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Approved as to form and legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. 83670 C.M.S.

RESOLUTION APPROVING THE ANNUAL REPORTS OF THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT, THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007, THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, AND THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008 ADVISORY BOARDS; CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH APPLICABLE DISTRICT FOR FISCAL YEAR 2012/13; AND AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2012/13 FAIR SHARE ASSESSMENT IN AN AMOUNT NOT TO EXCEED \$136,553.06 FOR CITY-OWNED PROPERTIES IN THE KOREATOWN/NORTHGATE DISTRICT, THE DOWNTOWN OAKLAND DISTRICT, AND THE LAKE MERRITT/UPTOWN 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 Lakeshore/Lake Park Business Improvement Management District ("Lakeshore BID"), the Koreatown/Northgate Community Benefit District of 2007 ("Koreatown CBD"), the Downtown Oakland Community Benefit District of 2008 ("Downtown CBD"), and the Lake Merritt/Uptown Community Benefit District of 2008 ("Lake Merritt CBD") (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 Lakeshore BID on July 16, 2002 pursuant to Resolution No. 77280 C.M.S.,
 - 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.;
- and

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

WHEREAS, the Annual Report for the Lakeshore BID includes a determination and recommendation by the District Advisory Board for a permitted 2.5% increase in the amount of the annual assessment beginning in fiscal year 2012/13 for the Lakeshore BID; and

WHEREAS, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2012/13; and

WHEREAS, the City owes a cumulative fiscal year 2012/13 fair share assessment of \$136,553.06 for the following City-owned properties:

District	APN	Site Description	Annual Assessment
Downtown Oakland	3-65-9-2	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 24,667.20
Downtown Oakland	3-67-1	1 Frank H Ogawa Plz. (City Hall)	\$ 28,719.48
Downtown Oakland	3-67-2	1414 Clay Street (Clay Street Garage)	\$ 10,891.20
Downtown Oakland	8-619-8-1	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 27,296.71
Lake Merritt/Uptown	8-623-6-1	1731 Franklin St. (Franklin St. Garage)	\$ 6,963.48
Lake Merritt/Uptown	8-655-6	Grand Avenue	\$ 2,040.60
Lake Merritt/Uptown	10-768-4	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,206.46
Lake Merritt/Uptown	8-649-5	2025 Broadway (Paramount Theatre)	\$ 4,444.88
Lake Merritt/Uptown	8-635-1	274 19 th Street (Snow Park)	\$ 23,323.05
			\$136,553.06

and

WHEREAS, funds to pay the assessments owed by the City have been budgeted in General Purpose Fund (1010)/Citywide Activities (90591)/Taxes and Assessments Account (53511)/Undetermined Project (0000000); and

WHEREAS, until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the Districts in Miscellaneous Trusts Fund (7999)/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 Lakeshore BID, the Koreatown CBD, the Downtown CBD, and the Lake Merritt CBD were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2011/12 and 2012/13 fiscal years as required by law; and be it

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

FURTHER RESOLVED that the Annual Report and the continuing annual assessment for the Lakeshore BID for the 2012/13 fiscal year are hereby approved, adopted, and confirmed, including a 2.5% increase in the amount of annual assessments recommended by the Lakeshore BID Advisory Board, beginning in fiscal year 2012/13 and the City Council does hereby levy and direct the collection of the assessments for the 2012/13 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 2012/13 fiscal year assessments for the Districts are as follows:

- Approximately \$146,358.19 for the Lakeshore BID; and
- Approximately \$278,460 for the Koreatown CBD*; and
- Approximately \$934,411 for the Downtown CBD*; and
- Approximately \$1,107,999 for the Lake Merritt CBD*; 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 2012/13 fair share assessment of an amount not to exceed \$136,553.06 for City-owned property as more specifically described in the recitals above; and be it

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into annual contracts and related amendments with any nonprofit corporation comprised of the assessee themselves designated by the owners 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.

DEC 20 2011

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2011

PASSED BY THE FOLLOWING VOTE:

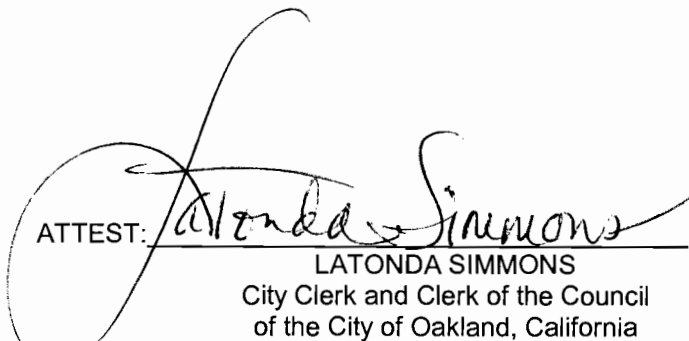
AYES- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and
PRESIDENT REID - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:


LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

* These figures represent the total assessments to be levied and are greater than estimated revenues contained in the attached Exhibit A Koreatown, Downtown, and Lake Merritt CBD budgets. This is because estimated revenues in the attached budgets deduct an approximate six to seven percent from total assessments to be levied to account for a projected delinquency rate among assesseees in the FY 2012/13 year.

