

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

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2008 NOV 20 PM 1:14

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Community and Economic Development Agency  
DATE: December 2, 2008

RE: **Resolution Approving The Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District, The Temescal/Telegraph Avenue Property Business Improvement District Of 2005, The Laurel Property Business Improvement District Of 2005, The Fruitvale Property Business Improvement District of 2006, and the Koreatown/Northgate Community Benefit District of 2007 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2008/09**

**An Agency Resolution Authorizing Payment Of The Koreatown/Northgate Community Benefit District of 2007 Assessment For One (1) Agency-Owned Property On Which An Assessment Is To Be Levied (located at 2016 Telegraph Avenue APN 008-0649-010-00) In An Amount Not To Exceed \$2,035.50 For The Fiscal Year 2008/09 Assessment Period**

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**SUMMARY**

Pursuant to the City of Oakland's Business Improvement Management District (BIMD) Ordinance (Ordinance No. 12190 C.M.S., 1999) and the Neighborhood Business Improvement District (NBID) Program (Resolution No. 75323 C.M.S., 1999) a resolution has been prepared which approves the annual reports from the advisory boards to the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District (PBID) of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District of 2006, and the Koreatown/Northgate Community Benefit District (CBD) of 2007. This resolution also confirms the continuing annual assessment for each district for fiscal year 2008/09. A second resolution has also been prepared which authorizes payment of the related assessment on a parcel owned by the Oakland Redevelopment Agency and located within the Koreatown/Northgate CBD.

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

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**FISCAL IMPACTS**

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

Assessments due for FY 2008/09 are as follows:

APN	Legal Owner	Site Description	Annual Assessment
014-1219-003-00	City of Oakland	Temescal Library at 5205 Telegraph Avenue	\$ 1,916.02
025-0722-026-00	City of Oakland	Josie de la Cruz Park, formerly Sanborn Park	\$ 6,647.00
033-2130-035-02	City of Oakland	Fruitvale Plaza Park at 3510 International Boulevard	\$ 646.00
033-2135-026-02	City of Oakland	A property located on Foothill Boulevard	\$ 3,937.76
008-0648-016-03	City of Oakland	A parking lot at 2100 Telegraph Avenue	\$ 9,500.00
		TOTAL City	\$22,646.78
008-0649-010-00	Redevelopment Agency, City of Oakland	2016 Telegraph Avenue	\$ 2,035.50
		Total ORA	\$ 2,035.50
		Grand Total	\$24,682.28

Payment of the assessments on City-owned properties has been authorized pursuant to Resolution No. 80674 (June 31, 2007) and Resolution No. 81485 (July 15, 2008) and funds have been budgeted in General Purpose Fund (1010)/Business Development Organization (88559)/Taxes and Assessments Account (53511)/ Business Improvement District Project (C138410).

Funds to pay the assessment on Agency-owned property have been budgeted in the Oakland Redevelopment Agency Projects Fund (7780) CIP Org (94800): Economic Development Taxes and Assessments Account (53511)/Business Improvement District Project (P300610) with a mirror Redevelopment Agency coding block of Oakland Redevelopment Agency Unrestricted Land Sales Projects Fund (9553)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P125110).

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Other than the above assessments, there is no fiscal impact anticipated with the passage of the attached resolutions. The related business improvement districts will pay their own operating 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 processing the disbursements.

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

## **BACKGROUND**

The concerned business improvement districts (BIDs) were established as follows:

- The Lakeshore/Lake Park Business Improvement Management District on July 16, 2002, pursuant to Resolution No. 77280 C.M.S.
- The Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004 pursuant to Resolution No. 78730 C.M.S.
- The Laurel Property Business Improvement District of 2005 on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.
- The Fruitvale Property Business Improvement District of 2006 on July 18, 2006 pursuant to Resolution No. 80059 C.M.S.
- The Koreatown/Northgate Community Benefit District of 2007 on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.

The PBID model for economic development has been successfully used in other commercial neighborhoods throughout the country and throughout Oakland, including in the Montclair District (established 2001), Rockridge (established 2000), Downtown Oakland (established 2008), and the Lake Merritt/Uptown (established 2008) districts.

## **KEY ISSUES AND IMPACTS**

There is no anticipated adverse impact associated with the approval of the proposed resolutions. Adoption of the attached resolutions will enable the affected neighborhood commercial districts to continue providing enhanced services such as security, maintenance, marketing and

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promotional activities. These services are intended to improve the conditions and image of the affected business improvement districts and to stimulate on-going economic revitalization.

## **PROGRAM DESCRIPTION**

The Lakeshore/Lake Park Business Improvement Management District encompasses approximately 47 parcels and projects an annual budget of approximately \$142,784.39 of which \$140,230 represents projected assessments to be collected for FY 2008/09. The district includes parcels along 5 blocks of Lakeshore and Lake Park Avenues as well as portions of nearby Rand Avenue and Wesley Way. Assessments are based on lot size and linear frontage of affected properties.

The Temescal/Telegraph Avenue PBID encompasses approximately 260 parcels and projects an annual budget of approximately \$249,600 of which \$243,600 represents projected assessments to be collected for FY 2008/09. Additionally, the district has a prior year reserve of \$301,304 for which it has budgeted expenditures according to a 2005 Telegraph Avenue Streetscape Improvement Plan. The district includes all parcels along Telegraph from 40<sup>th</sup> Street to the Berkeley border, Shattuck Avenue to the Highway 24 overpass, Claremont one block up from Telegraph, and 51<sup>st</sup> Street up to and including Children's Hospital to one block east of Telegraph Avenue. Assessments are based on lot size, building size and linear frontage of affected properties.

