | | | | | |
| | Project cost | \$ 7,590 | \$ 5,154 | \$ 1,416 | \$14,160 |
| | Spent prior to current FY | | | | \$10,160 |
| | Current FY dedicated revenue | | | | \$0 |
| | Current FY Proposed expenditure | \$ 2,144 | \$ 1,456 | \$ 400 | \$4,000 |
| Planters | | | | | |
| | Project cost | | | | |
| | Spent prior to current FY | \$ 20,652 | \$ 14,025 | \$ 3,853 | \$38,530 |
| | Current FY dedicated revenue | | | | |
| | Current FY Proposed expenditure | \$ 10,133 | \$ 10,133 | | \$20,266 |
| 52nd St Underpass Public Art | | | | | |
| | Project cost | \$ 24,000 | \$ 12,000 | \$ 24,000 | \$60,000 |
| | Spent prior to current FY | \$ - | \$ - | \$ - | |
| | Current FY dedicated revenue | | | | |
| | Current FY Proposed expenditure | \$ 12,000 | \$ 6,000 | \$ 12,000 | \$30,000 |
| Temescal/Telegraph Banners | | | | | |
| | Project cost | | | | |
| | Spent prior to current FY | \$ 11,455 | \$ 7,779 | \$ 2,137 | \$21,372 |
| | Current FY dedicated revenue | | | | |
| | Current FY Proposed expenditure | | | | |
| Parking study | | | | | |
| | Project cost | \$ 4,020 | \$ 2,730 | \$ 750 | \$ 7,500 |
| | Spent prior to current FY | | | | |
| | dedicated revenue | \$ 4,020 | \$ 2,730 | \$ 750 | \$ 7,500 |
| | Current FY Proposed expenditure | \$ - | \$ - | \$ - | \$ - |
| 5 year Capital Plan Fundraising expense | | | | | |
| | Project cost | \$ 48,240 | \$ 32,760 | \$ 9,000 | \$ 90,000 |
| | Spent prior to current FY | \$ 52,260 | \$ 35,490 | \$ 9,750 | \$ 97,500 |
| | Current FY Proposed expenditure | \$ 5,360 | \$ 3,640 | \$ 1,000 | \$ 10,000 |
| TOTAL Proposed Expenditures Against Reserves | | \$41,606 | \$29,357 | \$15,633 | \$86,596 |

| | | | | |
|---------------------------------------|------------------|------------------|------------------|-------------------|
| EXPECTED RESERVES, FYE 6/30/10 | \$ 77,684 | \$ 54,169 | \$ 31,846 | \$ 163,699 |
|---------------------------------------|------------------|------------------|------------------|-------------------|



BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT TO CITY COUNCIL FY 09-10

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

No proposed changes.

II. Improvements and Services Provided to to Businesses and Property owners in FY 08-09

- Creation of new district logo for multimedia and print use. Also created a "Grow the Laurel" marketing campaign aimed at promoting small local businesses. In the campaign we thematically tied supporting businesses to supporting neighborhood youth, public art and beautification efforts.
- Creation of a set of marketing materials (posters, flyers, stickers, planning for website) and style guidelines (fonts, colors, sizes, applications) to accompany new logo and marketing campaign.
- Creation and implementation of diversified marketing strategies targeting local neighborhood as well as city-wide audiences. Incorporated our weekly farmer's market, annual events and media outreach as core components of the marketing efforts.
- Creation of multimedia communication tools: merchant email bulletin and listserve to facilitate board to business and business to business communication on a weekly basis.
- Creation of a "youth street team" that encourages young people in the district to help with board to business and business to business communications as well as beautification and public art efforts. Addresses a core problem of lack of resources and activities for young people in the district.
- Increase communication with merchants by going door to door on a weekly basis, as well as provide written and online documentation and notification of BID activities.
- Marked increase of attendance and participation in merchant meetings and get-togethers. Current meetings and parties are standing room only, averaging 15-30 merchants per meeting and roughly 60+ merchants per party.
- Attracted and opened a new restaurant in the district. Then attracted two additional restaurants currently in construction.
- Engaged neighborhood residents with community development background as BID director. Working with local schools and neighborhood and community groups on district public art and public engagement projects.
- Brought on one new board member with over 30 years experience as a BID business owner.

- Sponsored Community Holiday Events highlighting corridor – Chinese New Year, Easter Egg Hunt, Halloween, and Santa Stroll.
- Provided \$12,000 sponsorship of Annual Street Fair.
- *Local landscaper (studying horticulture at Merritt College) contracted to maintain the planters.*
- Provide maintenance services consisting of 5 days/week trash removal, sidewalk sweeping, graffiti abatement, watering and steam cleaning on an annual basis.
- Contracted insured and qualified security firm to patrol the business district 3 days a week.
- Working with Mills University in the development of materials to facilitate zoning discussions

III. FY 09 -10 Priority Services and Improvements for the Business Improvement District

- Worked with BID board of directors to prioritize marketing, façade improvement and public artwork for 09-10. Priorities are reflected in the 09-10 projected budget (attached).
- *Work with 20-30 merchants on a quarterly neighborhood mailer marketing effort reaching 3000-5000 households in and near the Laurel District.*
- Work on quarterly mass media marketing efforts reaching all of Oakland and greater bay area.
- Package existing features of the district (weekly Farmers' Market, Laurel Marketplace flea market, "The Space" multi-use cultural center, childrens' activities) as a focused marketing effort encouraging foot traffic on the boulevard on weekends.
- Work on public art projects that incorporate artists in the local neighborhood, as well as local schools and universities. Working with Oakland Garden School and Mills College Art Department as principle collaborators for public art and engagement efforts.
- Work on public art projects that engage merchants for ideas and participation. Also work with local at-risk youth training them to help in beautification efforts.
- *Work with Youth Uprising to implement a youth internship program between young people and merchants in the district.*
- Unveil a business façade improvement program sponsored by the BID.
- Sponsor and subsidize exterior motion sensor light installment for up to 30 businesses in the district.
- Continue to work on developing website and email bulletin marketing and communications. Work with Jean Quan's office to develop online marketing strategies for the district.
- Increase communication between board and businesses, and collaboration between businesses through joint projects and planning in merchant meetings. Also increase amount of "merchant mixers" to get merchants to know each other better.
- Work with CEDA staff on targeted marketing for district to assist property owners in filling vacancies.
- Ensure merchant and property owner participation in Commercial Corridor zoning update