EXHIBIT A

To the Resolution Approving The Annual Reports of The Lakeshore/Lake Park Business Improvement Management District, the Koreatown/Northgate Community Benefit District of 2007, the Downtown Oakland Community Benefit District of 2008, and the Lake Merritt/Uptown Community Benefit District of 2008 Advisory Boards And Confirming The Continuing Annual Assessment For Each Applicable District For Fiscal Year 2012/13.

Annual Reports for:

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

Lakeshore/ Lake Park Business Improvement District
P.O. Box 16268
Oakland, CA 94610
510-451-1257

2011 Annual Report to City Council

1. Proposed changes in boundaries of BIMD.

None proposed for this final year of the 10 year plan.

2. Improvements and activities provided during 2011.

The sidewalks and gutters are cleaned daily on Lakeshore and Lake Park. The sidewalks are steam cleaned at least once a month. We continue to fund additional cleaning under the garbage cans and graffiti cleanup in our walkway area. We are looking into proposals for additional steam cleaning depending on the costs.

A private security officer patrols the Avenues every day from noon until 7 PM including holidays. We have increased the hours of security to 8 hours a day, 3 days a week (high traffic days-Thursday, Friday, and Saturday) and maintain the 7 hour patrol schedule the other 4 days a week. The security officer provides additional coverage during our promotional events: Halloween, Easter, and Holidays.

A landscape company plants and maintains the treewell gardens. They water as needed during the dry season. We have added the planting and maintenance of 5 additional tree wells. Three of those are in the Lake Park section of the district and 2 are on Lakeshore. We refill in the unplanted tree wells with gravel twice a year for sidewalk safety. Last year we added a garden area in front of the gas station that is the gateway area to Lakeshore and Lake Park Avenues.

The BIMD changes out the banners twice a year to include "Spare the Air" banners during the summer/fall, including across the street garland, during seasonal changes.

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

We put on our annual Halloween parade, Easter parade, to include children's fairs at the local church's grounds. Given the economic slowdown, we increased our promotional annual winter holiday event to two days of horse and carriage rides, with face painting and live music. We have received an overwhelming response from the public and local media outlets for these events.

We are staging three temporary parklets for the City's Walk Oakland, Bike Oakland, Park(ing) Day event on Lakeshore and are beginning the process of planning for a permanent parklet near Arizmendi. This will provide more outdoor gathering spaces in the most congested area of our sidewalk. All visitors will be invited to use this seating space. We have had to put additional planters on hold until we complete and fund the BID renewal process but hope to add planters to the areas with an unused expanse of sidewalk the following year.

We have revamped our website to www.LakeshoreOakland.com and now have a facebook page at "The Lakeshore Business Improvement District" where we update photos and promotions for the merchants, including vacancies, regularly.

3. Improvements to be provided during 2012.

We have agreed to maintain planters which we are still awaiting in the new City-MTC plaza at the end of Rand Avenue. See above on the addition of a permanent parklet or street deck. We hope to be the first district in Oakland to install one.

4. Estimate of the cost of providing services.

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

5. Method and Basis of Levying the Assessment.

The assessments will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Advisory Board. Last year we proposed a 5% increase which brought our current assessment rate to: frontage charges of \$24.84 per linear foot per year and lot size charges per square foot of \$0.289 per year factored together.

This year we propose an increase of 2.5% to the assessment to cover costs associated with an increase in private security hours to address panhandling and other disruptive activities reported to us by the merchants. We would also like to provide more planters and will be providing maintenance around the new plaza at Rand and Lakeshore. With the additional 2.5% increase our new assessment rate will be \$25.46 per frontage linear foot and \$0.296 per lot size square foot.

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

It is anticipated that approximately \$10,000 will carry forward from the previous fiscal year into the 2012 budget. These funds will be used to maintain a reserve in case of the continued non-payment of a large property owner.

7. Contributions from other sources.

None.

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

LAKESHORE/LAKE PARK BID PROPOSED BUDGET FOR 2012	
Description	Amount
<i>Income</i>	
Estimated BID Collections	<u>\$146,358.19</u>
Total Income	<u>\$146,358.19</u>
Carry Forward 2011 (Reserve for Nonpayment) (Interest Bearing)	<u>\$10,000.00</u>
Total Available Funds	<u>\$156,358.19</u>
<i>Expenses</i>	
Administration	-\$38,000.00
Annual Meeting	-\$1,200.00
Beautification:	
Banners -\$600.00	
Gardeners -\$11,200.00	-\$11,800.00
City & County Collections Cost (1.7%)	-\$2,488.09
Insurance	-\$1,925.00
Maintenance: Sweepers; Steam Cleaners	-\$32,000.00
Office Expenses	-\$1,500.00
Professional Expenses	-\$650.00
Promotions; Capital Improvements	-\$3,000.00
Renewal of BID	<u>-\$6,000.00</u>
Security	-\$50,000.00
Total Expenses	-\$148,563.09
Reserve for Nonpayment (Year-End Balance)	<u>-\$7,795.10</u>
Total Expenditures	-\$156,358.19

