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OFFICE OF THE CITY CLERK
OAKLAND

2014 JUL 10 PM 12:28

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Rachel Flynn

SUBJECT: Property-based BIDs Annual Report Approval

DATE: June 10, 2014

City Administrator
Approval

Date

7/8/14

COUNCIL DISTRICT: 2, 3 and 5

RECOMMENDATION

Staff recommends that the City Council adopt:

A Resolution Approving The Fiscal Year 2013-2014 Annual Reports Of The Koreatown/Northgate Community Benefit District Of 2007, The Downtown Oakland Community Benefit District Of 2008, The Lake Merritt/Uptown Community Benefit District Of 2008, The Fruitvale Property Business Improvement District Of 2011, And The Lakeshore/Lake Park Business Improvement Management District of 2012 Advisory Boards; Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2014/15; And Authorizing Payment Of The City's Cumulative Fiscal Year 2014/15 Fair Share Assessment In An Approximate Amount of \$209,150.04 For City-Owned Properties In The Koreatown/Northgate District, The Downtown Oakland District, The Lake Merritt/Uptown District And The Fruitvale District.

An Oakland Redevelopment Successor Agency Resolution Authorizing Payment Of The Oakland Redevelopment Successor Agency's Cumulative Fiscal Year 2014/15 Fair Share Assessment In An Approximate Amount Of \$8,819.40 For Oakland Redevelopment Successor Agency-Owned Properties In The Downtown Oakland Community Benefit District of 2008 And The Fruitvale Property Business Improvement District of 2011.

EXECUTIVE SUMMARY

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

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boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year, an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment. Adoption of the attached City resolution would approve the Fiscal Year 2013-2014 annual reports for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, and the Lakeshore BID (*Exhibit A* to the proposed resolution); confirm the continuing annual assessment for each district for FY 2014/15; and authorize payment of a cumulative fair share assessment of approximately \$209,150.04 on City property located within the districts. Adoption of the attached Oakland Redevelopment Successor Agency (ORSA) resolution would authorize payment of a cumulative fair share assessment of approximately \$8,819.40 on ORSA property located in the Downtown CBD and the Fruitvale BID.

In FY 2014/15 the above special assessment districts will collectively generate an estimated \$2,919,916 of special assessment revenues (\$287,000 from the Koreatown CBD \$980,954 from the Downtown CBD; \$1,175,637 from the Lake Merritt CBD \$324,713 from the Fruitvale BID; and \$151,612 from the Lakeshore BID).

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

The Fiscal Year 2013-2014 annual reports indicate no changes to the boundaries of any of the districts or to the original method and basis of levying the assessments; however, the Koreatown CBD, the Downtown CBD, and the Lake Merritt CBD advisory boards are requesting allowable percentage increases to the assessments for FY 2014/15 in the amount of 3%, 5% and 2.9%, respectively.

OUTCOME

Adoption of the attached resolutions would approve the annual reports for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, and the Fruitvale BID, confirm the continuing annual assessment for each district for FY 2014/15 and approve payment of assessments on City and ORSA owned property located within the districts.

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BACKGROUND/LEGISLATIVE HISTORY

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

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

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

- The Koreatown CBD on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.
- The Downtown CBD on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.
- The Lake Merritt CBD on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.
- The Fruitvale BID on July 19, 2011, pursuant to Resolution No. 83500 C.M.S.
- The Lakeshore BID on July 17, 2012, pursuant to Resolution No. 84004 C.M.S.

Each district was formed for a 10 year term.

ANALYSIS

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

Because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BIDs other than payment of fair share assessments on City and ORSA property located within the districts (\$209,150.04 and \$8,819.40, respectively).

Given the approximate \$2,701,947 of private funds that will be leveraged, the above City and ORSA payments may be considered a reasonable and productive expenditure of public funds.

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PUBLIC OUTREACH/INTEREST

For the City Council to adopt the attached resolutions, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform outreach necessary to secure advisory board consensus sufficient to generate the attached annual reports and proposed FY 2014/15 district budgets (*Exhibit A* to the proposed City resolutions).

COORDINATION

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

COST SUMMARY/IMPLICATIONS

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

Affected City and ORSA properties are as follows:

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Downtown Oakland	3-65-9-2	City	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 27,195.59	1
Downtown Oakland	3-67-1	City	1 Frank H Ogawa Plz. (City Hall)	\$ 31,663.22	1
Downtown Oakland	3-67-2	City	1414 Clay Street (Clay Street Garage)	\$ 12,007.55	1
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 30,094.63	1
Downtown Oakland	8-620-9-3	City	524 16 th Street	\$ 2,369.87	2
Downtown Oakland	8-641-8-5	City	540 17 th Street (Oakland Ice Rink)	\$ 23,720.35	6
LakeMerritt/	8-623-6-1	City	1731 Franklin St.	\$ 7,373.22	1

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Uptown			(Franklin St. Garage)		
Lake Merritt/ Uptown	8-655-6	City	Grand Avenue	\$ 2,160.67	1
Lake Merritt/ Uptown	10-768-4	City	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,689.34	1
Lake Merritt/ Uptown	8-649-5	City	2025 Broadway (Paramount Theatre)	\$ 4,706.42	1
Lake Merritt/ Uptown	8-635-1	City	274 19 th Street (Snow Park)	\$ 24,695.40	1
Lake Merritt/ Uptown	8-668-4	City	2315 Valdez St.	\$ 2,262.78	2
Lake Merritt/ Uptown	8-668-9-7	City	2330 Webster St.	\$ 3,272.33	2
Lake Merritt/ Uptown	8-649-9	City	490 20 th Street	\$ 1,468.25	2
Koreatown/ Northgate	8-648-16-3	City	2100 Telegraph Avenue	\$ 10,078.55	3
Koreatown/ Northgate	8-649-10	City	2016 Telegraph Avenue	\$ 2,159.47	2
Fruitvale	25-722-26	City	Josie de la Cruz Park	\$ 6,674.00	1
Fruitvale	33-2130-35-2	City	3510 International Blvd.	\$ 646.00	1
Fruitvale	33-2135-26-2	City	Foothill Blvd	\$ 3,937.76	1
Fruitvale	32-2084-51	City	3600 Foothill Blvd	\$ 850.00	1
Fruitvale	32-2115-37-1	City	3566 Foothill Blvd	\$ 523.28	1
Fruitvale	25-719-7-1	City	3050 International Blvd	\$ 2,601.36	1
			CITY TOTAL	\$ 209,150.04	
Downtown Oakland	2-97-45	ORSA	1327 Broadway	\$ 4,494.83	4
Downtown Oakland	1-201-10	ORSA	822 Washington Street	\$ 2,973.29	4
Fruitvale	32-2084-50	ORSA	3614 Foothill Blvd	\$ 399.84	5
Fruitvale	32-2115-38-1	ORSA	3550 Foothill Blvd	\$ 951.44	5
			ORSA TOTAL	\$ 8,819.40	
			GRAND TOTAL	\$ 217,969.44	

*See below table for corresponding Fund Source Numbers.

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Funds to pay FY 2014/15 assessments on City and ORSA properties include a combination of the following funding sources in the approximate amounts shown:

Fund Source No.	Coding Block	Amount
1	General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Undetermined Project (C138410)/IP50	\$ 163,818.44
2	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13	\$ 11,532.70
3	Multipurpose Reserve Fund (5613)/CIP Central District Organization (94889)/Taxes and Assessments (53511)/Telegraph Plaza (P472710)/SC13	\$ 10,078.55
4	Central District Fund (9710)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/ Central District Project (S00800)/0000 (ROPS line 105)	\$ 7,468.12
5	SRA Central City East Fund (9740)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Central City East Redevelopment Project (S233310)/0000 (ROPS line 212)	\$ 1,351.28
6	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13	\$ 23,720.35

Other than the above assessments, there is no further direct fiscal impact anticipated with the passage of the attached resolutions; however, there are indirect costs associated with the general administration of the citywide BID program (including preparation of this report) which are covered in the latest approved budget for the Economic and Workforce Development Department. 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.

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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).