- Continue to work with City Attorney's Office, OPD and NCPC in implementing strategies to make the business district safer for merchants and shoppers.
- Maintenance of public spaces: daily sidewalk sweeping, planter care and graffiti abatement.
- Production of the Annual Laurel Street Fair. This year we worked closely with residents and new merchants to produce the Fair. The Fair also kicked off our "Grow the Laurel" marketing campaign, featuring our youth street team and public art programs.
- Institute Regular Merchant meetings – specifically to look at marketing strategies to increase shoppers and cross market clients for the district.
- Board Development
- Organizational infrastructure development –organizational policies, bookkeeping and filing systems for long-term institutional memory.
- Provide assistance to businesses and property owners in accessing city resources and services.
- Expand working relationship with Mills University to bring technical assistance and expertise to corridor activities.

VIII. An Estimate of the Cost of Providing the Improvements and the Activities for FY 09-10

Please see attached budget

IX. Method and Basis of Levying the Assessment

| <i>Property Variable</i> | <i>Annual Cost</i> | <i>Building Use Code Applied</i> | <i>Total Generated by Variable</i> |
|---|---|----------------------------------|------------------------------------|
| Lot Square Footage | \$ 0.1403 per square foot per year | No | \$ 87,667.65 (53%) |
| Building Square Footage (range) | \$ 0.05224 through \$ 0.9180 per square foot per year based upon building type: Building type A: \$0.09180 Building type B - G: \$0.05216 Building type H: \$ 252.00 flat fee, no linear frontage or lot size assessment Building type I: \$0.0 | Yes | \$ 27,944.00 (17%) |
| Linear Frontage | \$ 6.2219 per linear foot per year (assessed on all sides receiving PROWSO benefits) | No | \$ 49,875.00 (30%) |
| Single Family Home and Condo Annual Fee | \$ 252.00 | Yes | \$ 0.0 (%) |
| TOTAL ANNUAL BUDGET | | | \$165,487.00 (100%) |

METHOD OF FINANCING:

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

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

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

The \$252.00 annual flat condo fee will be apportioned to the PROWSO portion of the budget to provide the new residents with seven day per week cleaning services and possible supplemental security. The parcels on which condos have been built, will have the individual property owners assessed only for the condo unit, and will be exempted from lot size, building size and linear frontage.

VI. Surplus or Deficit for 2009

There is a currently a projected surplus of \$95,045 which is fully utilized in the proposed FY 09-10 budget attached. (will be used for marketing, business façade improvement, and public art and neighborhood engagement efforts).

VII. Contributions from other sources.

We received \$5000 in city and individual contributions for the Laurel Street Fair 09. No additional contributions received in FY 08-09.

Laurel BID FY 09 -10 Budget

REVENUE

| | | |
|---|-----------------|---|
| Anticipated Assessments 2010: | \$156,995 | (Based upon amount collected in 2009 - Actual Assessment = \$165,487) |
| Anticipated Spendable Rollover from FY 08-09 | <u>\$80,045</u> | |
| Total BID Income | \$237,040 | |

Actual FY 08/09 Rollover Available \$95,045 (This amount includes a \$15,000 reserve CD account)

| | 2008-09 Baseline Budget | Rollover | Proposed FY 09-10 Budget | July 2008 - June 2009 Expenditures | Income Offset | Total Adjusted Expenditures |
|---|--|-----------------|---|---|--------------------------|--|
| EXPENSES | | | | | | |
| Organization | | | | | | |
| Rent | \$0 | 0 | \$0 | \$0 | | \$0 |
| Staffing | | | | | | |
| LDA Manager | \$25,000 | 5800 | \$25,000 | \$19,200 | | \$19,200 |
| Street Festival Consultants | \$5,000 | 4300 | | \$700 | | \$700 |
| Telephone & Fax | \$1,200 | 1200 | \$1,200 | \$0 | | \$0 |
| Internet | \$200 | 74 | \$140 | \$126 | | \$126 |
| Insurance | \$4,500 | 2050 | \$3,500 | \$2,450 | | \$2,450 |
| Accounting & Taxes | \$1,500 | 875 | \$1,500 | \$625 | | \$625 |
| Bank Charges/Interest | \$0 | \$1,131 | \$500 | \$416 | \$1,547 | -\$1,131 |
| Annual Dinner/Merchant Meetings/Memberships | \$2,000 | 1826 | \$1,600 | \$174 | | \$174 |
| Office Supplies | \$1,000 | 930.5 | \$1,000 | \$70 | | \$70 |
| Postage | | 0 | \$2,500 | \$0 | | \$0 |
| Printing | \$1,250 | 782.07 | \$2,000 | \$468 | | \$468 |
| Unallocated | \$800 | \$70 | | \$730 | | \$730 |
| Subtotal | \$42,450 | \$18,969 | \$38,940 | \$24,927 | \$1,547 | \$23,380 |
| DISI General | | | | | | |
| Graphic Design | \$3,427 | \$2,107 | \$3,500 | \$1,320 | | \$1,320 |
| Directory | \$4,000 | \$4,000 | \$0 | | | |
| Signage/Banners/Artwork/Decorations* | \$6,000 | -\$1,770 | \$30,000 | \$7,770 | | \$7,770 |
| Special Events & Marketing | \$4,500 | \$2,840 | \$9,500 | \$1,660 | | \$1,660 |
| Street Festival | \$6,500 | \$3,517 | \$12,000 | \$20,714 | \$17,731 | \$2,983 |
| Advertising | \$600 | \$600 | \$5,500 | | | \$0 |
| Website | \$1,000 | \$1,000 | \$1,500 | | | \$0 |
| Unallocated | \$1,468 | \$1,468 | | | | \$0 |
| Subtotal | \$27,495 | \$13,761 | \$62,000 | \$31,465 | \$17,731 | \$13,734 |
| PROWSO | | | | | | |
| Maintenance and Landscaping | \$37,000 | \$1,466 | \$37,000 | \$35,534 | | \$35,534 |
| Litter Containers | \$0 | \$0 | \$0 | | | \$0 |
| Capital Improvements | \$4,500 | \$4,414 | \$10,000 | \$86 | \$5,000 | -\$4,914 |
| Security | \$70,000 | \$39,813 | \$45,000 | \$30,187 | \$4,999 | \$25,188 |
| Unallocated | \$2,000 | | | \$0 | | \$0 |
| Subtotal | \$113,500 | \$45,693 | \$92,000 | \$65,807 | \$9,999 | \$55,808 |
| OTHER | | | | | | |
| County Fee (1.7%) | \$2,813 | | \$2,669 | | | |
| City Fee | \$500 | | \$500 | | | |
| City Loan Payment | \$4,000 | | \$4,000 | \$4,000 | | \$4,000 |
| Unallocated Reserve | \$1,622 | \$1,622 | \$36,931 | | | |
| Subtotal | \$8,935 | \$1,622 | \$44,100 | \$4,000 | | \$4,000 |
| Total Expenses | \$192,380 | \$80,045 | \$237,040 | \$126,199 | \$29,277 | \$96,922 |