The Laurel Property Business Improvement District of 2005 encompasses approximately 86 parcels and projects an annual budget of approximately \$192,380 of which \$164,703 represents projected assessments to be collected for FY 2008/09. The district includes parcels located primarily along MacArthur Boulevard from 35<sup>th</sup> Avenue to High Street. Assessments are based on lot size, building square footage, linear frontage and use of properties located within the district.

The Fruitvale Property Business Improvement District of 2006 encompasses approximately 300 parcels and projects an annual budget and of approximately \$324,713 of which the total amount represents projected assessments to be collected for FY 2008/09. The district includes all parcels along Fruitvale Avenue from E. 12<sup>th</sup> Street to Foothill Boulevard, on Foothill Boulevard from Fruitvale Avenue to High Street, on International Boulevard from 29<sup>th</sup> to 42<sup>nd</sup> Avenue and on E. 12<sup>th</sup> Street from 33<sup>rd</sup> to 35<sup>th</sup> Avenue. Assessments are based on lot size and according to the level of service received.

The Koreatown/Northgate Community Benefit District of 2007 encompasses approximately 167 parcels and projects an annual budget of \$331,806 of which \$278,460 represents projected assessments to be collected for FY 2008/09. The district includes all parcels along Telegraph Avenue from 20<sup>th</sup> Street to 35<sup>th</sup> Street. Assessments are based on a combination of lot size, building size, linear frontage, and building use.

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By law BID assessments must be in proportion to the anticipated benefit received by each property. Planned services for the upcoming year are outlined in the annual reports filed by the district advisory boards and include, but are not limited to, sidewalk sweeping and steam cleaning, landscaping, graffiti removal, creation of a district websites, and promotion of special events.

## **SUSTAINABLE OPPORTUNITIES**

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

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

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

## **DISABILITY AND SENIOR ACCESS**

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

## **RECOMMENDATIONS AND RATIONALE**

Adoption of the attached resolutions will support the continuance of the above-referenced BIDs and their planned activities.

Revenues generated by BIDs are applied to a variety of local improvements and services beyond those already provided by existing municipal services. Examples include enhanced maintenance services, security, marketing and promotions.

Such business improvement districts represent a proactive effort on the part of neighborhood business and property owners to improve the conditions and image of their area and to assist in the economic revitalization and physical maintenance of their respective commercial corridors.

Additionally, because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced

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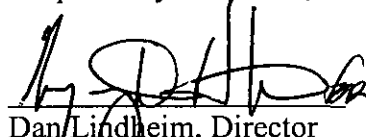
BIDs, other than a modest \$24,682.28 to pay fair share assessments on City and Agency owned property located within the concerned districts.

Consequently, the BIDs should be viewed as positive self-help models for other neighborhood commercial areas. Accordingly, staff recommends that the City Council adopt the resolution approving the annual reports and confirming the continuing FY 2008/09 annual assessments for the above-referenced property-based BIDs, and the resolution to authorize payment of the assessment on one Agency-owned property located in the Koreatown/Northgate CBD.

#### **ACTION REQUESTED OF THE CITY COUNCIL**

The action requested of the City Council is to: 1) adopt the resolution approving the annual reports of the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District of 2006, and the Koreatown/Northgate Community Benefit District of 2007 advisory boards and confirming the continuing annual assessment for each district for fiscal year 2008/09 and, 2) adopt the resolution authorizing payment of the assessment for one (1) Agency-owned property on which an assessment is to be levied (located at 2016 Telegraph Avenue APN 008-0649-010-00) in an amount not to exceed \$2,035.50 for the fiscal year 2008/09 assessment period.

Respectfully submitted,

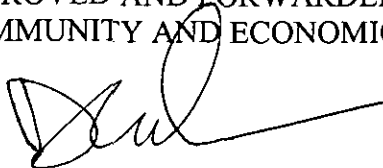


Dan Lindheim, Director  
Community and Economic Development Agency

Reviewed by:  
Gregory Hunter, Deputy Director

Prepared by:  
Maria Rocha, Urban Economic Analyst  
Economic Development/Business Development Services

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:



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Community and Economic Development Committee  
December 2, 2008

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

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Approved as to form and legality

*Carl Kora*  
ORA Agency Counsel

REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND

RESOLUTION NO. \_\_\_\_\_ C.M.S.

**RESOLUTION AUTHORIZING PAYMENT OF THE KOREATOWN/NORTHGATE  
COMMUNITY BENEFIT DISTRICT OF 2007 ASSESSMENT FOR ONE (1)  
AGENCY-OWNED PROPERTY ON WHICH AN ASSESSMENT IS TO BE  
LEVIED (LOCATED AT 2016 TELEGRAPH AVENUE APN 008-0649-010-00) IN  
AN AMOUNT NOT TO EXCEED \$2,035.50 FOR THE FISCAL YEAR 2008/09  
ASSESSMENT PERIOD**

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

**WHEREAS**, the City Council approved a Neighborhood Business Improvement District ("NBID") Program pursuant to Oakland City Council Resolution No. 75323, dated November 9, 1999, to provide technical and financial assistance to stakeholder groups of business owners in the City to assist in the formation of such districts; and