SHB:cm
2012proposedbudget.doc
updated 10/20/11

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

2633 TELEGRAPH AVE. #107
OAKLAND CA 94612

KOREATOWN-NORTHGATE COMMUNITY BENEFIT DISTRICT ANNUAL REPORT TO THE CITY COUNCIL – 2011

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 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 2011:**
 - The Board voted to bring in a consultant to look at the effectiveness of their service providing to property owners, review their bylaws, ensure compliance with the original management district plan, review and propose an alternative committee structure, create internal personnel policies and propose a “re-set” to the Board activities;
 - The Board worked to get 49 trees planted along Telegraph from 27th to 35th Street;
 - The Board provided enhanced security services to reduce crime and disorder in the district by the hiring of 1st Safety, a private company;
 - The Board launched two new committees: The Security and Operations Committee and the Marketing and Identity Committee. Each Committee responds to categories identified in the original management district plan;
 - The Security and Operations Committee reviewed and may implement a new camera system for Telegraph;
 - The Board hired a new Executive Director in February who oversees the service providers and daily operations of the Board;
 - The Board instructed staff and consultants to come up with a new budgeting format and investigate its actual carry forward funds which led to a \$120,000 adjustment in the carry forward funds from 2010 to 2011;
 - The Board adopted a new employee policy;
 - The Board adopted a new set of updated and revised bylaws;
 - The Board considered and adopted re-branding the district as the “KoNo” district, which represents “Koreatown/Northgate”. The foundation of the district will be the Korean businesses, the historic Northgate area, Alta Bates Medical Center, the growing number of Middle Eastern businesses, the Art Murmur and a number of new galleries in the district. KoNo will be the umbrella concept that will define the district;

- The Board considered and adopted a new logo in which to launch the new KoNo district;
- Created a neighborhood profile for business attraction purposes.
- Maintained website www.koreatownnorthgate.org; added presence on Facebook.
- Created printed business directory and posted it online.
- Collaborated with the organizers of the First Friday Art Murmur event providing monetary support to ensure a safe and pleasant event is preserved.
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Held the 3rd annual "Culture Fest" on May 14th, drawing thousands of visitors to the area;
- Re-evaluated the services levels and costs of the major services providers (Security and maintenance) to ensure that they are within budget by the end of calendar year 2011;

3. **Activities planned for FY 2012:**

➤ The Board has adopted a new Committee structure to make the activities of the district more easily achievable and easy to implement. The Board adopted a four level Committee structure including:

- a. **Organization/Executive Committee:** To oversee the finances, Board affairs, relations with the City and overall compliance issues;
- b. **Security and Operations Committee:** To oversee the "clean and safe" functions of the district;
- c. **Marketing and Identity:** to help brand the district so the name association is more positive, allowing us to attract new development and business to the area;
- d. **Land Use:** Which will deal with review of new development, parking and transportation

Committee Chairs have been selected for each Committee and they have begun to meet and function;

- The Board will continue to work on the goal of ensuring that each special event is self-supporting and in fact will eventually generate non-assessment district revenue for the Association;
- The Board is looking at creating uniformity among its maintenance crew and security team, to ensure that they are branded correctly and easily visible to the general public and local businesses, residents and property owners;
- The Security and Operations Committee is investigating the costs and implementation of a new outdoor pilot camera system for the district;

- The Security and Operations Committee will continue its involvement with the Neighborhood Crime Prevention Council;
- The Marketing and identity Committee will continue to work with the Art Murmur and see if it can grow and expand in the coming year;
- The Organization Committee will continue to produce a regular newsletter;
- The Organization Committee will come up with a new long term strategy for use of any pre-2010 assessment district revenues to enhance the district;
- The Board will continue to work with other BIDs and CBDs in the City to help shape more district friendly policies in the City;
- The Board will soon weigh in on the concept of mobile food trucks and submit its recommendations to the City;

4. Estimated Cost of Providing the Improvement and Activities for 2012:

\$ 267,500

5. Method and Basis for Levying the Assessment:

The method and basis for levying the assessment in the Koreatown/Northgate CBD is as follows:

<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	\$5.00	\$0.10	A -\$0.12 B -\$0.08 C -\$0.05 D -\$0.00 E -\$0.00 F -\$0.05	\$ 365.00

<i>BENEFIT ZONE</i>	<i>LINEAR FRONTAGE TOTAL</i>	<i>LOT SQUARE FOOTAGE TOTAL</i>	<i>BUILDING SQUARE FOOTAGE TOTAL</i>	<i>SINGLE FAMILY RESIDENTS - NUMBER OF UNITS</i>
1	16,146 linear feet	1,272,305 sq. ft.	787,556 sq. ft.	47 existing

**AMOUNT GENERATED BY PROPERTY VARIABLE AND BENEFIT ZONE FOR
THE KOREATOWN/NORTH GATE COMMUNITY BENEFIT DISTRICT:**

<i>BENEFIT ZONE</i>	<i>LINEAR FRONTAGE TOTAL</i>	<i>LOT SQUARE FOOTAGE TOTAL</i>	<i>BUILDING SQUARE FOOTAGE TOTAL *</i>	<i>SINGLE FAMILY UNIT CONTRIBUTION**</i>
1	\$80,730.00	\$127,230.00	\$ 53,345.00	\$17,155.00

*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.