* Banners moved from PROWSO to DISI program area

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

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

None.

2. Improvements and Activities Provided During Fiscal Year 2008-09 (July 1, 2008 – June 30, 2009)

The following are the major improvements and activities provided:

Cleanliness

- **Peralta Service Corporation**, the neighborhood Cleanliness Crew for the Business Improvement District (BID), provided more than 160 hours per week (every day except Sundays and holidays) of sidewalk, curb, and gutter sweeping; recycling; graffiti abatement; removal of illegally posted flyers and posters; reporting and removal of illegal dumping; and landscaping throughout the BID.
- **Fruitvale Alliance Group** – The Alliance Group (a neighborhood volunteer action group organized by the Unity Council) noted the conditions of the parks and reported the illegal dumpings into a local creek by a neighborhood resident. The group also identified the creek and park cleanup at Cesar Chavez Park as their next community project. This cleanup project was completed on 8/16/08 in partnership with the Unity Council's AmeriCorps program and the City of Oakland Public Works Agency. The Alliance also participated in two evening Inventory assessments of City street lights that needed repair along the Foothill and International Boulevard corridors. 17 light fixtures were reported to the City of Oakland for repair.
- **Creek to Bay Day – 9/20**: Organized by the City of Oakland, the Unity Council rallied over 20 community volunteers and AmeriCorps members to clean the creek at Cesar Chavez Park and cleaned in and around the park. Creek cleaning included tree trimming, weeding, and garbage pickup.

Beautification / Physical Improvements

- Improvements were made to the Fruitvale Plaza Park to minimize the excessive loitering and public intoxication at the small park. Improvements included additional landscaping, decorative iron work strategically placed around the planter boxes that were often used for loitering, and new lighting fixtures were installed at the Park as some of the strategies to reduce the loitering and illicit activities.
- **Daffodil Days – 11/8, 11/18 & 12/6, 2008**
Over 27 community and AmeriCorps volunteers participated in the planting of 1,200 daffodil bulbs in the three areas of the Business Improvement District. These areas included the corner of Foothill Blvd. and Fruitvale Avenue, the corner of 35th Avenue & International Blvd, and at Josie De La Cruz Park on Fruitvale Avenue.
- **Tree Well Beautification (1/17/09)**: As part of the Martin Luther King, Jr. Day of Service, the Unity Council in partnership with our AmeriCorps program organized 45 volunteers to make improvements to tree wells along International Boulevard that included fresh plantings and decorative borders. The activity took place between 35th & 39th Avenue.
- **Cesar Chavez Day (April)**: AmeriCorps and neighborhood volunteers, totaling 15, participated in a park cleanup in honor of Cesar Chavez Day at Union Point Park.
- **Earth Day (May)**: 16 volunteers assisted in the Earth Day cleanup of a local park.
- **27th Avenue Cleanup (May)**: 30 volunteers assisted in a neighborhood driven initiative of cleaning and weeding a neglected street.

Safety

- **Fruitvale Alive Streetscape Project:** Assisted City of Oakland to convene a community meeting on 9/23 to review the 65% drawings. Key City staff and the project architect presented the current status of the project and solicited input from attendees. Issues that came up were around pedestrian safety, crosswalk safety and design, additional lighting for pedestrians, and bus stop treatment.
- **34th Avenue Crosswalk Repair:** Working closely with the City of Oakland to repair the adjacent medians and crosswalks along International Blvd between 33rd and 35th Avenues.
- **Merchant Welcome for Officer Pareda**
26 merchants attended the welcoming of neighborhood problem solving Officer Pareda at a local restaurant in March 2009.
- **Merchant Safety Training in partnership With Oakland Police Department**
Three trainings were held in March 2009 to train 38 merchants on a variety of safety issues and available resources to better protect themselves and work with Police more effectively. In addition local officers were introduced to local merchants to develop a stronger relationship with Police and merchants. *Two additional trainings titled Strategies for a Safer Neighborhood were held with the in June with 10 merchants in attendance.*

Façade Improvements

- The Unity Council assisted in the completion of 11 façade improvements in the BID. 1 major building was also constructed in the business district.