**WHEREAS**, affected property owners petitioned to form the Koreatown/Northgate Community Benefit District (CBD) of 2007 ("Districts") under said legislation to undertake the Management Plan for the District ("Plan") which is on file with the City Clerk; and

**WHEREAS**, the Plan provides 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 the Plan); and

**WHEREAS**, the Plan was prepared in accord with the provisions of the law overseeing the formation of the District as referenced above, and has been filed with the City; and

**WHEREAS**, pursuant to the requirements of the law the Koreatown/Northgate Community Benefit District of 2007 was established on July 17, 2007, pursuant to Resolution No. 80788 C.M.S.; and

**WHEREAS**, the District includes one (1) Agency-owned property on which a fair share assessment is to be levied (located at 2016 Telegraph Avenue APN 008-0649-010-00); and

**WHEREAS**, the Agency shall pay a fiscal year 2008/09 fair share assessment in an amount not to exceed \$2,035.50 for the one (1) Agency-owned property on which an assessment is to be levied; and

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

**RESOLVED** that the Redevelopment Agency of the City of Oakland hereby authorizes payment of the Koreatown/Northgate Community Benefit District of 2007 assessment for the one (1) Agency-owned property on which an assessment is to be levied (located at 2016 Telegraph Avenue APN 008-0649-010-00) in an amount not to exceed \$2,035.50 for the 2008/09 fiscal year assessment period from the Oakland Redevelopment Agency Unrestricted Land Sales Projects Fund (9553)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P125110).

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

NOES-

ABSENT-

ABSTENTION-

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



2008 NOV 20 PM 1:05 OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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**RESOLUTION APPROVING THE ANNUAL REPORTS OF THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT, THE TEMESCAL/TELEGRAPH AVENUE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, THE LAUREL PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005, THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2006, AND THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007 ADVISORY BOARDS AND CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH DISTRICT FOR FISCAL YEAR 2008/09**

**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**, the City Council approved a Neighborhood Business Improvement District ("NBID") Program pursuant to Oakland City Council Resolution No. 75323, dated November 9, 1999, to provide technical and financial assistance to stakeholder groups of business owners in the City to assist in the formation of such districts; and

**WHEREAS**, affected property owners petitioned to form the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, the Fruitvale Property Business Improvement District (PBID) of 2006, and the Koreatown/Northgate Community Benefit District (CBD) of 2007 ("Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

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

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

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

- the Lakeshore/Lake Park Business Improvement Management District on July 16, 2002, pursuant to Resolution No. 77280 C.M.S.;
- the Temescal/Telegraph Avenue Property Business Improvement District of 2005 on July 20, 2004, pursuant to Resolution No. 78730 C.M.S.;
- the Laurel Property Business Improvement District of 2005, on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.;
- the Fruitvale Property Business Improvement District of 2006, on July 18, 2006 pursuant to Resolution No. 80059 C.M.S.;
- the Koreatown/Northgate Community Benefit District of 2007, on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.; and

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

**WHEREAS**, the Annual Report for the Lakeshore/Lake Park Business Improvement Management District includes a determination and recommendation by the District Advisory Board for a permitted 2% increase in the amount of the annual assessment beginning in fiscal year 2009/10; and

**WHEREAS**, the Annual Report for the Temescal/Telegraph Avenue Property Business Improvement District of 2005 includes a determination and recommendation by the District Advisory Board for a permitted 5% increase in the amount of the annual assessment beginning in fiscal year 2009/10; and

**WHEREAS**, the City Council desires to approve and confirm the Reports, and the continuing annual assessments for the Districts for fiscal year 2008/09; and

**WHEREAS**, the City shall pay a fiscal year 2008/09 fair share assessment of \$1,916.02 for City-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014-1219-003-00) and \$11,257.76 for property located within the Fruitvale PBID ( Josie de la Cruz Park, formerly Sanborn Park APN 025-0722-026-00, Fruitvale Plaza Park at 3500 International Boulevard APN 033-2130-035-02, and APN 033-2135-026-02, a property located on Foothill Boulevard) and \$9,500 for property located within the Koreatown/Northgate CBD (parking lot at 2100 Telegraph Avenue APN 008-0648-016-03) and funds to pay the assessment have been budgeted in General Purpose Fund 1010/Business Development Organization 88559/Taxes and Assessments Account 53511/Business Improvement District Project C138410; and

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

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

1. The Advisory Boards for the Lakeshore/Lake Park Business Improvement Management District, the Temescal/Telegraph Avenue Property Business Improvement District of 2005, the Laurel Property Business Improvement District of 2005, and the Fruitvale Property Business Improvement District of 2006 were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2008/09 fiscal year as required by law.
2. In accordance with Section 4.48.190 of the Oakland BIMD Ordinance the City Council hereby appoints the Koreatown/Northgate Community Benefit District Advisory Board as the Advisory Board for the Koreatown/Northgate CBD of 2007. The members of the Board of Directors of Koreatown Oakland, a California non-profit corporation comprised of the assesses themselves, shall serve as the members of the Advisory Board until further notice by the Oakland City Council as provided for in the BIMD Ordinance. The Advisory Board shall have at least one member who is a business licensee with the District who is not also a property owner within the District and the Advisory Board shall comply with the provisions of the Ralph M. Brown Act as provided for in the BIMD Ordinance.
3. The above duly appointed Koreatown/Northgate CBD Advisory Board has filed its Annual Report for the 2008/09 fiscal year as required by law.
4. The Annual Reports and the continuing annual assessments for the 2008/09 fiscal year are hereby approved, adopted, and confirmed including a 2% increase in the amount of annual assessments recommended by the Lakeshore/Lake Park Business Improvement Management District Advisory Board beginning in fiscal year 2009/10 and a 5% increase in the amount of annual assessments recommended by the Temescal/Telegraph Avenue Property Improvement District of 2005 beginning in fiscal year 2009/10 and the City Council does hereby levy and direct the collection of the assessments for the 2008/09 fiscal year in accordance with the assessment formulas as provided for in the Annual Reports and the Plans on file with the City Clerk.
5. 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.
6. 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.
7. 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.
8. 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.
9. The 2008/09 fiscal year assessments for the Districts are as follows:

- Approximately \$140,230 for the Lakeshore/LakePark Business Improvement Management District; and
- Approximately \$243,600 for the Temescal/Telegraph Avenue Property Business Improvement District of 2005; and
- Approximately \$164,703 for the Laurel Property Business Improvement District of 2005; and
- Approximately \$324,713 for the Fruitvale Property Business Improvement District of 2006; and
- Approximately \$278,460 for the Koreatown/Northgate Community Benefit District of 2007; and

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

10. The City shall pay a fiscal year 2008/09 fair share assessment of \$1,916.02 for City-owned property located within the Temescal/Telegraph Avenue PBID (the Temescal Library APN 014-1219-003-00) and \$11,257.76 for property located within the Fruitvale PBID ( Josie de la Cruz Park, formerly Sanborn Park APN 025-0722-026-00, Fruitvale Plaza Park at 3500 International Boulevard APN 033-2130-035-02, and APN 033-2135-026-02, a property located on Foothill Boulevard) and \$9,500 for property located within the Koreatown/Northgate CBD (parking lot at 2100 Telegraph Avenue APN 008-0648-016-03) and funds to pay the assessment have been budgeted in General Purpose Fund 1010/Business Development Organization 88559/Taxes and Assessments Account 53511/Business Improvement District Project C138410; and
11. The City shall pay a fiscal year 2008/09 fair share assessment for a Oakland Redevelopment Agency-owned property (located at 2016 Telegraph Avenue APN 008-0649-010-00) on which a Koreatown/Northgate Community Benefit District of 2007 assessment is to be levied in an amount not to exceed \$2,035.50 and funds to pay the assessment have been budgeted in Oakland Redevelopment Agency Projects Fund (7780)/CIP Organization (94800)/Taxes and Assessments Account (53511)/Business Improvement District Project (P300610).

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

NOES-

ABSENT-

ABSTENTION-

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

## **EXHIBIT A**

To the Resolution Approving The Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District, The Temescal/Telegraph Avenue Property Business Improvement District of 2005, The Laurel Property Business Improvement District of 2005, The Fruitvale Property Business Improvement District of 2006, and the Koreatown/Northgate Community Benefit District of 2007 Advisory Boards And Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2008/09.

2008 Annual Reports and Proposed 2009 budgets for the following districts:

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

**Lakeshore/Lake Park Business Improvement Management District  
Annual Report to the City Council  
for Fiscal Year 2008/09**

1. Proposed changes in boundaries of BIMD.

None.

2. Improvements and activities provided during fiscal year 2007/2008.

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

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

A landscape company plants and maintains the tree well gardens. They water as needed during the dry season. We have requested 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 have increased our landscaping by adding additional tree well gardens and cleaning other tree wells (additional cost-\$1500 for set up). We also fill in the unplanted tree wells with gravel at least once a year.

The administrator visits and meets regularly with merchants and local residents, bringing their concerns to the Advisory Board and city and county agencies. She also organizes merchant meetings and arranges safety training through OPD for the merchants. The BIMD changes out the banners three times a year to include "Spare the Air" banners during the summer/fall, including across the street garlands, during seasonal changes. We are still looking for a company to install our across-the-street garland that was removed when a property owner removed the wire.

The Advisory Board works with the merchants on holiday events three times a year, supporting activities, and funding necessary expenses. The BID Administrator also works with merchants, city staff, and community members to organize and advertise the parades and other special holiday events. Our administrator continues to attend the Grand Lake Farmer's Market Liaison Advisory committee. We have attempted to join forces with merchants on Grand Avenue during our special events.

This year we signed a contract and implemented a new street fair with Oakland Events LLC, for the first LakeFest: Art and Wine Festival on August 2<sup>nd</sup> and 3<sup>rd</sup>. After evaluating the contract, we may decide to continue to work with Oakland Events to provide annual festivals on Lakeshore. The contribution from the BID for this festival was \$4,000 plus city marketing funds of \$3,000.

The administrator also joined a Grand Lake/Lakeshore Retail Advisory Group (GLRAG) which met to design, promote, and implement a plan to attract retail to the general neighborhood that would be supported by the community. We have designed a survey to be administered both online and hard copy to many proximate neighborhoods to our shopping district and will then evaluate the results and create a promotional plan.

3. Improvements to be provided during the fiscal year 2008-2009.

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

We are in the process of designing a business directory pylon to improve visibility of our businesses while serving as an attractive sculpture. As previously stated, we have been working with Grand Avenue to bring our districts together to capture more of the local shoppers' dollars. We also expect to concentrate on improving safety for our neighborhood.