Building categories A and B are anticipated to receive greater benefit from walk in traffic, resulting from attracting new residents and visitors to the district. Property owners of A and B category buildings will, therefore, generate greater benefit due to increased sales and greater commercial activity.

**Only 47 single family residents/condos currently exist in the district. It is anticipated that there will be hundreds more built and parceled over the next five years. Once single family residents/condos have been parceled in the future mixed-use developments, a \$ 365.00 annual flat condo fee will be apportioned to underwrite and increase the SOBO portion of the budget to provide those new residents with seven day per week cleaning services, public rights of way beautification and possible supplemental security.

APPORTIONMENT OF BUILDING USES:

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

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

AMOUNT OF BUILDING SQUARE FOOTAGE BY USE IN THE PROPOSED KOREATOWN/NORTH GATE CBD:

BUILDING TYPE B	A	B	C	D	E	F	G
BUILDING SQUARE FOOTAGE/DATABASE	195,881	211,725	7,098			250,932	47

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. Commercial or retail condos will be assessed on the same multi-variable basis as other parcels in the district. 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 for 2012:

As of the beginning of the district fiscal year commencing January 1st 2012, the anticipated surplus and carry forward funds will be \$80,000.

Budget by Category, 2011:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage - 2011</i>	<i>Estimated Amount 2011</i>
PROWSO (Public Rights of Way and Sidewalk Operations)	60%	\$ 167,000
Marketing and Identity	10%	\$ 27,000
Administration , personnel and non-personnel	20%	\$ 57,000
Contingency	10%	\$ 27,000
Total	100%	\$ 278,000

Projected carry forward for Koreatown Northgate CBD, December 31st, 2011 =
\$ 80,000

	KOREATOWN NORTHGATE						
	2012 BASELINE BUDGET						
						From 2011	
					Base Budget	Reserves	Total
66%	PROWSO	172.6k		Cleaning - graffiti/sidewalk/steam	55		55
				Security	75		75
				One-Time Projects - utility box/ trees/ bike racks/ etc.	27.6		27.6
				Staff	15		15
12%	MARKETING	\$ 31.8K		Art Murmur	6		6
				Publicity - Website/design/printing/banners	14.3		14.3
				Festival	11.5		11.5
21%	ADMIN	\$ 55.6K		Overhead - rent/utilities/insur/phone/supplies	12.5		12.5
	Admin = 55.6k+15k(PROWSO)=70.6k			Professional - lawyer/accountant	4		4
				Staff	39.1		39.1
				One Time Projects*:			
				Consultant - Marco Li Mandri		7.5	7.5
				TOTALS	260	7.5	267.5
	TOTAL BASE	\$ 260k					
	2011 RESERVES	\$ 80K					
	GRAND TOTAL	\$ 340K					
			To be used				
		2011	in 2012				
	*Reserves at end of 2011	\$ 80,000.00	\$ 7,500.00	Balance for one time projects =	\$ 72,500.00		
Created by: Shari Godínez 11/7/11							



ANNUAL REPORT TO THE CITY OF OAKLAND
Downtown Oakland Community Benefit District
388 19th Street, Oakland, CA 94612
info@downtownoakland.org
510-238-1122

1. Proposed Changes in boundaries of the CBDs:

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

2. Improvements and activities provided during fiscal year 2011:

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

SOBO is the key committee of the organization. It is the clearinghouse for the critical services which intend to bring order to the district and clean the public rights of way. Martin Ward of Old Oakland and Laurie Berberich of the 1000 Broadway building were selected to Co-Chair the Downtown Oakland CBD SOBO committee. They continue to Chair this Committee. The key elements of the work of this committee are summarized as follows:

Ambassadors/Security:

After a nationwide search conducted in early 2009, the SOBO Committee recommended that Block by Block, a company that specializes in business district ambassador programs be selected to run this service. Block by Block receives approximately \$ 33,000 per month from our organization and is operated under the on-site supervision of Ted Tarver, working out of the CBD office. The contract runs from January thru December 2011. The Ambassador program is uniformed specifically for the district and their work has done more to turn around the image and order of Downtown Oakland than any single program in decades. It continues to be the greatest success story of the district thus far. One of the reasons why Block by Block was hired was due to their experience in working with many private security firms. There are several private security firms working throughout the district that had no history of

DOWNTOWN OAKLAND ASSOCIATION

communication with each other. Ted Tarver has been very successful in meeting all of the security representatives, gathering their contact information, and creating a system of regular communication with all of the private security in the district. This has facilitated the sharing of information on relevant problem areas.

Hospitality:

The Bank of America Foundation jointly awarded the Downtown Oakland Association and the Lake Merritt/Uptown District Association a matching grant to fund "hospitality ambassadors" in 2010. The Hospitality ambassadors, trained and supervised through Block by Block, worked from late August 2010 to March 2011 providing visitors to the area with information on the districts. The total grant from B of A was \$20,000, matched jointly by the Districts for a total budget of \$40,000.