Promotion

- Continued participation in the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- *Promotion of the neighborhood included the following events:*
 - **Ultimo Sabado – Sabor de Fruitvale**
This 3 Month summer series occurred on the last Saturday of June, July, and August. July was poorly attended due to the oppressive heat, while August was well attended. Performances included street theater, ethnic music, and a new partnership with KQED. These events focused on entertainment and activities for youth. (1,000 attendees)
 - **Neighborhood Food Tours**
The Unity Council BID staff worked closely with the Oakland Heritage Alliance (OHA) to promote the neighborhood through food tours and food demonstrations with local restaurants offering a unique ethnic food experience. Two tours were offered through the OHA and one tour was offered through the Commonwealth Club of California. (120 attendees)
 - **Unity Council Annual Fundraising Event**
This annual fundraiser took place at the Fruitvale Public Market and neighboring Plaza De La Fuente. The event was an opportunity to showcase the Public Market tenants and their products. Market vendors served as the caterers for the event. (250 attendees)
 - **13th Annual Día De Los Muertos**
On October 26, over 90,000 people attended the 13th Annual Día de los Muertos event this year. Four Alliance volunteers staffed a booth dedicated to providing community information to residents and recruiting new members for the Alliance volunteer group or other volunteer activities throughout the year. (90,000 attendees)
 - **Shop Oakland Campaign**
6,000 reusable Shop Oakland bags were distributed to over 50 retail businesses in the Fruitvale neighborhood
 - **Foothill Boulevard Las Posadas Celebration**
At the request of the local merchants on the Foothill Boulevard business corridor, the First Annual Las Posadas Event was held on December 17th. 10 volunteers assisted with the organization, outreach, and preparation of the event. Over \$800 in food was donated by local merchants and the cooking of tamales and seasonal tea was provided by 2 local restaurants (100 attendees)

- **Volunteer Thank You Event**
The First Annual Volunteer Thank You event was held at the Fruitvale Senior Center on December 10th. 10 volunteers assisted with the organization and preparation of the event. Over \$300 in food donations were made by 4 local businesses. (49 attendees)
- **Business Finance and Accessing Capital– OBDC Small Business Finance**
Three trainings were held to assist merchants in identifying additional sources of finance, in particular access to small and micro-loans. The training was offered 2 times to maximize merchant participation. Twenty-seven merchants attended these training.
- **Business Finance – Community Check Cashing**
Two trainings were held to support businesses with managing their business related to evaluating their finances. Twelve merchants attended this training.
- Weekly Farmers Market were held on De La Fuente Plaza every Sunday
- Weekly Farmers Market were held at Fruitvale Village every Thursday

3. Improvements and Activities To Be Provided During Fiscal Year 2009-10

- Recruitment of 10 community volunteers
- Continuation of Neighborhood Cleanliness Crew Program
- Promotion and Support for the 14th Annual Día de los Muertos Festival and other events
- Continue to develop strong partnership with Oakland Police to ensure that business and property owners have a strong and supportive relationship with the Oakland Police
- Continued promotion and assistance to merchants for the City of Oakland's Façade Improvement Program
- Advocacy for the district through the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council
- Continued participation in the Shop Oakland Campaign
- Develop a Fruitvale Restaurant and Food guide
- Commence the mural project at the I-880 Freeway underpass in Spring 2010
- Provide information to the neighborhood about blight and resources to improve the neighborhood and commercial corridor
- Fund raising and resource development to support business education programs
- Participate in City wide activities that build strong communities with neighbors working on events such as: Earth Day, National Night Out, Daffodil Days, etc.
- Complete the repair of the decorative crosswalks on International Blvd, between 33rd and 35th Avenue.
- Work with City of Oakland staff to complete the Fruitvale Avenue streetscape project.

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

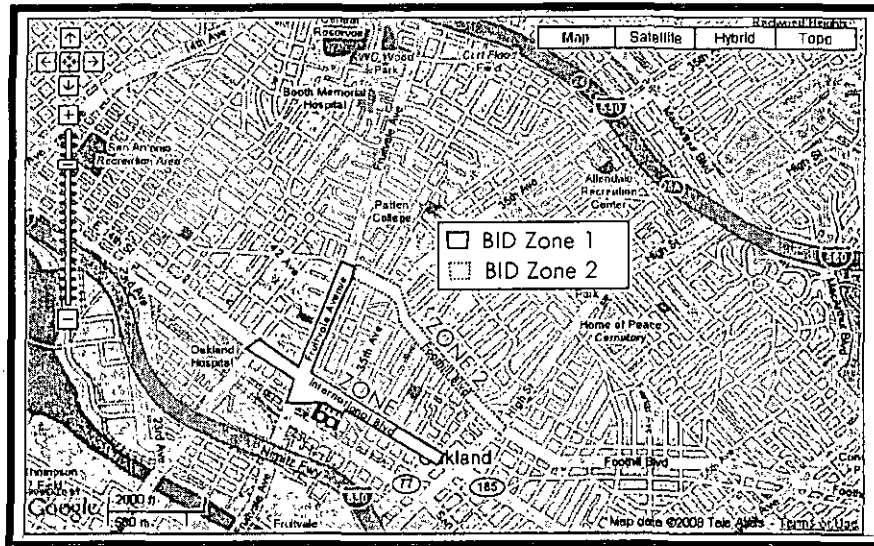
Please see attached budget.

5. Method and Basis of Levying the Assessment

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

Zone One includes Fruitvale Avenue from Foothill Boulevard to East 12th Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34th Avenue, International Boulevard from Fruitvale Avenue to 42nd Avenue, and East 12th Street from 33rd Avenue to 35th Avenue.

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



6. Surplus or Deficit for Fiscal Year 2009-10

The budget for Fiscal Year 2009-10 is \$324,713. The expected assessment to be collected for that year is \$324,713. Therefore, it is expected that there will be no surplus, however, the services provided in the BID have been subsidized by the Unity Council. The Unity Council will seek addition funding to provide services to the business and property owners. Please see the attached financial report for 2009 and budget for 2010.