We may choose to pursue a new entity for a 501 © 3 designation in order to raise more funds for our events in the coming year.

4. Estimate of the cost of providing services.

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

5. Method and Basis of Levying the Assessment.

The assessments will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lake Park Advisory Board. Even though we are experiencing increased costs for maintenance, event planning, and security, we have decided not to ask for an increase to our assessments as many of our merchants are struggling to keep their doors open which puts rental pressure on the property owners. The charges will continue to be assessed as follows: frontage charges of \$23.198 per linear foot per year and lot size charges per square foot of \$0.265 per year factored together.

6. Surplus or Deficit From Previous Fiscal Year.

It is anticipated that approximately \$2,554.39 will carry forward from the previous fiscal year into the FY 2008/09 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.

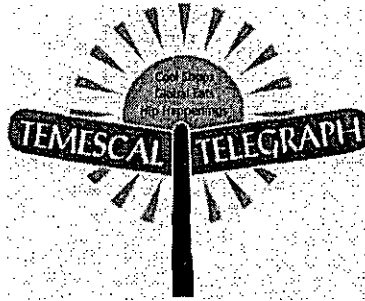
None.

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

<b>LAKESHORE/LAKE PARK BIMD PROPOSED BUDGET FOR 2009</b>	
<b>Description</b>	<b>Amount</b>
<b><i>Income</i></b>	
Estimated BID Collections	\$140,230.00
Total Income	\$140,230.00
Carry Forward 2008 (Reserve for Nonpayment) (Interest Bearing)	\$2,554.39
Total Available Funds	\$142,784.39
<b><i>Expenses</i></b>	
Administration	\$37,600.00
Annual Meeting	\$1,400.99
Beautification:	\$11,000.00
Banners - \$1,000.00	
Gardeners - \$10,000.00	
City & County Collections Cost (1.7%)	\$2,383.91
Insurance	\$2,000.00
Maintenance: Sweepers; Steam Cleaners	\$30,000.00
Office Expenses	\$1,000.00
Professional Expenses	\$600.00
Promotions; Capital Improvements	\$7,000.00
Security	\$48,000.00
<b>TOTAL</b>	<b>\$140,983.91</b>
Reserve For Nonpayment - Year-End Balance	\$1,800.48
Total Expenditures	\$142,784.39

SHB:cm  
2008budget.doc  
updated 08/27/08





**Temescal Telegraph Avenue Community Association (TTCA)  
Business Improvement District  
4<sup>th</sup> Annual Report to City Council  
2008**

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

None

**II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL  
YEAR 2007 - 2008**

The following are the major improvements and activities provided:

**ORGANIZATION**

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

**ECONOMIC DEVELOPMENT**

- Compiled an inventory of Temescal commercial vacancies with regular updates.
- Added a space locator feature on website to identify and promote vacancies.

- Provided support to new businesses interested in moving into the area that will enhance the current business mix including Mixing Bowl and Marc 49. Temescal is fully leased with limited vacancies.
- Conducted six Merchant Mixers throughout the year attended on average by 20 merchants covering various topics including Merchant Watch, Retail Promotions, Greening your Business, and Crime Prevention through Environmental Design.

## DESIGN

- Renewed agreement with experienced Neighborhood Cleanliness Crew to provide sidewalk sweeping and landscaping five days a week (Tuesday through Saturday to Zone 1 (Telegraph Avenue from 4501 to the freeway) (51<sup>st</sup> Street from the freeway to one block east of Telegraph Avenue) and Zone 3 (Frontage and lot size at Oakland Children's Hospital) (576 to 747 - 52<sup>nd</sup> Street which includes the freeway underpass on 52<sup>nd</sup> Street).
- Provided sidewalk sweeping and landscaping in Zone 2 "South" (40<sup>th</sup> to 45<sup>th</sup>) to 5 days a week.
- Provided these same services three days a week (Tuesday, Thursday and Saturday to Zone 2 (Telegraph Avenue from 5601 to 6699)(4501 to 5216 Shattuck Avenue, 5160-5263 Claremont Avenue and 5811 – 5964 Racine Street)
- Provided sidewalk steam cleaning and graffiti abatement as needed to the entire area on a quarterly basis
- Increased contract with Neighborhood Cleanliness Crew to water and maintain planters.
- Advocacy with Public Works resulted in getting deferred tree trimming maintenance along Telegraph Avenue taken care of as well of repainting of the street light poles.
- Installed new banners along Telegraph Avenue. Added banners to side streets that are part of the BID:
  1. 51<sup>st</sup>/52<sup>nd</sup> Street to Children's Hospital,
  2. Shattuck Avenue
  3. Claremont Avenue
- Placed district gateway signage at multiple District entry points utilizing consistent branding logo.
- Received \$1,500 grant through Keep America Beautiful to educate community about cigarette butts as litter.
- Received a \$3000 from the City of Oakland's Merchant Association Assistance Plan which will supplement a mural planned for the PG&E building on 52<sup>nd</sup> Street.