Ambassador/Maintenance:

The Downtown Oakland Association, through the budget of the SOBO committee, hires a local non-profit, Peralta Services Corporation, based in Fruitvale, to operate the sidewalk cleaning services. Peralta employees are uniformed in the colors of the district and provide daily sidewalk sweeping and regular steam cleaning services. Peralta's contract will expire at the end of the calendar year.

17th Street Art Deco Clock Repair:

The old Art Deco clock located on the sidewalks at the corner of 17th and Broadway was refurbished and reinstalled. The clock was dedicated in April of 2011 in front of a large crowd.

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

Approximately \$100,000.00 was allocated for DISI related activities in 2011. The following represents the work of the Joint DISI Committee: public space development, advertising, special events, branding, public relations (handled by Gallen.Neilly Associates), and website design and maintenance. Carmen Santisteban chaired the committee, but has stepped down due to a change in her position at CB Richard Ellis.

Banner Program:

Banners were created and installed down Broadway, Franklin and Telegraph Avenue.

Sponsorship of events:

The Downtown Oakland Association sponsored Art and Soul, Art Break Day, Bike to Work Day and the Wonderarium Mobile Plant Ambassador. Also in 2011, we will sponsor the Oakland Holiday Parade and the City Center Tree Lighting.

C. Administration for 2011:

In the year 2011 Oakland Venue Management has been the principle administrator for the district, with ongoing consulting from New City America, Inc, both of whom are contractors with the District Management Corporations. OVM employs 4 individuals who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, relations with the City of Oakland, community relations, quarterly newsletters and monthly email blasts, and oversight of contractors. The District Management Corporation continues to have no employees and contract out ALL service providing services to the property owners.

Budget by Category, 2011:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage - 2011</i>	<i>Estimated Amount 2011</i>
SOBO, (Sidewalk Operations, Beautification and Order)	64%	\$ 673,042
DISI (District Identity and Streetscape Improvements)	10%	\$ 100,000
Administration, personnel and non-personnel	20%	\$ 222,864
Contingency	4%	\$ 35,397
Shuttle Allocation	2%	\$ 16,000
Total	100%	\$1,047,303.00

Projected carry forward for Downtown Oakland Association, December 31st, 2011 =
\$169,118.02

3. The improvements and activities to be provided for the fiscal year 2012:

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

We plan to continue providing security and maintenance services as outlined for the current year. We will continue to install hanging plants in 2012

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

Our district identity and streetscape improvement services will continue in 2012 as they were outlined for the current year.

Banners:

Banners will continue to be changed on a seasonal basis.

Sponsorship of events:

The Downtown Oakland Association will continue to sponsor annual events such as Art and Soul, the Holiday Parade, the City Center Tree Lighting. We reserve \$5,000 available for the sponsorship of events and organizations upon a pre-determined set of criterion.

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. Business attraction strategies:

Strategies, particularly attraction of new office tenants and possibly new hotels should be prioritized in the districts. Staff must come up with a strategy to deal with this since office tenants are the life blood of the success of our major stakeholders

II. Redesign of 19th Street BART Station entrance at 17th Street:

With the support of Councilwoman Kaplan, CEDA Director Walter Cohen, staff is highly motivated to help transform the 19th Street BART station entrance at 17th Street into a beautiful entry way into the district. Since the 17th Street entrance is located at the exact border between the Downtown Oakland district and the Lake Merritt/Uptown district, both have a lot to gain from this makeover. The use of lighting, landscaping, and public art can also make this a great entry way to the Fox and Paramount Theatres.

III. Partnering with Youth Radio:

Youth Radio, which has a national contract with NPF, is located at 17th and Broadway and provides an excellent resource for the promotion and branding of the district. The technical knowledge and facilities for filming and broadcasting in these studios is truly state of the art and the districts should prioritize working with this nationally recognized asset.

IV. Repairing public amenities:

Nothing states that a district is on the decline more than faded signage, graffiti, and non-functioning amenities in the public rights of way. Currently the dead horse trough, which should function as a fountain, at Telegraph and Broadway is an example of a great public amenity that should be brought back to life. It is amenities that such as this that create a real urban experience and the CBD would like to work with the City to get it back in shape.

V. Landscaping medians throughout the districts:

Broadway has several great medians that are currently filled with gravel or bark. The planting and maintaining of these medians in the coming years would do so much to enhance the visual improvements to this area. Flowers and landscaping are very inexpensive ways to improve and recast the image of any area.

VI. Downtown Zoning Update:

The Downtown Specific Plan is in the process of review and adoption. Land use entitlements are key to the success of this area, particularly when the development cycle returns. Both CBDs must be active in the review and influence of these entitlement policies

VII. Public Space Development

The DISI Committee will be working on areas including Latham Square, the 13th Street corridor, and 9th Street for new public space development.

4. It is estimated that it will cost \$1,047,304.02 to provide the improvements and activities described above in the 2012 calendar year. Please see the attached proposed 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 are contained in the District Management Plan on file with the Office of the City Clerk.

6. It is estimated that the Downtown Oakland Association will have a carry-forward of \$169,118.02 from the year 2011 to fiscal year 2012.