7. Contributions from Sources Other than Assessments

We project that we will be able to supplement BID services through funding sources including the following:

- Local Initiatives Support Corporation: \$10,000 (secured)
- Business Support is provided by a grant by Citibank: \$25,000 (secured)
- Business Support is provided by a grant by the San Francisco Foundation: \$30,000 (secured)

THE UNITY COUNCIL
FRUITVALE BID SUPPORT SERVICES
PROPOSED BUDGET
CALENDAR YEAR 2010

| <u>Budget Line Item</u> | <u>Fruitvale BID City Contract</u> |
|--|--|
| <u>PERSONNEL</u> | |
| Lead Ambassador (Maria Sanchez) | \$ 40,000 |
| AmeriCorps | 3,916 |
| Subtotal | <u>43,916</u> |
| Taxes/Benefits | 10,227 |
| TOTAL PERSONNEL COSTS | <u>54,143</u> |
| <u>CONTRACT SERVICES</u> | |
| Cleaning (PSC) | 214,508 |
| TOTAL CONTRACT SERVICES | <u>214,508</u> |
| <u>OPERATING/MARKETING EXPENSES</u> | |
| Marketing/Operating Expenses | 7,500 |
| Administration | 25,832 |
| TOTAL MARKETING/OPERATING EXPENSES | <u>33,332</u> |
| <u>LOAN REPAYMENT & CONTINGENCY</u> | |
| City of Oakland loan payment | 6,000 |
| Alameda County Collection Fee | 5,520 |
| Contingency for Uncollectible Assessments | 11,210 |
| | <u>22,730</u> |
| GRAND TOTAL | <u><u>\$ 324,713</u></u> |

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



2710 TELEGRAPH AVE. #260
OAKLAND CA 94612

**KoreaTown-Northgate Community Benefit District
Annual Report to City Council
2009**

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

None

II. Improvements and Activities Provided During Calendar Year 2009.

The following are the major improvements and activities provided:

- Maintained an experienced part-time coordinator to manage the district's activities and to collaborate closely with CEDA, Public Works and the Councilmember's office.
- Received 501c3 nonprofit status in order that organization can receive charitable grants.
- Maintained accounting and database systems to manage the district.
- Maintained a Neighborhood Cleanliness Crew to provide sidewalk sweeping and landscaping seven days a week along Telegraph Avenue from 20th to 35th.
- Provided sidewalk steam cleaning to the entire area.
- Funded a graffiti removal service for private properties.
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Published a newsletter to property owners to inform them of CBD activities. Newsletter was also distributed to each business in the CBD.
- Published an informational brochure about the CBD and distributed it to district businesses and the public.
- Held an annual meeting on February 11, 2009 to discuss the organization and its activities and encourage community involvement.
- Installed decorative street banners along Telegraph Avenue to create an identity for the district. Held an unveiling ceremony that attracted more than 120 community members and leaders.
- Created a new website www.koreatownnorthgate.org.

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KOREATOWN COMMUNITY BENEFIT DISTRICT OAKLAND'S GOT SEOUL NORTHGATE

2710 TELEGRAPH AVE. #260
OAKLAND CA 94612

- Collaborated with the organizers of the First Friday Art Mural event to help make sure this event is professionally managed and promoted and safe and secure.
- Funded the Art is Moving/Art Cart project to build community support for the CBD and to engage district businesses and residents in the district's art-related market niche.
- Made plans for a September 19 Culture Fest, a multi-cultural street festival to be held in the district. Solicited input at community meetings and at meeting with local business owners and churches.
- Maintained a part-time "Ambassador" to serve as the eyes and ears of the commercial district and to interface with district merchants, police, public works and other service agencies as needed.
- Participated in Neighborhood Crime Prevention Council (NCPC) meetings.
- Collaborated with the Oakland Police Department to develop a plan whereby the CBD can hire off-duty overtime police officers to patrol the district on weekends.
- Explored using Redevelopment matching grant for Ambassador program.
- Collaborated with OPD and Neighborhood Service Coordinator to address top identified priorities:
 - Drug activity (at West Grand).
 - Vagrants "living in" parking lots.
 - Graffiti on public and private property.

III. Improvements and Activities being considered during 2010

- Continue community involvement in determining branding and logo designs for the district.
- Continuation of Neighborhood Cleanliness Crew.
- Continuation of sidewalk steam cleaning and graffiti abatement.
- Continuation of involvement in Neighborhood Crime Prevention Council (NCPC).
- Create a Merchant Watch program.
- Continue dialogue with Police Department about additional security/patrol needs of the district.
- Create way finding and district gateway signage.
- Fine tune database with property owners and businesses

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KOREATOWN NORTHGATE

COMMUNITY BENEFIT DISTRICT

2710 TELEGRAPH AVE. #260
OAKLAND CA 94612

- Explore funding for a streetscape improvement plan which will include crosswalk improvements, street trees, countdown pedestrian signals, bike lanes and pedestrian lights.
- Install new landscaping/planters to beautify the district.
- Standardize and consolidate news racks.
- Advocate to City on needed sidewalk and parking meter repairs.
- Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Provide a regular newsletter.
- Maintain and expand CBD website to create an online business directory
- Provide business retention support.
- Provide assistance to new businesses interested in enhancing the current business mix including art galleries, Korean businesses, Middle Eastern businesses and health services.
- Create information packet to attract developers.
- Build upon Art Murmur event to more directly unify and promote arts related businesses in the district.
- Hold 2010 Culture Fest event.
- Explore attracting a farmers market to the district.
- Educate merchants through a workshop series in Crime Prevention through Environmental Design (CPTED).