## PROMOTION

- Provided a \$10,000 sponsorship to the 5<sup>th</sup> annual Temescal Street Fair.
- Held successful 3<sup>rd</sup> annual safe Temescal Trick or Treat.
- Submitted regular articles to the Temescal News & Views.
- Launched website [www.temescaldistrict.org](http://www.temescaldistrict.org) that includes a business directory.
- Reprinted 7,000 business directories for distribution

- Sponsored the 1<sup>st</sup> annual cinema Temescal Street Cinema this summer during the evenings in order to increase nighttime community activity and enhance security.
- Created and distributed 10,000 "Temescal Shops" brochure that incorporates a shop local theme.
- Continued to support widely successful Farmer's Market through promotional efforts
- Telegraph Avenue banner poles at 49<sup>th</sup> continue to promote events including Festival, Farmer's Market, Holiday, and Temescal is blooming theme.

#### **SECURITY**

- Conducted three Merchant Watch educational sessions collaborating with Neighborhood Service Coordinator and Walking Officer
- Send out regular email blasts to merchants as part of Merchant Watch efforts.

### **III. IMPROVEMENTS AND ACTIVITIES BEING CONSIDERED DURING 2008/2009**

#### **ORGANIZATION**

- Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council

#### **DESIGN**

- Continuation of sidewalk steam cleaning and graffiti abatement
- Continuing to pursue funding for a streetscape improvement plan which will include crosswalk improvements, countdown pedestrian signals, and pedestrian lights, starting at 52<sup>nd</sup> and going south towards 40th St.
- Collaborate with TALC for Peralta Elementary school children to decorate utility boxes to promote community art and deter graffiti
- Add an additional 50 planters to complement the other existing 50 planters along Telegraph
- Increase Graffiti abatement strategies above and beyond the City's current
- Advocate in order to continue deferred maintenance on streetscape furniture and color unification as well.
- Add murals in collaboration with the California College of the Arts on the PG&E building located on 51<sup>st</sup> Street. Total expense of \$7,500 in FY2008-09 will be supplemented with \$3,000 grant received from the City of Oakland's MAAP. This mural will help to create a better connection between Children's Hospital and the Temescal district.
- Develop an art project at the 52<sup>nd</sup> Street freeway/BART underpass to connect Children's Hospital and the Temescal district; prepare a budget & seek funding for the project.

#### **PROMOTION**

- Provide a \$7,500 sponsorship to the 5<sup>th</sup> annual Temescal Fest. Streamline event so that it breaks even and possibly becomes a revenue generator in the future.

- Continue to provide regular email communication with stakeholders.
- Conduct third annual Temescal Trick or Treat
- Hold 3<sup>rd</sup> annual Holiday Event with added features including an ice skating rink.
- Budgeting \$4,000 for a new promotional BID piece.

#### **SECURITY**

- Collaborate with City of Oakland Police to conduct Merchant Watch Workshops.
- Continue to expand Merchant Watch communications and find innovative options to respond to crime concerns including private security
- Awarded a pending Neighborhood Projects Initiative grant through City of Oakland's Redevelopment Agency for \$35,000 grant to add building lights and a \$42,000 grant for streetlights totaling \$77,000 to enhance security on Telegraph Avenue from 40<sup>th</sup> to 42<sup>nd</sup>

#### **ECONOMIC DEVELOPMENT**

- Continue to monitor economic trends in the district and inventory space to attract the right business mix.
- Continue to update space locator system to enhance Temescal business mix.

#### **IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR 2008 - 2009**

Please see attached budget.

#### **V. METHOD AND BASIS OF LEVYING THE ASSESSMENT**

##### **CURRENT**

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
<b>Lot Size</b>	<b>\$0.082025</b>	<b>\$0.049577</b>	<b>\$0.009764</b>
<b>Building Size</b>	<b>\$0.064000</b>	<b>\$0.024641</b>	<b>—</b>
<b>Linear Frontage</b>	<b>\$7.156468</b>	<b>\$1.240444</b>	<b>\$11.597493</b>

##### **PROPOSED (5% INCREASE FOR 2008)**

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

We are requesting a 5% increase to the assessments based on extenuating circumstances:

1. We want to increase marketing activities. 10% Marketing is limiting as we look to promote the thriving district more extensively. The current allocated amount has presented a budget constraint for this year.

2. Design Committee is planning a budget request to nearly double the number of planters and to maintain them better
3. We are in need of more available capital to implement our 5-year streetscape plan

#### **VI. SURPLUS OR DEFICIT FROM PREVIOUS FISCAL YEAR**

Through June 30, 2008 there is a currently a fund balance of \$272,391 (See attachment). The organization has carefully assessed its various needs agreeing to prioritize capital streetscape improvements consistent with the 2005 proposed Telegraph Avenue Streetscape Plan. In May 2006, the Board unanimously approved a motion to reserve BID surplus funds in order to provide matching funds for the streetscape project.

In January, 2008, the Board unanimously approved a 5-year \$3.4 million capital plan for specific streetscape improvements and initiated a range of fund-raising activities to raise funds to implement the plan. Among the sources of funds will be accumulated reserves from increased assessment revenues to meet up to 10% of the funding requirement for the plan.

#### **VII. CONTRIBUTIONS FROM OTHER SOURCES**

Please see attached budget. It was adopted at the July, 2008, Board meeting.

**TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT**  
**2008-2009 BUDGET Adopted**  
**Sept 9, 2008**

Assessments = \$243,600  
Interest income \$6,000  
**Total Allocated revenue \$249,600**

Zone	1	2	3	Total
Program	53.60%	36.40%	10.00%	100.00%
PROWSO	61.5%	\$82,278	\$55,875	\$15,350
Marketing	10.4%	\$13,914	\$9,449	\$2,596
Admin	18.7%	\$25,018	\$16,990	\$4,668
Contingency	9.4%	\$12,576	\$8,540	\$2,346
<b>Total</b>	<b>100.0%</b>	<b>\$133,786</b>	<b>\$90,854</b>	<b>\$24,960</b>

Note: Budget includes City BID loan payment of \$4,000

Expected Expenditures	Zone 1	Zone 2	Zone 3	Total	Remarks
<b>PROWSO</b>					
Allocated Revenue	\$ 82,278	\$ 55,875	\$ 15,350	\$ 153,504	
				\$ -	
Proposed Expenditures					
Sidewalk Sweeping	\$ 40,818	\$ 33,034	\$ 7,608	\$ 81,460	
Steam Cleaning	\$ 4,400	\$ 3,800	\$ -	\$ 8,200	
Landscaping	\$ 9,340	\$ 8,020	\$ 720	\$ 18,080	
Graffiti Removal	\$ 1,500	\$ 1,200		\$ 2,700	
administration	\$ 7,075	\$ 4,805	\$ 1,320	\$ 13,200	
Other				\$ -	
<b>Total Proposed PROWSO Expenditures</b>	<b>\$ 63,133</b>	<b>\$ 50,859</b>	<b>\$ 9,648</b>	<b>\$ 123,640</b>	
<b>PROWSO Pro Forma Surplus / (Deficit)</b>	<b>\$ 19,146</b>	<b>\$ 5,017</b>	<b>\$ 5,702</b>	<b>\$ 29,864</b>	
<b>MARKETING AND IDENTIFY ENHANCEMENT</b>					
Allocated Revenue	\$ 13,914	\$ 9,449	\$ 2,596	\$ 25,958	
	\$ -	\$ -		\$ -	
Proposed Expenditures					
Temescal Street Fair	\$ 5,000	\$ -		\$ 5,000	
December Holiday Event	\$ 8,000	\$ 4,000		\$ 12,000	
Street Cinema	\$ 6,500			\$ 6,500	
printing	\$ 2,144	\$ 1,456	\$ 400	\$ 4,000	
Halloween Event	\$ 598	\$ 406	\$ 112	\$ 1,116	
Cross-Telegraph Banner	\$ 1,900	\$ 600		\$ 2,500	
Website	\$ 643	\$ 437	\$ 120	\$ 1,200	
Other				\$ -	
<b>Total Proposed Marketing Expenditures</b>	<b>\$ 24,785</b>	<b>\$ 6,899</b>	<b>\$ 632</b>	<b>\$ 32,316</b>	
<b>Marketing Pro Forma Surplus / (Deficit)</b>	<b>\$ (10,872)</b>	<b>\$ 2,560</b>	<b>\$ 1,964</b>	<b>\$ (6,358)</b>	
<b>ADMINISTRATION</b>					
Allocated Revenue	\$ 25,018	\$ 16,990	\$ 4,668	\$ 46,675	
Other				\$ -	
Proposed Expenditures					
Executive Director fees	\$ 14,150	\$ 9,610	\$ 2,640	\$ 26,400	
Rent	\$ 322	\$ 218	\$ 60	\$ 600	
Food for meetings	\$ 536	\$ 364	\$ 100	\$ 1,000	
Admin assistant	\$ 2,894	\$ 1,966	\$ 540	\$ 5,400	
Legal and Accounting	\$ 3,216	\$ 2,184	\$ 600	\$ 6,000	
Insurance	\$ 1,053	\$ 702	\$ 195	\$ 1,950	
Office Supplies and Other	\$ 536	\$ 364	\$ 100	\$ 1,000	
Other				\$ -	
<b>Total Proposed Administration Expenditures</b>	<b>\$ 22,707</b>	<b>\$ 15,408</b>	<b>\$ 4,235</b>	<b>\$ 42,350</b>	
<b>Administration Pro Forma Surplus / (Deficit)</b>	<b>\$ 2,311</b>	<b>\$ 1,582</b>	<b>\$ 433</b>	<b>\$ 4,325</b>	

<b>CONTINGENCY</b>				
Allocated Revenue	\$ 12,576	\$ 8,540	\$ 2,346	\$ 23,462
Other				\$ -
<b>Proposed Expenditures</b>				
PROWSO Deficit	\$ -	\$ -	\$ -	\$ -
Marketing Deficit	\$ 10,872	\$ -	\$ -	\$ 10,872
Administration Deficit	\$ -	\$ -	\$ -	\$ -
Other				\$ -
Total Proposed Contingency Expenditures	\$ 10,872	\$ -	\$ -	\$ 10,872
Contingency Pro Forma Surplus / (Deficit)	\$ 1,704	\$ 8,540	\$ 2,346	\$ 12,591
<b>TOTAL BUDGETED REVENUE</b>				
	\$ 133,786	\$ 90,854	\$ 24,960	\$ 249,600
<b>TOTAL PROPOSED EXPENDITURES</b>				
Check	53.6%	36.4%	10.0%	
	\$ 110,826	\$ 73,165	\$ 14,515	\$ 198,306
<b>TOTAL PRO FORMA SURPLUS / (DEFICIT)</b>				
	\$ 23,160	\$ 17,689	\$ 10,445	\$ 51,294