SUSTAINABLE OPPORTUNITIES

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

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

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

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

Respectfully submitted,



Rachel Flynn, Acting Director
Economic and Workforce Development Department

Reviewed by:
Aliza Gallo, Economic Development Manager

Prepared by:
Maria Rocha, BID Program Coordinator

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Approved as to form and legality

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION APPROVING THE FISCAL YEAR 2013-2014 ANNUAL REPORTS OF THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007, THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008, THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011, AND THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT OF 2012 ADVISORY BOARDS; CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH APPLICABLE DISTRICT FOR FISCAL YEAR 2014/15; AND AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2014/15 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF \$209,150.04 FOR CITY-OWNED PROPERTIES IN THE KOREATOWN/NORTHGATE DISTRICT, THE DOWNTOWN OAKLAND DISTRICT, THE LAKE MERRITT/UPTOWN DISTRICT AND THE FRUITVALE DISTRICT

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

WHEREAS, affected property owners petitioned to form the Koreatown/Northgate Community Benefit District of 2007 ("Koreatown CBD"), the Downtown Oakland Community Benefit District of 2008 ("Downtown CBD"), the Lake Merritt/Uptown Community Benefit District of 2008 ("Lake Merritt CBD"), the Fruitvale Property Business Improvement District of 2011 ("Fruitvale BID"), and the Lakeshore/Lake Park Business Improvement Management District of 2012 ("Lakeshore BID") (together, the "Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

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

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

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

- the Koreatown CBD on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.;
- the Downtown CBD on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.;
- the Lake Merritt CBD on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.;
- the Fruitvale BID on July 19, 2011 pursuant to Resolution No. 83500 C.M.S.;
- the Lakeshore BID on July 17, 2012 pursuant to Resolution No. 84004 C.M.S.;
- and

WHEREAS, the FY2013/14 Annual Reports (attached in **Exhibit A**) have been prepared by the District Advisory Boards and filed with the City Clerk; and

WHEREAS, the FY2013/14 Annual Report for the Koreatown CBD includes a determination and recommendation by the District Advisory Board for a 3% increase in the amount of the annual assessment beginning in fiscal year 2014/15 for the Koreatown CBD, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY2013/14 Annual Report for the Downtown CBD includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2014/15 for the Downtown Oakland CBD, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY2013/14 Annual Report for the Lake Merritt CBD includes a determination and recommendation by the District Advisory Board for a 2.9% increase in the amount of the annual assessment beginning in fiscal year 2014/15 for the Lake Merritt CBD, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the City Council desires to approve and confirm the FY2013/14 Reports, and the continuing annual assessments for the Districts for fiscal year 2014/15; and

WHEREAS, the City owes a cumulative fiscal year 2014/15 fair share assessment of \$209,150.04 for the following City-owned properties:

District	APN	Site Description	Annual Assessment
Downtown CBD	3-65-9-2	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 27,195.59
Downtown CBD	3-67-1	1 Frank H Ogawa Plz. (City Hall)	\$ 31,663.22
Downtown CBD	3-67-2	1414 Clay Street (Clay Street Garage)	\$ 12,007.55
Downtown CBD	8-619-8-1	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 30,094.63
Downtown CBD	8-620-9-3	524 16 th Street	\$ 2,369.87
Downtown CBD	8-641-8-5	540 17 th Street (Oakland Ice Rink)	\$ 23,720.35
Lake Merritt CBD	8-623-6-1	1731 Franklin St. (Franklin St. Garage)	\$ 7,373.22
Lake Merritt CBD	8-655-6	Grand Avenue	\$ 2,160.67
Lake Merritt CBD	10-768-4	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,689.34
Lake Merritt CBD	8-649-5	2025 Broadway (Paramount Theatre)	\$ 4,706.42
Lake Merritt CBD	8-635-1	274 19 th Street (Snow Park)	\$ 24,695.40
Lake Merritt CBD	8-668-4	2315 Valdez St.	\$ 2,262.78
Lake Merritt CBD	8-668-9-7	2330 Webster St.	\$ 3,272.33
Lake Merritt CBD	8-649-9	490 20 th Street	\$ 1,468.25
Koreatown CBD	8-648-16-3	2100 Telegraph Avenue	\$ 10,078.55
Koreatown CBD	8-649-10	2016 Telegraph Avenue	\$ 2,159.47
Fruitvale BID	25-722-26	Josie de la Cruz Park	\$ 6,674.00
Fruitvale BID	33-2130-35-2	3510 International Blvd.	\$ 646.00
Fruitvale BID	33-2135-26-2	Foothill Blvd	\$ 3,937.76
Fruitvale BID	32-2084-51	3600 Foothill Blvd	\$ 850.00
Fruitvale BID	32-2115-37-1	3566 Foothill Blvd	\$ 523.28
Fruitvale BID	25-719-7-1	3050 International Blvd	\$ 2,601.36
		CITY TOTAL	\$ 209,150.04

And

WHEREAS, it is possible that additional properties will be transferred to City of Oakland ownership during fiscal year 2014/15, thus increasing the City's fair share assessments; and

WHEREAS, funds to pay the assessments owed by the City will be budgeted in:

General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (C138410)/IP50
Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13

Multipurpose Reserve Fund (5613)/CIP Central District Organization (94889)/Taxes and Assessments (53511)/Telegraph Plaza (P472710)/SC13

Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13

and

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

RESOLVED that the City of Oakland does hereby find that the Advisory Boards for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, and the Lakeshore BID were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2013/14 fiscal year as required by law; and be it

FURTHER RESOLVED that the FY2013/14 Annual Reports and the continuing annual assessments for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, and the Lakeshore BID for the 2013/14 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2014/15 fiscal year in accordance with the assessment formulas as provided for in the five Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the FY2013/14 Annual Report and the continuing annual assessments for the Koreatown CBD for the 2014/15 fiscal year are hereby approved, adopted, and confirmed, including a 3% increase in the amount of annual assessments recommended by the Koreatown CBD Advisory Board, beginning in fiscal year 2014/15 and the City Council does hereby levy and direct the collection of the assessments for the 2014/15 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the FY2013/14 Annual Report and the continuing annual assessments for the Downtown CBD for the 2014/15 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Downtown CBD Advisory Board, beginning in fiscal year 2014/15 and the City Council does hereby levy and direct the collection of the assessments for the 2014/15 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the FY2013/14 Annual Report and the continuing annual assessments for the Lake Merritt CBD for the 2014/15 fiscal year are hereby approved, adopted, and confirmed, including a 2.9% increase in the amount of annual assessments recommended by the Lake Merritt CBD Advisory Board, beginning in fiscal year 2014/15 and the City Council does hereby levy and direct the collection of the

assessments for the 2014/15 fiscal year in accordance with the assessment formula as provided for in the Annual Reports and the Plans on file with the City Clerk; and be it

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

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

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

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

FURTHER RESOLVED that the 2014/15 fiscal year assessments for the Districts are as follows:

- Approximately \$287,000 for the Koreatown CBD; and
- Approximately \$980,954 for the Downtown CBD; and
- Approximately \$1,175,637 for the Lake Merritt CBD; and
- Approximately \$324,713 for the Fruitvale BID; and
- Approximately \$151,612 for the Lakeshore BID, and be it

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

FURTHER RESOLVED that the City shall pay a cumulative fiscal year 2014/15 fair share assessment of an aggregate approximate amount of \$209,150.04 for City-owned property as more specifically described in the recitals above from the General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (C138410)/IP50 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13 and the Multipurpose Reserve Fund (5613)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Telegraph Plaza Project (P472710)/SC13 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13; and be it

FURTHER RESOLVED: That the Agency Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to City of Oakland ownership during fiscal year 2014/15.

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into annual contracts and related amendments with any nonprofit corporation comprised of the assessees 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, _____, 2014

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

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

Exhibit A

To The Resolution Approving The Fiscal Year 2013-2014 Annual Reports Of The Koreatown/Northgate Community Benefit District Of 2007, The Downtown Oakland Community Benefit District Of 2008, The Lake Merritt/Uptown Community Benefit District Of 2008, The Fruitvale Property Business Improvement District Of 2011, And The Lakeshore/Lake Park Business Improvement Management District of 2012 Advisory Boards; Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2014/15; And Authorizing Payment Of The City's Cumulative Fiscal Year 2014/15 Fair Share Assessment In An Approximate Amount of \$209,150.04 For City-Owned Properties In The Koreatown/Northgate District, The Downtown Oakland District, The Lake Merritt/Uptown District And The Fruitvale District.

Annual Reports for the:

- Koreatown/Northgate Community Benefit District of 2007
- Downtown Oakland Community Benefit District of 2008
- Lake Merritt/Uptown Community Benefit District of 2008
- Fruitvale Property Business Improvement District of 2011
- Lakeshore/Lake Park Business Improvement Management District of 2012



KOREATOWN NORTHGATE

2633 Telegraph Avenue, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT ANNUAL REPORT TO THE CITY COUNCIL – 2013

1. Proposed Changes in the Boundaries of the CBD or in any Benefit Zones within the District:

There are no proposed changes in the boundaries of the KONO Koreatown Northgate CBD for the coming year. There is only one benefit zone in the existing district.

2. Improvements and Activities Provided During Calendar Year 2013:

Organization

- Represented the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Hold monthly community Board meetings and committee meetings to discuss concerns, solutions and new projects.
- Recruited new Board members with representation from community, property owners, and business owners.
- Recruited new committee members for each KONO committee to assure community involvement.
- Created separate committee budgets for each committee to allow for a more efficient process in project implementation and track spending for each committee.
- Became a green certified business by Alameda County.
- Engaged in a lead role in the organization and production of the Oakland First Fridays monthly event.
- Worked with other BIDs / CBDs managers and the City to help shape more district friendly policies, meet with key city staff, share resources and best practices and create a common voice to address problems and offer solutions which affect every district.
- Kept stakeholders, merchants and consumers updated on the CBD activities through email, website, Facebook, and Twitter.
- Handled all the day to day activities including monitoring all the financials and reviewing the budget each month.
- Set agendas, recorded minutes, and sent out announcements for all Board and Committee meetings.
- Processed payroll and all Board members' reimbursements.
- Created and distributed annual Board recruitment letter.

- Fielded 450 calls per year and 17,500 emails from stakeholders, business owners, city staff, and residents for an average of 38 calls per month and 1,458 emails per month. (From gmail report).
- Provide property owners and business owners' letters of support upon request and review.
- Attended community training for OPD in order to be on-call for press conferences.
- Connected with Green Youth Hub, 25th Street Collective, CCA (California College Arts) and Center for the Elders to explore possible partnerships.
- Attended graduation ceremony for the Day Reporting Center.