7. There were no contributions made from sources other than assessments levied.

Downtown Oakland Association 2011 Board of Directors

Person Elected	Property Representing	Term/Year Expiring
1. JC Wallace with Tom Tewksbury as designated Alternate	SKS Investments (President)	1 year - 2011
2. Chris Curtis	Metrovation (Vice President)	1 year - 2011
3. John Bruno with Elie Khoury as an Alternate	CIM Group (Secretary)	2 year - 2012
4. Laurie Berberich	1000 Broadway (Treasurer)	1 year - 2011
5. Don Rogers	CIM Group	1 year - 2011
6. Ming Lee	CBRE Properties	1 year - 2011
7. Carmen Santisteban	City Center/CBRE	2 year - 2012
8. Martin Ward	Old Oakland Associates	1 year - 2011
9. Aliza Gallo	City of Oakland Redevelopment Agency	2 year - 2012
10. Beverly Rivas with Joseph Gallardo as designated Alternate	Press Building	1 year - 2012
11. Mike McGuire	California Capital	2 year - 2012
12. Denise Trudeau with Darcie Winter or Kate Nylan as the designated Alternates	Clorox	1 year - 2011
13. Andrew Brog with Neeta Puthanveetil as designated Alternate	Cathedral Building	2 year - 2012
14. Julia Sherwin with Mike Haddad as designated Alternate	Haddad and Sherwin	2 year - 2012
15. Ke Norman	Nailphoria/Business Tenant	2 year - 2012
16. Anagha Dandekar- Clifford	Wendel-Rosen/Business Tenant	2 year - 2012
17. Michelle Lane	Old Oakland Associates	2 year - 2012

**DOA Draft Budget for CY 2012
(not yet adopted)**

	Annual Budget
Ordinary Income/Expense	
Income	
Assessment Revenue	
Prior Year Bal - Carry Forward	169,118.02
Assessment Revenue - Other	878,186.00
Total Assessment Revenue	1,047,304.02
 Total Income	 1,047,304.02
Expense	
DISTRICT IDENTITY (DISI)	
DISI Projects	
Advertising Expenses	2,000.00
Banner Program	12,000.00
Misc	3,500.00
Public Relations	30,000.00
Public Space Development	5,000.00
Social Media/Website	6,000.00
Total DISI Projects	58,500.00
Special Events	
Art & Soul	5,000.00
Holiday Parade	1,500.00
Midtown Oakland Arts District	10,000.00
Non-CBD Events	5,000.00
Old Oakland Music Series	10,000.00
Tree-Lighting	10,000.00
Total Special Events	41,500.00
 Total DISTRICT IDENTITY (DISI)	 100,000.00
ORGANIZATION	
Non-Personnel Expenses	
Accounting Expenses	6,000.00
Computer Service & Support	500.00
Fees & Permits	750.00
Insurance	
Directors & Officers	1,800.00
General Liability	2,800.00
Total Insurance	4,600.00
Misc	1,000.00
Newsletter	1,000.00
Occupancy expenses	

**DOA Draft Budget for CY 2012
(not yet adopted)**

	<u>Annual Budget</u>
Rent, parking, other occupancy	19,364.04
Total Occupancy expenses	<u>19,364.04</u>
Office furniture & equipment	500.00
Postage, shipping, delivery	750.00
Printing & copying	2,000.00
Supplies	3,500.00
Telephone & telecommunications	2,400.00
Total Non-Personnel Expenses	<u>42,364.04</u>
ORG/Special Projects	
Business Attraction & Retention	4,000.00
Total ORG/Special Projects	<u>4,000.00</u>
Personnel & Related	
Staff Personnel	174,000.00
Training & Prof. Development	2,500.00
Total Personnel & Related	<u>176,500.00</u>
Total ORGANIZATION	222,864.04
SOBO	
Beautification	30,000.00
Maintenance	223,022.00
Misc SOBO expenses	3,000.00
Security	400,020.00
Special Programs	10,000.00
Special Projects	1,000.00
Trash cans	6,000.00
Total SOBO	<u>673,042.00</u>
Special Projects	51,397.98
Total Expense	<u>1,047,304.02</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>



ANNUAL REPORT TO THE CITY OF OAKLAND
Lake Merritt/Uptown Community Benefit District
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. A few parcels on the periphery of Uptown Oakland, including the Fox, are being considered but no formal action will be taken until we know the status of these potential additions to the district.

2. Improvements and activities provided during fiscal year 2011:

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

SOBO is the key committee of the organization. It is the clearinghouse for the critical services which intend to bring order to the district and clean the public rights of way. Michelle Lane of the Cathedral and Tanicia Jackson of Swig/Kaiser Center were selected to Co-Chair the Lake Merritt/Uptown District SOBO Committee. They continue to Chair this Committee. The key element of the work of this committee is summarized as follows:

Ambassadors/Security:

After a nationwide search conducted in early 2009, the SOBO Committee recommended that Block by Block, a company that specializes in business district ambassador programs be selected to run this service. Block by Block receives approximately \$ 33,000 per month from our organization and is operated under the on-site supervision of Ted Tarver, working out of the CBD office. The contract runs from January thru December 2011. The Ambassador program is uniformed specifically for the district and their work has done more to turn around the image and order of Uptown Oakland, more than any single program in decades. It continues to be the greatest success story of the district thus far. One of the reasons why Block by Block was hired was due to their experience in working with many private security firms. There are several private security firms working throughout the district that had no history of communication with each other. Ted Tarver has been very successful in meeting all of the security representatives, gathering their contact information, and creating a system of

regular communication with all of the private security in the district. This has facilitated the sharing of information on relevant problem areas.