IV. An Estimate of the Cost of Providing the Improvements and the Activities for 2010

Please see attached 2010 budget

V. Method and Basis of Levying the Assessment

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

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KOREATOWN NORTHGATE

COMMUNITY BENEFIT DISTRICT

OAKLAND'S GOT SEOUL

2710 TELEGRAPH AVE. #260
OAKLAND CA 94612

| <i>Property Variable</i> | <i>Benefit Zone 1 (cost per square foot)</i> | <i>Description of Use</i> |
|--------------------------|--|--|
| Lot Size | \$0.10 | |
| Building Size | A-\$0.12 | Retail space, hotels, motels, visitor related, retail condos |
| | B-\$0.08 | Office & Commercial uses, office or commercial condos, Independent, free standing parking structures |
| | C-\$0.05 | Industrial/Manufacturing/Distribution |
| | D-\$0.00 | Institutional (City, County, Water District, School, public utility) |
| | E -\$0.00 | Church, non-profit, tax-exempt |
| | F-\$0.05 | Multi-Unit Residential |
| | G- FLAT \$365.00 | Single Family residential/Condo units |
| Linear Frontage | \$5.00 | |

VI. Surplus or Deficit for 2009

The CBD anticipates a surplus of approximately \$150,000 in 2009. This is mainly due to the fact that the CBD has not been able to finalize a security contract with Oakland Police

Department (\$90,000 budgeted) and because recent reconsideration of the street banner design has caused the CBD to put on hold any other projects that involve permanent improvements (landscaping, public art, wayfinding or gateway signage) that involve branding and logo designs.

VII. Contributions From Other Sources

Please see attached budget

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| | | |
|--|-------------------|-----------------------------------|
| 2010 KOREATOWN OAKLAND CBD BUDGET | | |
| | Amount | Notes |
| Anticipated 2010 CBD Assessments | \$ 278,460 | |
| 2009 carryover | \$ 150,000 | |
| Less 10%: Delinquencies/County Fees/City loan payback | \$ (27,846) | |
| AVAILABLE BID ASSESSMENTS | \$ 400,614 | |
| PUBLIC RIGHTS OF WAY AND SIDEWALK OPERATIONS | | |
| Graffiti Removal | \$ 20,000 | |
| Landscaping | \$ 25,000 | \$300/month plus some new project |
| Sidewalk Sweeping | \$ 50,000 | \$3600/month per contract++ |
| Steam Cleaning | \$ 8,000 | |
| Security | \$ 78,000 | New program |
| Ambassador services | \$ 20,000 | \$1667/month |
| Streetscape improvements | \$ 41,076 | |
| PROWSO staffing | \$ 45,000 | |
| Subtotal | \$ 287,076 | |
| 60% 2010 Assessments | \$ 167,076 | |
| Unspent 2009 Assessments | \$ 120,000 | estimated |
| Subtotal | \$ 287,076 | |
| MARKETING AND IDENTITY ENHANCEMENT | | |
| Special events | \$ 38,000 | Festival, farmers, 1st Friday |
| Web site | \$ 2,000 | |
| Design work, logo development, district branding | \$ 7,000 | |
| Communications, brochures, directories, newsletter | \$ 5,846 | |
| Subtotal | \$ 52,846 | |
| 10% 2010 Assessments | \$ 27,846 | |
| Unspent 2009 Assessments | \$ 25,000 | |
| Subtotal | \$ 52,846 | |
| ADMINISTRATION | | |
| Administrative staffing | \$ 30,000 | |
| Rent and utilities | \$ 12,000 | |
| Insurance | \$ 3,000 | |
| Phone/E-mail Service | \$ 2,500 | |
| Office Supplies | \$ 2,000 | |
| Non Profit Attorney Fees | \$ 7,000 | |
| Accounting | \$ 1,500 | |
| Meals and entertainment | \$ 2,692 | |
| Subtotal | \$ 60,692 | |
| 20% 2010 Assessments | \$ 55,692 | |
| Unspent 2009 Assessments | \$ 5,000 | |
| Subtotal | \$ 60,692 | |
| Total | \$ 400,614 | |
| Can move unlimited funds <i>within</i> a category without Council approval | | |
| Can move 10% <i>between</i> categories without council approval | | |

**Downtown Oakland Community Benefit District and the Lake Merritt/Uptown
Community Benefit District**
388 19th Street, Oakland, CA 94612
510-452-4530 or 510-238-1122

Exhibit A

(to the resolution approving and confirming the FY2009-2010 annual report and continuing assessment)

**Downtown Oakland CBD and Lake Merritt/Uptown CBD Annual Report to the City Council
Projected Plan for 2009/2010**

1. Proposed Changes in boundaries of the CBDs.

There are no proposed changes to the boundaries of the CBD. There will be some probably by the end of the calendar year, however these will be done in cooperation with the City Attorney's office and CEDA.

2. Improvements and activities provided during fiscal year 2008/09?

The Sidewalk Operations Beautification and Order (SOBO) Committee is the key Committee of both organizations. It is the clearinghouse for the critical services which intend to bring order to the district and clean the public rights of way. Martin Ward of Old Oakland and Laurie Berberich of the 1000 Broadway building were selected to Co-Chair the Downtown Oakland CBD SOBO Committee. Michelle Lane of the Cathedral and Tanicia Jackson of Swig/Kaiser Center were selected to Co-Chair the Lake Merritt/Uptown District SOBO Committee.

Ambassadors/Security: After a nationwide search, the Joint SOBO Committee recommended that Block by Block, a company that specializes in business district ambassador programs be selected to run this service. Block by Block receives approximately \$60,000 per month from both organizations and is operated under the supervision of Ted Tarver, their on-site supervisor, working out of the CBD offices. The contract runs from February 2009 through January 2010. The Ambassador program is uniformed specifically for each district and their work has done more to turn around the image and order of the two districts, more than any single program in decades. It is perhaps the greatest success story of the two districts thus far;

Outreach with other security firms: One of the reasons why Block by Block was hired was due to their experience in working with many private security firms. There are private security firms throughout the district, but many of them do not talk to each other. Ted Tarver has been making his rounds getting to meet all of the security representatives and we hope to have them all locked into an e-mail and/or fax database by the end of the summer. This will facilitate information on relevant problem areas in the two districts.