Security & Operations (includes public right of way beautification)

- The Board continued to provide enhanced security services to reduce crime and disorder in the district by continuing the contract with Safety1st, a private security and maintenance company;
- The Safety1st has abated 220 incidents of graffiti on both public and private properties so far this year (Jan-October 2013) for a **49% drop in graffiti incidents from last year**.
- The Safety1st ambassadors walk the district daily and have picked up 2,100 bags of litter so far this year (Jan-October 2013) with an average of 175 bags per month for a 56% increase from last year most likely due to increased foot traffic in the district.
- The Safety1st has picked up eight and one half tons of illegally dumped items of bulky waste and transported to the dumps so far this year (Jan-Oct. 2013) with an average of just under one ton per month.
- The Safety1st has responded to 552 calls for service from merchants in the district with an average of 46 calls per month.
- The Safety1st has reported 120 problems to public works department through email, phone calls and the "See Click Fix" program with an average of 12 issues per month.
- KONO has contracted with Ramos Happy Yards to water the 83 street trees and 332 drought tolerant plants along Telegraph from 20th to 35th Street through November 2013.
- KONO has contracted with Safety 1st to supplement the tree watering during the summer months.
- Organized multiple neighborhood clean-up days to remove stickers from parking meters, light polls, pick up litter, weed tree wells, and paint out graffiti.
- Participating in the City's Daffodil beautification program to improve the public right of way through the planting of over 100 bulbs in the KONO tree wells.
- Maintained the art murals on 17 utility boxes in the district in an effort to abate graffiti and increase the districts identity as an arts destination.
- Attended all Neighborhood Crime Prevention Council (NCPC) meetings in an effort to reduce the number of crime incidents in the district and communicate with the PSO (Problem Solving Officer) and the beat 8X officer the district's concerns and problems.
- Held KONO Security & Operations committee meetings on an monthly alternating basis to the NCPC meetings
- Continued to emphasize the priority with PSO officer to focus on the drug dealing on 23rd & 24th at Telegraph Avenue.
- Funded a mural which wrapped the entire building at 20th & Telegraph after property owner received repeated warning letters from the City of Oakland for blighted property due to tagging (graffiti hot spot).

- Provided Port-a-Potties, security service and clean up the first Friday of every month for the First Friday event.
- KONO obtained 16 additional **litter containers** in the district from the Public Works department.
- KONO worked with Sierra Club to **replace the 21 broken or damaged trees** in the district.
- KONO **replaced the 31 missing or dead plants** in the tree wells utilizing volunteers from the community.
- KONO collaborated with OPD to distribute literature on safety tips to be placed on car windows during Oakland First Friday in an effort to reduce the number of car break-ins and cell phone robberies.
- Successfully funded murals for several graffiti hot spots in the district.
- KONO is working with OPD and Alta Bates Summit to reduce the number of service calls to the hospital.
-

Marketing & Identity

- Worked to market and brand the new KONO logo.
- Interviewed with Street Art SF for article on KONO's utility art boxes.
- Updated the online business directory with new businesses.
- Provide community and stakeholders with district updates through email blasts and quarterly newsletters.
- Created and distributed a Marketing Guide for KONO business owners which addressed storefront facades, signage, window displays, interior merchandising displays, and social media tools. It also provided business owners with a list of available free resources offered by the CBD and other organizations for small business owners.
- Created and distributed KONO t-shirts for volunteers.
- Boosted the number of "likes" on the KONO Facebook page to 255, a 33% increase from last year.
- Provided 1,000 feet of holiday LED lights to fifteen KONO businesses in an effort to "Light Up" KONO for the holidays.

Oakland First Fridays Event

- KONO researched legality of becoming the fiscal sponsor for the Oakland First Friday Event with the City attorney's office and signed a MOU with the volunteer organizers and has taken the lead in bringing all stakeholders together to move the event towards sustainability.
- KONO has pulled all the permits each month, provided port-a-potties, contracted with a traffic management company to close the streets, contracted with a private security company to provide security in collaboration with OPD, hangs no parking signs each month, counted and deposited all revenue to the bank, and all event related tasks previously executed by the City of Oakland.
- KONO has contracted with an event fundraiser / coordinator for the First Friday Event.
- Attend all OFF security debriefs with OPD and City of Oakland.

Economic Development

- Reduced the **commercial vacancy** rate from 46% in 2011 down to 25% in 2012 and down to 12% in 2013.
- Updated the vacancy database list in 2013.
- KONO partnered with City of Oakland's Office of Economic and Workforce Development (OEWD) and held a Brokers Open House which included a tour bus that which stopped at strategic sites. The tour included property owners, commercial brokers, and key speakers, in an effort to showcase the district's assets and opportunities and included 30 attendees.
- KONO worked with Mills College intern, Victoria Swift, to create and conduct a survey for the existing businesses to take a pulse of their economic vitality and the economic impact of the Oakland First Friday event on the city of Oakland.
- KONO worked with interns to create survey for First Friday vendors and sent out to 200 food vendors on June 3, 2013 and included the results in the impact report.
- Shared the First Friday Economic Impact report with key city officials and staff.
- Actively worked to recruit new businesses to the district.
- Promoted grand openings of new businesses through KONO email and social network.
- Collaborated with Oakland Grown organization to promote the opportunity to accept the card at KONO businesses and create a KONO branded OG card.
- Promoted online platform NextDoor.com to the neighborhood and connected over 85 residents.
- Collaborated with a startup business, **Spotmojo.com** to place posters in vacant storefronts which advertised a website where people can suggest the types of businesses they would like to occupy the vacant space. The goal is to gather direct suggestions from the community to help shape the neighborhoods they live or work in.
- Worked with City Councilmembers office to discuss challenges in opening or expanding a business in Oakland.
- Collaborated with a non-profit youth program, **Hack the Hood**, teaching youth of color tech and workplace skills and getting KONO businesses onto Google listings and producing a website for businesses that did not have one.
- Successfully connected property owners with **popup art galleries** in the district.
- Met with City of Oakland planning department to discuss Telegraph transportation plans.

3. Activities planned for FY 2014:

Organization

- The Executive Director will continue to work with other BIDs and CBDs in the City to help shape more district friendly policies in the City.
- The Executive Director will continue to produce a regular newsletter to keep the community and the property owners informed of the CBD's activities.
- The Executive Director will continue to keep stakeholders, merchants and consumers updated on the CBD activities through email, website, Facebook, and Twitter.
- Work with City Economic & Workforce Development department to obtain a Master Encroachment permit for the KONO district.
- Seek out ways to connect graduates of Day Reporting Center to KONO business owners in an effort to provide them with jobs.

Security & Operations (includes public right of way beautification)

- The Security and Operations Committee will continue its involvement with the Neighborhood Crime Prevention Council meetings and work closely with the PSO officer to accomplish top three priorities.
- The KONO Board of Directors will continue to partner with the **First Friday** group, the City of Oakland, OPD, and the Art Murmur organization in an effort to assure the popular event will remain clean, safe, and viable.
- KONO will seek out more **grant opportunities** to fund **murals** as a positive graffiti abatement tool in this popular art district.
- KONO will continue to work with Public Works and Code Compliance to **abate blighted properties** in the district.
- KONO will work with the City's graffiti task force through Mills intern to implement the new graffiti ordinance.
- KONO will work to increase the number of **bike racks** in the district.
- KONO will continue to mediate solutions between residents and businesses in the community that cause disturbances.
- KONO will commission artists to re-paint damaged utility boxes in the district.
- KONO will continue to work with OPD and Alta Bates Summit to reduce the number of service calls.

Marketing & Identity

- The M&I Committee will continue to work on the following Marketing & Identity projects:
- Update the KONO **online business directory** with images and products and information about every business
- Produce a district promotional video.
- Create quarterly newsletters, email blasts and social media announcements.
- Create more permanent plaques for the utility art boxes.
- Work with business owners to market them through the KONO website by providing one-on-one instructions as well as group workshops.
- Explore the creation of way-finding banners for the art galleries and the Parkway Theater.
-

Economic Development

- KONO will continue to work to reduce the districts vacancy rate by 50% in the next year.
- KONO will work to accelerate the economic development process through deliberate actions, by creating partnership with property owners; conducting community outreach to determine what types of businesses will be supported by the residents; locating and placing a "good fit" type of business into a vacancy; and providing extensive marketing once the businesses are opened, in an effort to increase the businesses chance of survival and create stability for the property owners and the district.
- KONO will continue to work with the Planning Commission to assure new developments are appropriate for the district.
- KONO will continue to explore the feasibility of a new **Farmers Market** in the district which includes local art vendors and a mobile food pod between Broadway and Telegraph at 22nd street or possibly an indoor market.

- KONO will continue to work with LocalOn to strategize on getting more merchants to use the free postings on the website.

4. Estimated Cost of Providing the Improvement and Activities for 2014:

See attached budget.

5. Method and Basis for Levying the Assessment:

Budget: The KONO Advisory Board is requesting a 3% increase to FY 14/15 assessments to fund additional hours for the district's security team to address an increase in the number of robberies occurring within the district (up 47%).

The upcoming year annual budget is projected to be \$287,000.00, minus a small amount built in for uncollected assessments.