Hospitality:

The Bank of America Foundation jointly awarded the Downtown Oakland Association and the Lake Merritt/Uptown District Association a matching grant to fund “hospitality ambassadors” in 2010. The Hospitality ambassadors, trained and supervised through Block by Block, worked from late August 2010 to March 2011 providing visitors to the area with information on the districts. The total grant from B of A was \$20,000, matched jointly by the Districts for a total budget of \$40,000.

Ambassador/Maintenance:

The Lake Merritt/Uptown Association, through the budget of the SOBO committee, hires a local non-profit, Peralta Services Corporation, based in Fruitvale, to operate the sidewalk cleaning services. Peralta employees are uniformed in the colors of the district and provide daily sidewalk sweeping and regular steam cleaning services. Peralta's contract will expire at the end of the calendar year.

17th Street Art Deco Clock Repair:

The old Art Deco clock located on the sidewalk at the corner of 17th and Broadway was refurbished and reinstalled. The clock was dedicated in April of 2011 in front of a large crowd.

Hanging Plant Baskets

Hanging plant baskets were installed along W. Grand, 20th Street and 21st Street over the past year. We will continue to install hanging plants in 2012

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

Approximately \$125,000.00 was allocated for DISI related activities in 2011. The following represents the work of the Joint DISI Committee: public space development, advertising, special events, branding, and public relations (handled by Gallen.Neilly Associates). Andrea Kirkpatrick of the Swig Company chairs this committee.

Banner Program

Banners will continue to be changed on a seasonal basis.

LAKE MERRITT UPTOWN ASSOCIATION

Sponsorship of events

The Lake Merritt/Uptown District Association sponsored Art and Soul, Art Break Day, Bike to Work Day and the Wonderarium Mobile Plant Ambassador. Also in 2011, we will sponsor the Oakland Holiday Parade and the Uptown Tree Lighting.

C. Administration for 2011:

In the year 2011 Oakland Venue Management has been the principle administrator for the district, with ongoing consulting from New City America, Inc, both of whom are contractors with the District Management Corporations. OVM employees 4 individuals who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, relations with the City of Oakland, community relations, quarterly newsletters and monthly email blasts, and oversight of contractors. The District Management Corporation continues to have no employees and contract out ALL service providing services to the property owners.

Budget by Category, 2011:

<i>Category of Special Benefit Service</i>	<i>Estimated Percentage - 2011</i>	<i>Estimated Amount 2011</i>
SOBO, (Sidewalk Operations, Beautification and Order)	58%	\$ 837,835
DISI (District Identity and Streetscape Improvements)	9%	\$ 125,000
Administration, personnel and non-personnel	16%	\$ 223,525
Contingency	16%	\$ 231,384
Shuttle Allocation	1%	\$ 16,000
Total	100%	\$1,433,744

Projected carry forward for the Lake Merritt Uptown District Association, December 31st, 2011 = \$ 389,257.30

3. The improvements and activities to be provided for the fiscal year 2012:

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

We plan to continue our security Ambassador program in the year 2012 as it was outlined for the current year.

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

LAKE MERRITT UPTOWN ASSOCIATION

Our district identity and streetscape improvement services will continue in 2012 as they were outlined for the current year.

Banners:

Banners will continue to be changed on a seasonal basis.

Sponsorship of events:

The Downtown Oakland Association will continue to sponsor annual events such as Art and Soul, the Holiday Parade, the City Center Tree Lighting. We reserve \$5,000 available for the sponsorship of events and organizations upon a pre-determined set of criterion.

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. Business attraction strategies:

Strategies, particularly attraction of new office tenants and possibly new hotels should be prioritized in the districts. Staff must come up with a strategy to deal with this since office tenants are the life blood of the success of our major stakeholders

II. Redesign of 19th Street BART Station entrance at 17th Street:

With the support of Councilwoman Kaplan, CEDA Director Walter Cohen, staff is highly motivated to help transform the 19th Street BART station entrance at 17th Street into a beautiful entry way into the district. Since the 17th Street entrance is located at the exact border between the Downtown Oakland district and the Lake Merritt/Uptown district, both have a lot to gain from this makeover. The use of lighting, landscaping, and public art can also make this a great entry way to the Fox and Paramount Theatres.

III. Partnering with Youth Radio:

Youth Radio, which has a national contract with NPF, is located at 17th and Broadway and provides an excellent resource for the promotion and branding of the district. The technical knowledge and facilities for filming and broadcasting in these studios is truly state of the art and the districts should prioritize working with this nationally recognized asset.