Cleaning Services: The Joint SOBO Committee recommended a local non-profit, Peralta Services Corporation, based in Fruitvale, to operate the sidewalk cleaning services. Peralta employees are uniformed in the colors of each district and provide daily sidewalk sweeping and regular steam cleaning services in both districts. More recently, they began maintaining the medians at West Grand and Broadway and are providing tree

watering services for newly planted City street trees via a contract with the two organizations.

Administration: New City America, Inc. is the administrator for both districts and has six employees who manage various duties for both CBD's. They have worked on the following: annual elections of the Board of Directors, setting up the non-profit corporations, setting up committee meetings, work with the City of Oakland on contracts and reporting, liaison to other community groups, monthly financial reports, setting up Board policies, setting up the office, quarterly newsletters, management of a property-owner database, Board meetings, overseeing the subcontractors and marketing and promotion of both districts.

Design Identity and Streetscape Improvements: As per the Management District Plan, approximately \$144,000 was allocated for DISI related activities for each district. The following represent the work of the Joint DISI Committee: (\$ 74,000 for Downtown Oakland and \$70,000 for Lake Merritt). The Chairs are Carmen Santisteban (Shorenstein-City Center)/Downtown Oakland and Andrea Kirkpatrick (Kaiser Center-Swig)/Lake Merritt-Uptown District.

- Expansion in 2010: There are some parcels that were not included in the original boundaries of Lake Merritt/Uptown that should be included in the coming fiscal year, or following year. Those parcels are at 17th and Franklin, which were not included in the original database (in error). In addition, the Fox and surrounding parcels may want to be included in the Downtown district once expansion is considered. CBD staff is working with the City to determine the best way to amend and expand the district without going through another mail ballot proceeding of all of the existing parcels in the district.

3. Improvements to be provided during the fiscal year 2009-10:

The CBDs will continue working on improvements to the public rights of way through the SOBO and DISI Committees. The DISI Committee is in the process of adopting a strategic plan which will guide the activities and expenditures in the coming year. The DISI and SOBO committees will both be working closely with the City to improve various public spaces throughout the two districts. The real impact of the districts should begin to be seen at the end of calendar year 2010.

4. Estimated cost for providing services in the coming fiscal year:

The next fiscal year budget for both districts are as follows:

Downtown Oakland CBD: \$ 934,411

Lake Merritt/Uptown CBD: \$ 1,107,999.00

It is estimated that \$ 60,000 will be spent per month on Block by Block on both districts in calendar year 2010. In addition, \$40,000 per month will be spent on Peralta services. Another service to be provided by the CBDs will be beautification and landscaping services in the coming year.

5. Method and Basis of Levying the Assessments:

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. In addition, two benefit zones are used in the Downtown Oakland CBD to apportion special benefit services based upon need.

6. Surplus or Deficit for Fiscal Year 2009/10:

It is estimated that there will be approximately a \$100,000 carry forward for Downtown Oakland CBD from the current calendar year to the following calendar year. In addition, it is anticipated that there will be a \$150,000 carry forward for Lake Merritt/Uptown district from the current calendar year to the upcoming calendar year. The basis for these carry forwards is due to costs savings, an unspent contingency and the delay of services commencing in the beginning of 2009.

7. Contributions from other sources:

The Lake Merritt/Uptown District Association was able to generate up to \$35,000 in non-assessment district revenues based upon partnering on a special event, "Uptown Unveiled" with the City of Oakland. In addition, both CBDs entered into a contract with the City to water up to 50 trees both inside and outside of the district boundaries. The contract amount is \$15,000 and the funds will be forthcoming in October.

Anticipated new projects in the coming year:

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

- *Business attraction strategies:* Strategies, particularly attraction of new office tenants and possibly new hotels should be prioritized in the districts. Staff must come up with a strategy to deal with this since office tenants are the life blood of the success of our major stakeholders;
- *Renaming BART Stations:* The current BART stations are the key portals of entry into the two districts. They are inappropriately named and lend nothing to the identity of the area. We must work with BART to rename the 12th Street Station the "Downtown Oakland" station and the 19th Street Station the "Lake Merritt/Uptown District" station. The current Lake Merritt BART station should also be renamed to the Laney College or West Lake Station to create distinction from our Lake Merritt Station;
- *New Trash Cans:* CBD staff is working with the City to identify funds for at least 100 new trash cans throughout both districts. The number and type of trash cans is very low and lends to excessive litter;
- *Redesign of 17th Street BART Station:* With City support CBD staff is highly motivated to help transform the 17th Street BART station into a beautiful entry way into the two districts. Since the 17th Street Station is located at the exact border of both districts, both have to gain a lot from this makeover. The use of lighting, landscaping and public art can make this a great entry way to the Fox and Paramount Theatres as well as the Uptown district.

- *Partnering with Youth Radio:* Youth Radio, which has a national contract with NPF, is located at 17th and Broadway and provides an excellent resource for both districts in the promotion and district identity efforts of the districts. The technical knowledge and facilities for filming and broadcasting in these studios is truly state of the art and the districts should prioritize working with this nationally recognized asset.
- *Repairing public amenities:* Nothing states that a district is on the decline more than faded signage, graffiti and non-functioning amenities in the public rights of way. Currently the "handless" art deco sidewalk clock at 17th and Broadway and the dormant horse trough which should work as a fountain at Telegraph and Broadway, are examples of great public amenities that should be brought back to life. It is amenities such as these that create a real urban experience and the two CBDs should work with the City to get them both back on line.
- *Landscaping medians throughout the districts:* Broadway, W. Grand and 20th Street/Lakeside Drive have great medians that are currently filled with gravel or bark. The planting and maintaining of these medians in the coming years would do so much to enhance the visual improvements to this area. Flowers and landscaping are very inexpensive ways to improve and re-cast the image of any area. Eventually, a hanging plant program from 8th to 25th along Broadway, as well as 20th and W. Grand could also do much to improve the image of the area.
- *Downtown Zoning Update:* The Downtown Specific Plan is in the process of review and adoption. Land use entitlements are key to the success of this area, particularly when the development cycle returns. Both CBDs must be active in the review and influence of these entitlement policies;