<i>BENEFIT ZONE</i>	<i>LINEAR FRONTAGE FIRST YEAR ANNUAL COSTS</i>	<i>LOT SQUARE FOOTAGE FIRST YEAR ANNUAL COSTS</i>	<i>BUILDING SQUARE FOOTAGE FIRST YEAR ANNUAL COSTS*</i>	<i>SINGLE FAMILY RESIDENTS ANNUAL COST, PER PARCEL**</i>
1	\$5.30	\$0.1061	A -\$0.1273 B -\$0.0849 C -\$0.0530 D -\$0.0000 E -\$0.0000 F -\$0.0530	\$ 387.23

APPORTIONMENT OF BUILDING USES:

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

<i>Building Use Code</i>	<i>Description of Use</i>
A	Retail space, hotels, motels, visitor related, retail condos
B	Office and Commercial uses, office or commercial condos, Independent, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, Water District, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt

F	Multi-Unit Residential
G	Single Family residential/Condo units - \$ 375.95 flat fee per year, once parceled. The parcels, on which condos have been built, will have the individual property owners assessed only for the condo unit, and will be exempted from lot size, building size and linear frontage. Retail or commercial condos will be assessed as category "A" or "B" building use, and will use all three property variables (lot size, linear frontage and building use) factored in their assessments.

EXPLANATION OF HIGHER ASSESSMENTS BASED UPON BUILDING USE:

Single family residential units/condos, will be assessed a flat annual assessment, regardless of floor level or size of unit. Once single family residents/condos have been parceled in the future mixed-use developments, an annual flat condo fee will be apportioned to underwrite and increase the SOBO portion of the budget to provide those new residents with cleaning services, public rights of way beautification and possible supplemental security.

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

6. Surplus or Deficit to be Carried Over From a Previous Fiscal Year:

As of the beginning of the district fiscal year commencing January 1st 2014, the anticipated surplus and carry forward funds will be \$65,000.

Budget by Category, 2014: \$287,000

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage - 2014</i>	<i>Estimated Amount 2014</i>
Sidewalk Operations, Beautification and Order - SOBO (Public Rights of Way and Sidewalk Operations)	60%	\$ 172,200
District Identity and Streetscape Improvements - DISI	13%	\$ 37,310

Administration/Corporate Operations, personnel and non-personnel	24.5%	\$ 70,315
Contingency/City Fees/Reserves	2.5%	\$ 7,175
Total	100%	\$ 287,000

7. Amount of Any Contributions to be made From Sources other Than Assessments Levied.

The KONO CBD acting as the fiscal agent for Oakland First Fridays anticipates \$70,000 to \$240,000 in vending fee and sponsor revenue from the Oakland First Fridays event. However the cost of the event is estimated between \$240,000 and \$300,000 for the year. KONO anticipates the city services costs will be covered through special event funding provided by the City of Oakland.

KONO 2014 Proposed Budget

Sidewalk Operations, Beautification and Order (SOBO)	60.00%	\$ 172,200.00
District Identity and Streetscape Improvement (DISI)	13.00%	\$ 37,310.00
Administration/Corporate Operations	24.50%	\$ 70,315.00
Contingency/City Fees/Reserves	2.50%	\$ 7,175.00
Total	100.00%	\$ 287,000.00



2013 ANNUAL REPORT TO THE CITY OF OAKLAND

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

1. Proposed Changes in boundaries of the CBD:

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

2. Improvements and activities provided during fiscal year 2013:

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

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

\$649,821.69 was allocated for SOBO related activities in 2013 and accounts for approximately 64% of the annual budget. Martin Ward of PSAI Old Oakland Associates and Michelle Lane of Old Oakland co-chair the SOBO committee. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety:

In 2012 the Downtown Oakland Association re-bid the security contract. Block by Block (BBB) was selected to provide safety ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, and deterring panhandling and loitering. BBB receives approximately \$30,000 per month from our organization and is operated under the on-site supervision of Operations Manager Ted Tarver, working out of the CBD office.

DOWNTOWNOAKLANDASSOCIATION

II. Ambassador/Maintenance:

In 2012, the Downtown Oakland Association re-bid our maintenance services contract. The Peralta Service Corporation (PSC) was selected to provide maintenance ambassador services. The services provided include but are not limited to street sweeping and pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. PSC receives approximately \$18,000 per month from our organization and is operated under the on-site supervision of Operations Manager Rick Williams, working out of the CBD office.

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

\$77,500.00 was allocated for DISI related activities in 2013; this represents approximately 8% of the annual budget. Sara May of Metrovation chairs the committee. The following represents the work of the DISI Committee:

I. Banner Program:

The districts plan to replace all banners within the boundaries of the DOA before end of year in accordance with our Master Encroachment Permit.

II. Public Relations:

In 2013, the Downtown Oakland Association re-bid the Public Relations contract and selected Gallen.Neilly & Associates Inc. to provide public relations services. Gallen.Neilly & Associates receives \$2,500 per month for their services.

III. Social Media:

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

IV. Newsletter:

DISI funds the production of the newsletter which provides readers with a quick update on the activities of the district. Two newsletters will be produced in 2013.

V. Sponsorship of events:

In 2013, the Downtown Oakland Association has sponsored Art and Soul, Bike to Work Day, First Friday, and DTO Arts. Also in 2013, we will sponsor the Plaid Friday campaign in coordination with Oakland Grown.

C. Organization (ORG) Committee:

The ORG committee is responsible for all administrative tasks. The ORG committee represents approximately 22% of the budget with an allocation of \$216,923.00.

I. Administration for 2013:

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

II. Annual Breakfast:

ORG funds our Annual Breakfast meeting, held on June 13, 2013. This a public meeting, noticed to all district property owners by mail as required in Section 5.10.1 in the Disbursement Agreement between the DOA and the City of Oakland.

III. Business Attraction and Retention:

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

IV. The Free B Shuttle:

In 2013 the ORG committee gave \$16,000 of sponsorship funds to the Free B Shuttle.

Budget by Category, 2013:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage</i>	<i>Estimated Amount</i>
SOBO	65%	\$ 649,821.69
DISI	8%	\$ 77,500.00
Organization	22%	\$ 216,923.00
Reserve	5%	\$ 48,000.00
Total	100%	\$992,244.69

3. The improvements and activities to be provided for the fiscal year 2014:

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

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

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

Our district identity and streetscape improvement services will continue in 2014 as they were outlined for the current year.

I. Sponsorship of events:

The Downtown Oakland Association will continue to sponsor annual events such as Art and Soul. We reserve \$9,000 available for the sponsorship of events and organizations upon a pre-determined set of criteria.

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

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

4. It is estimated that it will cost \$930,096.49 to provide the improvements and activities described above in the 2014 calendar year. Please see the attached proposed draft budget.

5. The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, pages 24 through 34. The District Management Plan can be found in full on file with the Office of the City Clerk.

A. Assessment Increase of 5%: The DOA has spent down to its 5% prudent and budgeted reserve as intended. The DOA does not project a surplus of funds above the reserve in 2013, based on our current collection projections. The requested increase will allow us to:

- Expand our delivery of ambassador services and increase hours of coverage to better respond to the demand from property owners and tenants for expanded services;
- Meet the challenges presented by demonstrations and protests, persistent crime and the lack of consistent police presence within district boundaries;
- Remain aligned with any cost of living increases in the market place; and
- Provide more leadership opportunities within the ambassador program to streamline our operations.

Therefore, we are implementing a 5% assessment increase to take effect in the 2014-2015 tax year, as allowed for in the District Management Plan as established by the City of Oakland. The Board has made considerable reductions to our expenses, but despite this, additional funding is still necessary to attempt to maintain and improve current service levels.

6. It is estimated that the Downtown Oakland Association will have no carry-forward beyond the prudent and budgeted 5% reserve totaling \$48,000.00.

7. The Downtown Oakland Association received no non-assessment income in 2013, but continues to seek out potential funding opportunities. At this time we are unaware of any non-assessment income to be received in fiscal year 2014.

**DOA Proposed 2014 Annual Budget
Board Approved**

2014

Proposed
Annual Budget

Ordinary Income/Expense

Income

Assessment Revenue

Total FY13-14 Assessment Billed 980,953.72

* Projected Prior Year Bal - Carry Forward 48,000.00

Assessment Revenue - 94% Collection 922,096.49

Total Assessment Revenue 970,096.49

(Reserve) -40,000.00

Total Income

930,096.49

Expense

DISTRICT IDENTITY (DISI)

DISI Projects

Marketing 10,500.00

Banner Program 3,500.00

Misc 1,500.00

Public Relations 15,000.00

Public Space Development 2,000.00

Merchant/Retail Support 3,000.00

Total DISI Projects 35,500.00

Special Events

Arts & Culture 10,000.00

CBD Sponsored Events 9,000.00

Holiday event 4,000.00

Total Special Events 23,000.00

Total DISTRICT IDENTITY (DISI)

58,500.00

ORGANIZATION

Non-Personnel Expenses

Accounting Expenses 6,500.00

Computer Service & Support 2,000.00

Consulting & Legal Expenses (2014) 2,500.00

Fees & Permits 2,000.00

Insurance

Directors & Officers 1,215.00

General Liability 2,448.00

Misc 500.00

Occupancy expenses

Rent 21,094.00

DOA Proposed 2014 Annual Budget**Board Approved**

Total Occupancy expenses	38,257.00
Office furniture & equipment	1,500.00
Postage, shipping, delivery	500.00
Printing & copying	3,000.00
Supplies	3,500.00
Telephone & telecommunications	2,500.00
Total Non-Personnel Expenses	49,257.00
ORG/Special Projects	
Annual Breakfast Meeting	5,000.00
Business Attraction & Retention	1,000.00
Shuttle	5,000.00
Total ORG/Special Projects	11,000.00
Personnel & Related	
Public Relations	15,000.00
Staff Personnel	127,135.49
Training & Prof. Development	4,000.00
Total Personnel & Related	146,135.49
Total ORGANIZATION	206,392.49
SOBO	
PROW Maintenance	40,000.00
Maintenance	216,000.00
Landscaping Staff Person (2014)	19,000.00
Misc SOBO expenses	4,339.00
Security	368,204.00
Watering	17,661.00
Total SOBO	665,204.00
Total Expense	930,096.49

* Budget will be adjusted proportionally once the actual carry forward is known.