IV. Repairing public amenities:

Nothing states that a district is on the decline more than faded signage, graffiti, and non-functioning amenities in the public rights of way. Currently the dead horse trough, which should function as a fountain, at Telegraph and Broadway is an example of a great public amenity that should be brought back to life. It is

LAKE MERRITT UPTOWN ASSOCIATION

amenities that such as this that create a real urban experience and the CBD would like to work with the City to get it back in shape.

V. Landscaping medians throughout the districts:

Broadway, W. Grand and 20th Street/Lakeside Drive have great medians that are currently filled with gravel or bark. The planting and maintaining of these medians in the coming years would do so much to enhance the visual improvements to this area. Flowers and landscaping are very inexpensive ways to improve and re-cast the image of any area.

VI. Downtown Zoning Update:

The Downtown Specific Plan is in the process of review and adoption. Land use entitlements are key to the success of this area, particularly when the development cycle returns. Both CBDs must be active in the review and influence of these entitlement policies.

VII. Public Space Development

The DISI Committee will be working on areas including Franklin Bend, Franklin Square and Snow Park for new public space development. This will become a priority in 2011 — 2012.

4. It is estimated that it will cost \$1,433,744.30 to provide the improvements and activities described above in the 2012 calendar year. Please see the attached proposed 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 is contained in the District Management Plan on file with the Office of the City Clerk.

6. It is estimated that the Lake Merritt/Uptown District Association will have a carry-forward of \$389,257.30 from the year 2011.

7. There were no contributions made from sources other than assessments levied.

LAKE MERRITT UPTOWN ASSOCIATION

Lake Merritt-Uptown 2011 Board of Directors

Person Elected	Property Representing	Term/Year Expiring
1. Deborah Boyer	Swig/Kaiser Center (President)	2011
2. Chris Curtis	Metrovation (Vice President)	2011
3. Robert Wilkins	YMCA (Secretary)	2011
4. Indrajit Obeysekere	Kaiser Foundation (Treasurer)	2011
5. Nola Montgomery with Tammy Giarrusso as an Alternate	CIM Group	2012
6. Andrea Kirkpatrick	Swig/Kaiser Center	2012
7. Mike Brown	Catholic Diocese	2011
8. Aliza Gallo	City of Oakland Redevelopment Agency	2012
9. Chris Donohoe	CIM Group	2011
10. John Dolby	Grubb and Ellis	2012
11. Lorie Alemania	Leamington	2011
12. Laurie Cooperman-Rosen	Metro Estates	2011
13. Mike Huaco	Kaiser Foundation	2012
14. Steve Douglas	Douglas Properties	2012
15. Michelle Lane	Catholic Diocese	2012
16. Eileen Kong with Samantha Stiles as an Alternate	Beacon Properties	2012
17. Tanicia Jackson	Brandywine Properties	2013

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

**LMUDA Draft Budget for CY 2012
(not yet adopted)**

	Annual Budget
Ordinary Income/Expense	
Income	
Assessment Revenue	
Prior Year Bal - Carry Forward	389,257.30
Assessment Revenue - Other	1,044,487.00
Total Assessment Revenue	1,433,744.30
 Total Income	 1,433,744.30
Expense	
DISTRICT IDENTITY (DISI)	
DISI Projects	
Advertising Expense	2,000.00
Banner Program	20,000.00
Misc	5,500.00
Public Relations	30,000.00
Public Space Development	5,000.00
Social Media/Website	6,000.00
Total DISI Projects	68,500.00
 Special Events	
Art & Soul	5,000.00
Art Murmur	10,000.00
Great Wall	20,000.00
Holiday Parade	1,500.00
Non-CBD Events	5,000.00
Tree-Lighting	10,000.00
Uptown Event	5,000.00
Total Special Events	56,500.00
 Total DISTRICT IDENTITY (DISI)	 125,000.00
 ORGANIZATION	
Non-personnel expenses	
Accounting Expenses	6,500.00
Computer Service & Support	500.00
Fees & Permits	750.00
Insurance	
Directors & Officers	2,201.00
General Liability	2,860.00
Total Insurance	5,061.00
 Misc	 700.00
Newsletter	1,000.00

**LMUDA Draft Budget for CY 2012
(not yet adopted)**

	Annual Budget
Occupancy expenses	
Rent, parking, other occupancy	19,364.04
Total Occupancy expenses	19,364.04
Office furniture & equipment	500.00
Postage, shipping, delivery	750.00
Printing & copying	2,000.00
Supplies	3,500.00
Telephone & telecommunications	2,400.00
Total Non-personnel expenses	43,025.04
ORG/Special Projects	
Business Attraction & Retention	4,000.00
Total ORG/Special Projects	4,000.00
Personnel & Related	
Staff Personnel	174,000.00
Training & Prof. Development	2,500.00
Total Personnel & Related	176,500.00
Total ORGANIZATION	223,525.04
SOBO	
Beautification	70,000.00
Maintenance	253,522.00
Misc SOBO expenses	6,581.04
Security	407,732.00
Special Projects	100,000.00
Total SOBO	837,835.04
Total Expense	1,186,360.08
Net Ordinary Income	247,384.22
Other Income/Expense	
Other Expense	
(Reserve)	104,448.00
Special Projects	142,936.22
Total Other Expense	247,384.22
Net Other Income	-247,384.22
Net Income	0.00