Attachment A

Downtown Oakland Association Committee Structure

| Proposed DOA Committee or Task Force | Functions and Duties |
|---|---|
| Organization/Executive Committee Chair: The President of the Corporation and all of the Officers JC Wallace, Chair | Oversees staff and contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and policies, public relations, newsletter, relations with other CBDs, political representatives and public agencies, Board elections, policy formation, fundraising, etc. Consists of all of the officers of the corporation. |
| SOBO Sidewalk Operations, Beautification and Order Committee Martin Ward and Laurie Berberich as Co- Chairs | Oversees service provider or employees involved in the maintenance and improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, private security, personnel and non-personnel expenses. Relations with OPD, BART, ATC |
| DISI Committee (District Identity and Streetscape Improvements) Chair: Carmen Santisteban | Projects would include those that market and promote the district or promote positive aspects of the Downtown Oakland District. Those issues may include: branding of the district, development of a new logo, special events, Website development and maintenance, beautification programs, banner program, streetscape issues including landscaping design, bus shelters, festival poles, holiday decorations, visual linkages, new public spaces projects, discussion with the City regarding possible improvements to Snow Park. |
| Land Use Committee Chair: None at this time | Planning, zoning, parking, parking meter revenues, parking enforcement, transportation, mixed use developments, FARs, Community Plan, review of new construction and its impact, street relationship. |

Attachment B

Lake Merritt/Uptown District Association Committee Structure

| Proposed LMUDA Committee or Task Force | Functions and Duties |
|---|--|
| Organization Committee Chair: The President of the Corporation and all of the Officers (Deborah Boyer) | Oversees staff and contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and policies, public relations, newsletter, relations with other CBDs, political representatives and public agencies, Board elections, policy formation, fundraising, etc. Consists of all of the officers of the corporation. |
| SOBO Committee Sidewalk Operations, Beautification and Order Committee Co-Chairs: Tanicia Jackson and Michelle Lane | Oversees service provider or employees involved in the maintenance and improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, private security, personnel and non-personnel expenses. Relations with OPD, BART, ATC |
| DISI Committee (District Identity and Streetscape Improvements) Chair: Andrea Kirkpatrick | Projects would include those that market and promote the district or promote positive aspects of the Lake Merritt/Uptown District. Those issues may include: branding of the district, development of a new logo, special events, Website development and maintenance, beautification programs, banner program, streetscape issues including landscaping design, bus shelters, festival poles, holiday decorations, visual linkages, new public spaces projects, discussion with the City regarding possible improvements to Snow Park. |
| Land Use Committee Chair: Indrajit Obeysekere | Planning, zoning, parking, parking meter revenues, parking enforcement, transportation, mixed use developments, FARs, Community Plan, review of new construction and its impact, street relationship. |
| Community Advisory Committee Chair: Chris Curtis | Resident's liaison, outreach to community organizations. Issues including residential special benefit needs including evening security, parking for guests and visitors, beautification programs, programs responsive to pet owner needs; |

2009 NOV 24 PM 3:48

REDEVELOPMENT AGENCY
OF THE CITY OF OAKLAND

RESOLUTION NO. _____ C.M.S.

**RESOLUTION AUTHORIZING PAYMENT OF THE KOREATOWN/
NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007, THE DOWNTOWN
OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008 AND THE LAKE
MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008
ASSESSMENTS FOR SIX (6) REDEVELOPMENT AGENCY-OWNED
PROPERTIES ON WHICH ASSESSMENTS ARE TO BE LEVIED (APN 008
0649 010 00; 001 0201 010 00, 002 0097 045 00, 008 0620 009 03, 008 0641
008 05, 008 0649 09 00) IN AN AGGREGATE AMOUNT NOT TO EXCEED
\$33,860.56 FOR THE FISCAL YEAR 2009/10 ASSESSMENT PERIOD**

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 (CBD) of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 ("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/Northgate Community Benefit District of 2007 was established on July 17, 2007, pursuant to Resolution No. 80788 C.M.S and the Downtown Oakland Community Benefit District of 2008 was established on July 15, 2008, pursuant to Resolution No. 81479 C.M.S. and the Lake Merritt/Uptown Community Benefit District of 2008 was established on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.; and

WHEREAS, the Districts includes six (6) Agency-owned properties on which fair share assessments are to be levied (2016 Telegraph Avenue APN 008 0649 010 00; 822 Washington Street APN 001 0201 010 00, 1327 Broadway APN 002 0097 045 00, 524-

16th Street APN 008 0620 009 03, 540-17th Street APN 008 0641 008 05, 490-20th Street APN 008 0649 09 0); and

WHEREAS, the Agency shall pay a fiscal year 2009/10 fair share assessment in an amount not to exceed an aggregate \$33,860.56 for the six (6) Agency-owned properties on which assessments are to be levied; and

WHEREAS, funds to pay the assessment of affected Agency-owned property located in the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 have been budgeted in the Oakland Redevelopment Agency Unrestricted Land Sales Projects Fund (9553)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P125110); now therefore be it

RESOLVED that the Redevelopment Agency of the City of Oakland hereby authorizes payment of the Koreatown/Northgate Community Benefit District of 2007 assessment for the six (6) Agency-owned properties on which assessments are to be levied (APN 008 0649 010 00; 001 0201 010 00, 002 0097 045 00, 008 0620 009 03, 008 0641 008 05, 008 0649 09 0) in an aggregate amount not to exceed \$33,860.56 for the 2009/10 fiscal year assessment period from the Oakland Redevelopment Agency Unrestricted Land Sales Projects Fund (9553)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P125110).

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID and
CHAIRPERSON BRUNNER

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
Secretary of the Redevelopment Agency
of the City of Oakland, California