LAKE MERRITT/UPTOWN
COMMUNITY BENEFIT DISTRICT

2013 ANNUAL REPORT TO THE CITY OF OAKLAND

Lake Merritt/Uptown District Association

388 19th Street, Oakland, CA 94612

info@Lakemerritt-uptown.org

510-452-4529

1. Proposed Changes in boundaries of the CBDs:

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

2. Improvements and activities provided during fiscal year 2013:

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

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

\$803,166.29 is allocated for SOBO related activities and accounts for approximately 68% of the annual budget. Michelle Lane of the Cathedral of Christ the Light and Tanicia Jackson of Brandywine Realty Trust co-chair the SOBO committee. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety:

In 2012 the Downtown Oakland Association re-bid the security contract. Block by Block (BBB) was chosen to provide safety ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, and deterring panhandling and loitering. BBB receives approximately \$39,000 per month from our organization and is operated under the on-site supervision of Ted Tarver, working out of the CBD office.

LAKE MERRITT UPTOWN ASSOCIATION

388 19th Street • Oakland, California 94612

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

II. Ambassador/Maintenance:

In 2012, the Lake Merritt-Uptown District Association re-bid our maintenance services contract. The Peralta Service Corporation (PSC) was selected to provide maintenance ambassador services. The services provided include, but are not limited to, street sweeping and pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. PSC receives approximately \$22,000 per month from our organization and is operated under the on-site supervision of Rick Williams, working out of the CBD office.

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

\$77,500.00 was allocated for DISI related activities in 2013; this represents approximately 7% of the annual budget. Andrea Kirkpatrick of the Swig Company chairs the committee. The following represents the work of the DISI Committee:

I. Banner Program:

The districts plan to replace all banners within the boundaries of the LMUDA before end of year in accordance with our Master Encroachment Permit.

II. Public Relations:

In 2013, the Lake Merritt/Uptown District Association re-bid the Public Relations contract and selected Gallen.Neilley & Associates Inc. to provide public relations services. Gallen.Neilley & Associates receives \$2,500 per month for their services.

III. Social Media:

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

IV. Newsletter:

DISI funds the production of the newsletter which provides readers with a quick update on the activities of the district. Two newsletters will be produced in 2013.

V. Sponsorship of events:

In 2013, the Lake Merritt/Uptown District Association has sponsored Art and Soul, Bike to Work Day, Oaklavia Love Our Lake Day, the Great Wall of Oakland, First Friday, and Oakland Art Murmur. Also in 2013, we will sponsor the Plaid Friday campaign in coordination with Oakland Grown.

C. Organization (ORG) Committee:

The ORG committee is responsible for all administrative tasks. The ORG committee represents approximately 18% of the budget with an allocation of \$216,150.71.

I. Administration for 2013:

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

II. Annual Breakfast:

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

III. Business Attraction and Retention:

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

IV. The Free B Shuttle:

In 2013 the ORG committee gave \$16,000 of sponsorship funds to the Free B Shuttle.

Budget by Category, 2013:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage</i>	<i>Estimated Amount</i>
SOBO	68%	\$803,166.29
DISI	7%	\$77,500.00
Organization	18%	\$216,150.71
Reserve	7%	\$85,882.04
Total	100%	\$1,182,699.04

3. The improvements and activities to be provided for the fiscal year 2014:

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

We plan to continue our Ambassador and beautification programs in the year 2014 as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, and medians, in coordination with the city.

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

Our district identity and streetscape improvement services will continue in 2014 as they were outlined for the current year.

Sponsorship of events:

The Lake Merritt/Uptown District Association will continue to sponsor annual events such as Art and Soul. We reserve \$9,000 available for the sponsorship of events and organizations upon a pre-determined set of criteria.

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

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

4. It is estimated that it will cost \$1,117,635.76 to provide the improvements and activities described above in the 2014 calendar year. Please see the attached proposed draft budget.

5. The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, pages 20 through 27. The District Management Plan can be found in full on file with the Office of the City Clerk.

A. **Assessment Increase of 2.9%:** The LMUDA has spent down to its 7% prudent and budgeted reserve as intended. The LMUDA does not project a surplus of funds above the reserve in 2013, based on our current collection projections. The requested increase will allow us to:

- Expand our delivery of ambassador services and increase hours of coverage to better respond to the demand from property owners and tenants for expanded services;
- Meet the challenges presented by demonstrations and protests, persistent crime and the lack of consistent police presence within district boundaries;
- Remain aligned with any cost of living increases in the market place; and
- Provide more leadership opportunities within the ambassador program to streamline our operations.

Therefore, we are implementing a 2.9% assessment increase to take effect in the 2014-2015 tax year, as allowed for in the District Management Plan as established by the City of Oakland. The Board has made considerable reductions to our expenses, but despite this, additional funding is still necessary to attempt to maintain and improve current service levels.

6. **It is estimated that the Lake Merritt/Uptown District Association will have no carry-forward beyond the 7% prudent and budgeted reserve totaling \$85,882.04.**
7. **The Lake Merritt/Uptown District Association received no non-assessment income in 2013, but continues to seek out potential funding opportunities. At this time we are unaware of any non-assessment income to be received in fiscal year 2014.**

**LMUDA Proposed 2014 Annual Budget
Board Approved**

2014

Annual Budget

Ordinary Income/Expense

Income

Assessment Revenue

Total FY13-14 Assessment Billed	1,175,636.62
* Projected Prior Year Bal - Carry Forward	85,882.04
Assessment Revenue - 94% Collection	<u>1,105,098.42</u>
Total Assessment Revenue	1,190,980.46
(Reserve)	<u>-73,344.70</u>

Total Income	<u>1,117,635.76</u>
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Expense

DISTRICT IDENTITY (DISI)

DISI Projects

Marketing	10,500.00
Banner Program	3,500.00
Misc	1,500.00
Public Relations	15,000.00
Public Space Development	4,000.00
Merchant/Retail Support	<u>6,000.00</u>

Total DISI Projects	<u>40,500.00</u>
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Special Events

Arts & Culture	10,000.00
CBD Sponsored Events	9,000.00
Holiday Event	<u>4,000.00</u>

Total Special Events	<u>23,000.00</u>
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Total DISTRICT IDENTITY (DISI)	<u>63,500.00</u>
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ORGANIZATION

Non-Personnel Expenses

Accounting Expenses	6,500.00
Computer Service & Support	2,000.00
Consulting & Legal Expenses	2,500.00
Fees & Permits	2,000.00
Insurance	
Directors & Officers	1,258.00
General Liability	2,987.00

LMUDA Proposed 2014 Annual Budget
Board Approved

Total Insurance	4,245.00
Misc	500.00
Occupancy expenses	
Rent	21,094.00
Total Occupancy expenses	21,094.00
Office furniture & equipment	1,500.00
Postage, shipping, delivery	500.00
Printing & copying	3,000.00
Supplies	3,500.00
Telephone & telecommunications	2,500.00
Total Non-personnel expenses	49,839.00
ORG/Special Projects	
Annual Breakfast Meeting	5,000.00
Business Attraction & Retention	1,000.00
Shuttle	5,000.00
Total ORG/Special Projects	11,000.00
Personnel & Related	
Public Relations	15,000.00
Staff Personnel	127,115.76
Training & Prof. Development	4,000.00
Total Personnel & Related	146,115.76
Total ORGANIZATION	206,954.76
SOBO	
Maintenance	271,920.00
Landscaping Staff Person	23,000.00
Misc SOBO expenses	2,000.00
PROW Maintenance	40,000.00
Residential Beautification	2,000.00
Security	485,261.00
Watering	23,000.00
Total SOBO	847,181.00
Total Expense	1,117,635.76

* Budget will be adjusted proportionally once the actual carry forward is known.



**Fruitvale Property Business Improvement District
Annual Report to the City of Oakland
2013 Annual Report to the City of Oakland**

FBID Overview

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

The FBID continues the work of the Main Street Program, a successful model developed by the National Trust for Historic Preservation that addresses five components of revitalization: safety and cleanliness, economic development, design, promotion, and community organizing. Overall achievements include completing over 190 façade improvements, creating public art and streetscape improvements, offering business assistance for local merchants, and coordinating daily sidewalk cleaning, and tree and flower planting.

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

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

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

2. Improvements and activities provided during fiscal year 2012-2013 (July 1 2012 – June 30, 2013)

The FBID participated in all the events by means of leading or playing a substantive participation roll in the activities. Improvements and activities during the past fiscal year are as such:

Commercial Corridor Maintenance

Peralta Service Corporation (PSC), the maintenance crew for the Fruitvale Business Improvement District (FBID) provides more than 160 hours per week (excluding Sundays and holidays) to both areas 1 and 2 of the FBID. Removal of illegally posted flyers and posters, and reporting and

removal of illegal dumping are performed throughout the entire FBID. Area 1 includes additional maintenance of sidewalk, curb, and gutter sweeping, recycling, graffiti abatement, and two sidewalk power washes a year. The cleaning crew and their daily performance in the neighborhood are widely recognized by the merchants and residents in the FBID.

- *Sidewalk Power Wash- September 24, 2012*

The Peralta Service Corporation did a wonderful job at power washing the sidewalks. Merchants were asked to be supportive by not obstructing the sidewalk with displays/signs so as much as possible could be cleaned.

Below are numbers of services performed throughout the FBID:

- Graffiti cleaned in Zone 1: 752
- Graffiti in Zone 2 (merchants were given written and verbal warnings to clean up graffiti, some were reported to Public Works): 835
- Illegal dumping collected in Zone 1: 136
- Reports of pot holes, cracked sidewalks, etc.: 32
- Illegal flyers and posters removed: 1007

Community Clean Ups

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

- *Community Service Event on International blvd- Trash Can Retouch part 1- July 28, 2012*
Working in collaboration with AmeriCorps and the Ella Baker Center, we were able to host an event to spruce up International blvd and 35th Ave. Six trash cans were retouched and painted/given much needed maintenance. In addition to trash can maintenance, the Fruitvale Plaza Park was weeded and cleaned, making it accessible for community members to enjoy. Keep Oakland Beautiful and Peralta Corporation provided the tools.
- *Trash Can Retouch Part 2 along International Blvd. - September 8, 2012*
With more than 30 trash cans to retouch, we realize that all the detail and color takes a long time. 5 trash cans were completed today and 4 bags of trash picked up from the Fruitvale Plaza Park. Thanks to 13 community and youth volunteers, we were able to make strides to continuing this project and will try to meet every Saturday to complete it.
- *Lower Fruitvale Clean Up- August 18, 2012*
With the collaboration of the East Bay Conservation Corps and the Peralta Corporation, The Unity Council was able to organize 28 volunteers to clean up lower Fruitvale. A volunteer artist from Jingle Town attended and kept the event lively. Volunteers picked up garbage, watered plants, spread wood chips, removed graffiti and painted a small mural of flowers. EBCC brought two big trucks of wood chips, a community member brought aloe vera to plant and 8 large trash bags were collected.

- *Trash Can Retouch Part 3 along International Blvd. - September 22, 2012*
Our ambitious efforts to keep Fruitvale clean continue. The Trash Can Retouch project is taking much longer than anticipated, as each can has a unique design with many colors. Merchants and community members came together and in groups of three managed to complete a trash can every 4-5 hours. Due to other commitments, some volunteers left early; our goal is to finish the trash cans before the rain starts.
- *Trash Can Retouch Part 4 along International Blvd. - October 6, 2012*
The trash can efforts continue; volunteers are determined to have all trash cans retouched.
- *Trash Can Retouch Part 5 along International Blvd. - November 10, 2012*
The trash cans along International blvd are not done yet, today 3.5 trash cans were completed along with a light cleaning of the Fruitvale Plaza Park. The completed trash cans look lovely and vibrant, volunteers feel proud of their hours of dedication!
- *Fruitvale Ave Garden Planting- December 14, 2012*
Volunteers from OYE (Oakland Youth Engaged) and the community helped plant 700 tulips donated by Keep Oakland Beautiful at the Fruitvale Plaza Park and some at the garden on Fruitvale Ave and Foothill Blvd.
- *Fruitvale Plaza Park and Fruitvale and Foothill Garden Planting- December 22, 2012*
Volunteers from Unity Council OYE, Americorps and the community helped make this two prong effort a success. Hundreds of California Poppies were planted along lower Fruitvale blvd and daffodils at the Fruitvale and Foothill Garden.
- *International Blvd Planting- May 7, 2013*
Alverto Vasquez (from OYE) helped organize a May planting twice a week to refill planters along International blvd. 7 merchants contributed to purchase more soil and plants to beautify International blvd and promote local shopping. 39 planters were refilled with dirt and replanted as needed, merchants were asked to please take care of their plants.
- *International blvd Planter Pots Revamping- June 20, 2013*
With the help of OYE and AmeriCorps youth and community members, 30 planter pots along International blvd were weeded, watered and given much needed maintenance. Unfortunately, merchants forgot to upkeep the vegetation that beautifies their businesses, so our volunteers reminded them of the importance of not letting the plants die, as we will not be able to replace them. Our volunteers worked really hard under the hot sun and despite being tired they “never gave up” – Justo Gomez.

Safety Activities

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

- *Hack the Hood Campaign- October 2012*
With the help of block captains and merchants watch, surveys were sent out to collect information for businesses as well as their emails/phone numbers to allow for more transparent and accessible communication with merchants. 75 complete surveys were returned.
- *Emergency Contact Distribution- November 1-2, 2012*
700 emergency business cards were distributed throughout the BID so business owners and community members would have updated information on how to best report incidents. The business cards were laminated and in English and Spanish, containing the following phone numbers, as well as The Unity Council's contact information:
 - Oakland Police Department phone number for cell phones
 - Prostitution Hotline
 - Drug and Gang Hotline
 - Graffiti and Illegal Dumping
 - Abandoned Autos
 - Parking Enforcement
- *Hack the Hood Campaign- February 2013*
78 more completed surveys were collected in an attempt to have uniform information and contact methods for transparent and continuous communication with merchants.
- *Neighbor Crime Prevention Council Meetings (NCPC) – Ongoing*
Through NCPC, Unity Council works very closely with the Neighborhood Service Coordinator Ana M. Martinez, Problem Solving Officer Jorge Pereda, and staff from Councilmember Noel Gallo, concerning issues that affect the commercial and residential areas. NCPC has a strong volunteer steering committee who attends meetings at the City Council on issues that affect the community. NCPC meetings represent beat areas 20X, 23X, 24X with a consistent turnout of approximately 40 to 50 attendees each month. As a result of the monthly meetings, residents and merchants are reporting and working on different projects.
- *Merchant Watch Program:*
The Merchant Watch Program consists of groups of businesses organized to communicate with one another and the police to report crime and alert the merchants of possible suspicious activity in the area. A total of four merchant watch groups and four block captains have been created throughout the commercial corridors thus far. Below are descriptions of the meetings that have been conducted since the inception of each group. In the fall of 2012, two Merchant Watch Captains, 1 from Foothill Blvd and 1 from International Ave invested in purchasing 4 "Merchants Watch" signs to post throughout the commercial corridor.
 - *Merchants Watch Continental Breakfast- August 9, 2012*
The Merchants Watch group was invited to become part of the BID Promotion Committee to help plan and strategize ideas for marketing. With many projects in the fall, this meeting was crucial to establish merchant volunteers for future events and needs.

- *Merchants Watch Project- September 18, 2012*
 Merchants were welcome by block captain Arturo Peña with a presentation by Eddie Simlin around self defense, trespassing, and strategies for protecting businesses from crime and other nuisances. Merchants had the opportunity to ask questions and share neighborhood concerns. Overall the Merchant Watch Training was very successful and seen as a necessary part of the BID.
- *Merchants Watch Project- December 4, 2012*
 Block Captain Arturo Peña held a Merchants Watch meeting to discuss strategies and concerns with the coming holiday season. Much praise and appreciation for the SNAP ambassadors has been received and their presence makes shoppers and business owners alike more comfortable and safe.
- *Safety Neighborhood Ambassadors Program (SNAP) –ongoing but reduced*
 Unity Council in coordination with Peralta Corporation Services (PSC), an affiliate of Unity Council, began its initiation to combat crime and increase safety in the neighborhood with its new program, Safety Neighborhood Ambassador Program (SNAP). The ambassadors patrol the entire FBID area and are identified in visible blue and yellow uniform. Ambassadors are bilingual in English and Spanish and are made available to residents, merchants and visitors in the neighborhood. Ambassadors meet regularly with the Problem Solving Office and log and report suspicious activities that may occur in the area. Thus far, SNAP has received positive feedback from merchants and others in the FBID area, particularly regarding a decrease in robberies and general improvements of the area. Unfortunately, we lost funding and 6 of the 10 ambassadors; the remaining 4 are extremely appreciated and merchants see the good that the ambassadors did.
- *Fruitvale Business Improvement District Workshop Series 2013- February 19, February 26, March 5*
 Free workshops were offered to merchants around the following topics;
 Fire Safety (February 19): Provided by the Fire Department around basic concepts that can save lives in dangerous situations.
 Insurance Protection for your Business (February 26): Insurance policy clarification around fires and other disasters.
 Business Financial Planning (March 5): Fiscal responsibility, preparation and how to prioritize.
- *Merchant Safety Meeting- March 29, 2013*
 With 22 recent graduates from Oakland Police Academy, we saw the importance of having engaged merchants and community members meet them. 16 merchants and residents attended, as well as some Unity Council staff and were able to ask questions and interact with the graduates.
- *LISC Business Workshops in San Francisco- June 14, 2013*
 3 merchants from the BID attended this useful workshop put on by LISC around immigrant owned small business topics. Issues like how to address gentrification and maintain the cultural identity of neighborhoods were discussed and merchants benefited greatly.

- *Neighborhood Patrol Group- Street Light Repair Reports- June 24, 2013*

In an effort to increase safety in the BID, a yearly walkthrough of the commercial corridors is done after dark to report broken/malfunctioning lights. With the help of a couple dedicated volunteers, we were able to report 2 lights along Foothill Blvd, 7 along Fruitvale Blvd and 3 along International Ave.

Beautification Projects and Façade Improvements

Our beautification projects contribute to the overall improvement and revitalization of the Fruitvale district. Beautification projects foster a sense of community unity, and serve as a deterrent for further vandalism, graffiti and blight in the neighborhood. An improved and aesthetically pleasing district attracts and increases visitors and tourism, thereby stimulating economic activity.

- *Recycling Fundraiser; Fruitvale Plaza Park- April 13, 2013*

Aluminum cans, plastic and glass bottles were collected in an effort to fund Earth Day and the planting of 30 much needed trees. The fundraiser was also used to recruit volunteers for Earth Day and let them know of the vegetation that would be added to Fruitvale.

- *Earth Day Tree Project- April 20, 2013*

In collaboration with Urban Releaf, council member Noel Gallo and Keep Oakland Beautiful, we were able to plant 30 trees along 38th Ave and Harrington Ave. Urban Releaf donated over \$6,000.00 worth of trees as well as all the cement cutting machines and helping to recruit about 40 volunteers from Kaiser. Home Depot donated plants, La Finca Tortilleria donated \$400.00 and a resident from Harrington Avenue donated food for all the volunteers. Various other residents donated funds to purchase dirt; over 100 total volunteers made this event and tremendous success. Some trees required cement to be cut and a lot of labor went into making this possible. Thanks to an influx of community involvement we were able to finish what was to be a days worth of work within a few hours.

- *Beautification Project on Foothill Blvd. between Rutherford St. and 35th Ave.- June 15, 2013*

Youth and community volunteers joined us for a day of much needed cleaning in the Fruitvale area, with maintenance given to 30 trees. Weeding, gardening, trash pick-up, mulch spreading and community building made this Saturday fun. Tools were provided by Keep Oakland Beautiful, and refreshing beverages of water and Gatorade were provided by Walgreens and Peñas Bakery, respectively. 1 garbage bag and 2 compost bags were collected!

- *Storefront Façade Improvements*

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

- 3827 International Blvd: Rinconcito Chapin was repainted and got a new sign
- 2021 Fruitvale Avenue: The East Bay Laundry was repainted along with the entire building.
- 3731 International Blvd: Las Marianas Restaurant was repainted
- 3642 International Blvd: Elizabeth Fashion complete façade with new awning, signs, paint, redesigning with new material.
- 1621 Fruitvale Avenue: New paint for the 3 floor apartment building.

- 1706 Fruitvale Avenue: Christian Church was repainted, improved the hallway and repaired the inside of the building.
- 3419 International Blvd: La Torta loca new façade including tile, hardware repair and new paint.

Promotion of the Fruitvale Commercial Corridors

- *BID Merchants Meeting-Ongoing every 3 months*
All the merchants in the BID are invited to participate in this meeting to discuss updates, concerns and other news in the BID. This meeting is open to the public and the community is notified of BID news. The merchants support in dispersing information, reporting incidents and concerns and helping the BID stay cohesive.
- *Merchants and Neighbors Block Party; National Night Out- August 7, 2012*
Fruitvale merchants celebrated the National Night Out with BBQ, face painting, promotional sales and activities for the whole family. The celebration took place along Foothill Blvd. between Fruitvale Ave. and 34th Ave. 10 volunteers helped make this event successful with 250 people attending.
- *Que Pasa Newsletter- August 2012*
2000 copies of the Que Pasa Newsletter were printed and distributed to promote our new SNAP ambassadors, Merchant Watch signs, Cinco de Mayo Celebration and more.
- *Altars Along International Blvd., merchant promotion; Dia Festival – October 16-28, 2012*
In observation of Dia de los Muertos, Day of the Dead, businesses in the FBID were invited to set up altars inside their businesses in remembrance and in honor of those who have passed. This event allowed visitors to experience the vibrant culture and festivities of the Fruitvale by creating an exciting and attractive place to come and shop. Merchants were invited to display their altars and also helped decorate with Dia flower vines on lamp posts and other festive decorations. FBID created a large community altar at the corner of International Blvd. and 35th Ave on Thursday October 25th where the public was invited to contribute their own memories and items commemorating the lives of loved ones. A total of 11 altars were set up and both businesses and patrons of the area enjoyed the celebration.
- *Dia de los Muertos Festival- October 28, 2012*
The anticipated annual Festival in celebration of the Day of the Dead provided a wonderful space of community, culture and fun for the whole family. Over 30 altars were displayed thanks to the hard work of merchants and community members. Over 75,000 people hailed to the Festival via BART and other forms of transportation to enjoy the festivities.
- *Promotional Committee Meeting- November 9, 2012*
Merchants met to discuss steps for coming event needs and responsibilities. 10 merchants met to discuss Christmas decorations, necessary permits, and promotional needs for the Posada Celebrations promotional activities on International Blvd. Merchants are helpful and take on tasks.
- *Promotional Committee Meeting- November 27, 2012*

Details were further hashed out with the holiday season just around the corner. BID took charge of printing, permits and requested donations for other costs; Santa suits, music, popcorn machine and more.

- *Promotional Committee Meeting- December 4, 2012*

A lot of planning and meetings went into the Posada Celebration and thanks to the collaboration of our merchants, we were able to have a successful celebration.

- *Design Team Meeting- Ongoing about once a month*

The BID Design Team met 9 times between June 2012 and June 2013. They support the BID by making calls and reporting incidents on our behalf to the City of Oakland and contacting council members and other forms of contact. Two members of the Design Team are also part of the Oakland Heritage Alliance and give Historical Tours to 30-38 people of the Fruitvale area to first time visitors and those who want to know more history of the area. They gave a tour July 2012.

- *Traditional Christmas Posada at International Blvd.- December 14, 2012*

The Posada Celebration is an annual celebration that takes place in December. During this event, community members reenact Mary and Joseph's journey in seeking shelter. The procession involved a community led walk along International Blvd. stopping at designated 12 business shops where traditional songs were sung. Approximately 100 families gathered for the traditional Posada with the help of various merchants who donated fruit, candies, tamales, piñatas, tables, fruit and traditional Christmas tea. Pablo, the owner of International Market allowed us to use his parking lot, and for 2013 too. Thanks to a dedicated group of volunteers, the event was a success.

- *3 days of Christmas Celebration Promotional Sales – December 20-22, 2012*

Rosario Pardo of Pasarelas donated the cloth to make 10 Santa Claus outfits and a community member donated time and labor to make them. 10 volunteers helped "man" the Santa outfits every day, some of which were youth. 30 merry volunteers helped with outreach and assisted on the day of the event. Support from the community raised funds and others including merchants provided in kind donations and support. Merchants helped decorate the streets to make it festive, providing special sales to promote local shopping. Despite the rain, we managed to attract thousands of community members and shoppers.

- *Volunteer Appreciation Event – Friday, December 7, 2012*

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

- *Fruitvale Night Markets, Avenida de la Fuente- March 15, April 19, May 17, 2013*

3 nights under the stars with music and fun activities for the whole family. In an effort to promote merchant and community awareness and local shopping, a lot of collaboration went into making these events a success. We received a grant from LISC to help put on these events for \$3,375.00 and with the collaboration of OYE, AmeriCorps and community volunteers we were able to attract 2900 people over course of the three night markets.

- *Foothill Night Markets- April 26th and May 31st, 2013*
The Foothill Night Markets took place at the Foothill Corridor between Fruitvale Ave. and 34th Avenue with merchants putting awnings out and special sales for the night. Walgreens manager Francisco Marin helped by putting up a tent, Walgreens activity wheel and giving out prizes. A clown, DJ and traditional danza were popular entertainment. The activities brought 400 attendees each time and the compactness of the chosen location worked well, especially since Walgreens stays open until midnight.
- *Cinco de Mayo Celebration- May 5, 2013*
Councilmember Noel Gallo organized the Fruitvale district celebration of Cinco de Mayo this year supported by the Unity Council, volunteers and community members. Through donations and volunteers, the celebration included entertainment with music, baile folklórico, tamborazo Los Inquietos, a DJ, face painting, and more. The event was widely popular and thousands were in attendance.

Business closures/New Businesses

Businesses that closed in 2012-2013 and jobs lost: 11 businesses, 19 jobs

Businesses that opened in 2012-2013 and jobs created: 16 businesses, 39 jobs

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

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

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

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

CALENDAR YEAR 2014

Budget Line Item

A <u>PERSONNEL</u>		
1	Lead Ambassador	40,000
2	AmeriCorps	<u>4,000</u>
	Subtotal	44,000
3	Taxes/Benefits	5,777
	TOTAL PERSONNEL COSTS	49,777
B <u>CONTRACT SERVICES</u>		
	Cleaning (PSC)	<u>214,508</u>
	TOTAL CONTRACT SERVICES	214,508
C <u>OPERATING/MARKETING EXPENSES</u>		
1	Marketing/Operating Expenses	7,500
2	Administration	<u>30,198</u>
	TOTAL MARKETING/OPERATING EXPENSES	37,698
	TOTAL UNITY COUNCIL	301,983
D <u>FEES & CONTINGENCY</u>		
	Approx. 7%	(1) 22,730

GRAND TOTAL \$324,713

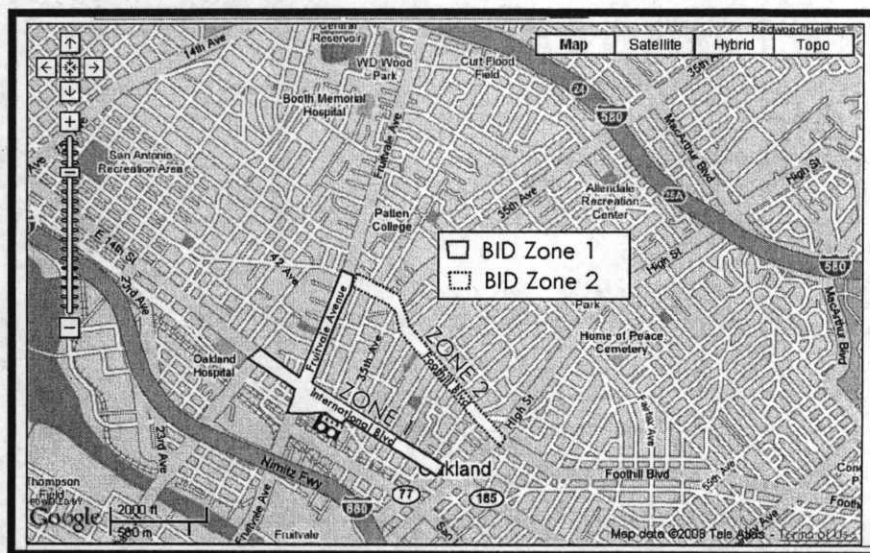
- (1) Under the new Fruitvale BID contract, the City of Oakland requires \$22,730 of total proceeds to be set aside for "contingency" to pay fees charged by the County (1.7%) and the City (1%) for collecting, disbursing and administering the BID assessments and to create a reserve to mitigate the impact of uncollectible assessments

5. Method of Basis of Levying the Assessment

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

Zone One includes 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 of **Zone Two**.

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



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

It is expected that there will be no surplus to be carried over from a previous year. The services provided in the FBID have been subsidized by the Unity Council. The Unity Council will seek additional funding to provide services to the business and property owners.

7. Contributions from Sources Other than Assessments

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

- Local Initiatives Support Corporation: \$25,000.00 (secured for personnel)
- Local Initiatives Support Corporation: \$3,375.00 (secured for promotional use)

Lakeshore/Lake Park Avenues Business Improvement District

4133 Balfour Avenue, Oakland 94610

510-593-3721

2013 Annual Report

1. Proposed changes to boundaries of the BID.

None proposed this year as the Lakeshore Avenue Baptist Church property was added last year, at a flat rate, during the BID renewal in 2012.

2. Improvements and activities provided during 2013.

The sidewalks and gutters are cleaned daily on Lakeshore, Lake Park Avenues, and in the new plaza at Rand and Lakeshore Avenues. We have a new maintenance contractor who has also added cleaning graffiti up to eight feet high on our buildings, plus cleaning the garbage cans themselves. We propose purchasing two to four solar trash compactors to assist with the city garbage can overflow in certain areas now that the City has discontinued trash collection on Sundays.

Our private security officer patrols the Avenues seven days a week for a total of fifty-two hours a week. He works with OPD, when available, and merchants to move our panhandlers and problem people off of our sidewalks and assist with information gathering concerning problems which may arise on the street. He has even assisted during minor traffic accidents. He also serves as an ambassador to our district and provides extra coverage during our holiday events.

Our gardener/landscaper has continued to add tree well gardens, waters, cleans, and plants regularly. He especially adds new plants for events and during seasonal changes. He assists us in keeping tree wells topped up so that they do not become tripping hazards. However, these are city trees and the City is ultimately responsible for this maintenance.

The BID continues to store and change out our street banners twice a year including "Spare the Air" banners during the summer and fall.

Our administrator meets with merchants, property owners, and neighbors on issues of safety, improvements, and new businesses desired. She interfaces with city and county officials to advocate for and respond to the needs of our district. She works directly with OPD on issues of crime and nuisance activity and informs merchants and neighbors of situations needing attention, trainings available, and other problems as they arise. The administrator photographs the district, merchants, shoppers, and activities and publicizes new businesses and events using local and social media.

The Advisory board works with the administrator to authorize the funding of events and activities which have become cherished traditions in our neighborhood-The annual Halloween parade and the Easter Bonnet contest plus the Spring and Fall Festivals put on by the Lakeshore Baptist Church with assistance from the BID and merchants. Working with the City, the Board was able to obtain a new bicycle rack and, hopefully, will assist in building Lakeshore's first parklet this year. Due to parking regulations, the initial parklet proposal had to be shelved while a new one is being designed.

3. Improvements to be Provided during 2014.
Please see attached budget which includes looking into the purchase of solar trash compactors. We also hope to provide more elaborate Holiday season decorations that will highlight holiday shopping on our Avenues.
4. Estimate of the cost of providing services.
Please see attached budget. We are not asking for an increase for the coming fiscal year as we have received assessments formerly owed to the district this year.
5. Method and Basis of Levying the Assessment.
6. The assessments will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Avenues BID Management Corporation. Our current annual assessment rate is \$24.00 per linear front foot along Lakeshore and Lake Park Avenues plus \$0.275 per parcel square foot . Tax exempt parcels, regardless of size, will be assessed a flat rate of \$250.000 annually.
7. Surplus or Deficit Revenues to be Carried Over from Previous Fiscal Year.
It is anticipated that the surplus revenues carried over will not exceed \$30,000.
8. Contributions from other Sources.
None.

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

LAKESHORE/LAKE PARK BID			
PROPOSED BUDGET FOR 2014			
Description		Amount	
Income			
Estimated Bid Collections		\$151,612.00	
Total Income		\$151,612.00	
Carry Forward 2013 (Reserve for Nonpayment) (Interest Bearing)		\$40,000.00	
Total Available Funds		\$191,612.00	
Expenses			
Administration		(\$39,000.00)	
Annual Meeting		(\$1,200.00)	
Beautification	Banners	(\$600.00)	
	Gardeners	(\$11,200.00)	(\$11,800.00)
City (1%) & County Collections Cost (1.7%)		(\$4,120.00)	
Insurance		(\$1,925.00)	
Maintenance: Sweepers; Steam Cleaners		(\$30,000.00)	
Office Expenses		(\$1,500.00)	
Professional Expenses		(\$650.00)	
Promotions; Capital Improvements		(\$25,000.00)	
Security		(\$54,000.00)	
Total Expenses		(\$169,195.00)	
Reserve For Nonpayment (Year-End Balance)		(\$22,417.00)	
Total Expenditures		(\$191,612.00)	

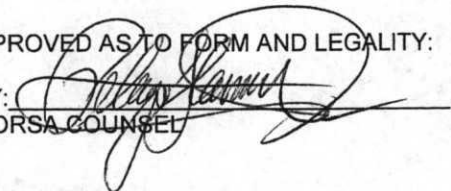
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OAKLAND

2014 JUL 10 PM 12:28

APPROVED AS TO FORM AND LEGALITY:

BY: 
ORSA COUNSEL

OAKLAND REDEVELOPMENT SUCCESSOR AGENCY

RESOLUTION No. - _____

A SUCCESSOR AGENCY RESOLUTION AUTHORIZING PAYMENT OF THE OAKLAND REDEVELOPMENT SUCCESSOR AGENCY'S CUMULATIVE FISCAL YEAR 2014/15 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF \$8,819.40 FOR OAKLAND REDEVELOPMENT SUCCESSOR AGENCY-OWNED PROPERTIES IN THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, AND THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011

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

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

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

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

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

WHEREAS, the Oakland Redevelopment Successor Agency owes a cumulative fiscal year 2014/15 fair share assessment of \$8,819.40 for the following Successor Agency-owned properties:

District	APN	Site Description	Annual Assessment
Downtown Oakland	2-97-45	1327 Broadway	\$ 4,494.83
Downtown Oakland	1-201-10	822 Washington Street	\$ 2,973.29
Fruitvale	32-2084-50	3614 Foothill Blvd	\$ 399.84
Fruitvale	32-2115-38-1	3550 Foothill Blvd	\$ 951.44
		ORSA TOTAL	\$ 8,819.40

and

WHEREAS, it is possible that additional properties will be transferred to Oakland Redevelopment Successor Agency ownership during fiscal year 2014/15, thus increasing the Successor Agency's fair share assessments; and

WHEREAS, funds to pay the assessment of affected Oakland Redevelopment Successor Agency-owned property located in the Downtown CBD and the Fruitvale BID will be budgeted in Central District Fund (9710)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/ Central District Project (S00800)/0000 (ROPS line 105) and the SRA Central City East Fund (9740)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Central City East Redevelopment Project (S233310)/0000 (ROPS line 212);

now therefore be it

RESOLVED; that the Oakland Redevelopment Successor Agency hereby authorizes payment of the assessments for the four Successor Agency-owned properties as described above in an aggregate amount of approximately \$8,819.40 for the 2014/15 fiscal year assessment period from the Central District Fund (9710)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/ Central District Project (S00800)/0000 (ROPS line 105) and the SRA Central City East Fund (9740)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Central City East Redevelopment Project (S233310)/0000 (ROPS line 212); and be it

FURTHER RESOLVED: That the Agency Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to Oakland Redevelopment Successor Agency ownership during fiscal year 2014/15.

IN SUCCESSOR AGENCY, OAKLAND, CALIFORNIA, _____, 2014

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

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