<b>RESERVES FY'08-'09</b>		<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>	<b>Remarks</b>
(from above)						
	PROWSO surplus(deficit)	\$ 19,145	\$ 5,017	\$ 5,702	\$ 29,864	
	Marketing surplus(deficit)	\$ (10,872)	\$ 2,550	\$ 1,964	\$ (6,358)	
	Administration surplus(deficit)	\$ 2,311	\$ 1,582	\$ 433	\$ 4,325	
	Contingency revenue	\$ 12,576	\$ 8,540	\$ 2,346	\$ 23,462	
	Sub-Total	\$ 23,160	\$ 17,689	\$ 10,445	\$ 51,294	
<b>RESERVES, Prior Years</b>						
(see worksheet)						
	PROWSO Reserves	\$ 134,156	\$ 38,286	\$ 29,699	\$ 202,141	
	Marketing Reserves	\$ (3,318)	\$ 23,863	\$ 2,836	\$ 23,380	
	Administration Reserves	\$ 1,962	\$ 16,907	\$ (1,545)	\$ 17,324	
	Contingency Reserves	\$ 28,619	\$ 21,333	\$ 8,506	\$ 58,458	
	Sub-Total	\$ 161,418	\$ 100,389	\$ 39,497	\$ 301,304	
<b>TOTAL RESERVES, FYE 6/30/09 projected</b>						
(after operating expenses)						
	PROWSO	\$ 153,301	\$ 43,303	\$ 35,402	\$ 232,005	
	Marketing	\$ (14,190)	\$ 26,412	\$ 4,800	\$ 17,022	
	Administration	\$ 4,272	\$ 18,489	\$ (1,112)	\$ 21,649	
	Contingency	\$ 41,195	\$ 29,874	\$ 10,852	\$ 81,921	
	Total	\$ 184,578	\$ 118,078	\$ 49,942	\$ 352,598	

**PROPOSED EXPENSES AGAINST RESERVES, FY08/09**

	Zone 1	Zone 2	Zone 3	Total	Notes
Pedestrian scale lighting					
Project cost	\$50,000			\$50,000	
Spent prior to current FY					
Current FY dedicated revenue					
Current FY Proposed expenditure	\$50,000			\$50,000	
Ped oriented building lighting 40th-42nd St					
Project cost					
Spent prior to current FY					
Current FY dedicated revenue					
Current FY Proposed expenditure					
Ped oriented street lights 40th-42nd St					
Project cost					
Spent prior to current FY					
Current FY dedicated revenue					
Current FY Proposed expenditure					
PGE Mural					
Project cost	\$ 5,896	\$ 4,004	\$ 1,100	\$11,000	
Spent prior to current FY					
Current FY dedicated revenue				\$3,000	
Current FY Proposed expenditure	\$ 4,288	\$ 2,912	\$ 800	\$8,000	
Planters					
Project cost					
Spent prior to current FY	\$ 9,582	\$ 6,507	\$ 1,788	\$17,877	
Current FY dedicated revenue					
Current FY Proposed expenditure					
Temescal/Telegraph Banners					
Project cost					
Spent prior to current FY	\$ 11,455	\$ 7,779	\$ 2,137	\$21,372	
Current FY dedicated revenue					
Current FY Proposed expenditure					
5 year Capital Plan Fundraising expense					
Project cost	\$ 48,240	\$ 32,760	\$ 9,000	\$ 90,000	
Spent prior to current FY	\$ 20,100	\$ 13,650	\$ 3,750	\$ 37,500	
Current FY Proposed expenditure	\$ 28,140	\$ 19,110	\$ 5,250	\$ 52,500	
<b>TOTAL Proposed Expenditures Against Reserves</b>	<b>\$82,428</b>	<b>\$22,022</b>	<b>\$6,050</b>	<b>\$110,500</b>	
<b>Reserves, beginning of Period</b>	<b>\$ 184,578</b>	<b>\$ 118,078</b>	<b>\$ 49,942</b>	<b>\$ 352,598</b>	
<b>EXPECTED RESERVES, FYE 6/30/09</b>	<b>\$ 102,150</b>	<b>\$ 96,056</b>	<b>\$ 43,892</b>	<b>\$ 242,098</b>	





**BUSINESS IMPROVEMENT DISTRICT  
ANNUAL REPORT TO CITY COUNCIL 2008**

**I. Proposed Changes in the Boundaries of the BID or in any Benefits Zones Within the District:**  
None

**II. Improvements and Services Provided to to Businesses and Property owners in FY 07-08**

- Final Phase II installation of planters along the corridor.
- Engaged neighborhood resident with economic development background as BID director.
- Brought on two new board members one neighborhood resident with Business Lending and Technical Assistance expertise and one BID business owner.
- Sponsored Community Holiday Events highlighting corridor – Chinese New Year, Easter Egg Hunt, Halloween, and Santa Stroll.
- Provided \$10,000 sponsorship of Annual Street Festival
- Local landscaper (studying horticulture at Merritt College) contracted to maintain the planters.
- Provide maintenance services consisting of 5 days/week trash removal, sidewalk sweeping, graffiti abatement, watering and steam cleaning on a annual basis.
- Contracted Safety and Security Study
- Advocate for OPD and City response to restaurant takeover and crime issues in neighborhood
- Contracted insured and qualified security firm to patrol the business district 3 days a week.
- Worked with Public Works to remove benches used for loitering and considered a security issue.
- Worked with Mills University in the development of materials to facilitate zoning discussions

**III. FY 08 -09 Priority Services and Improvements for the Business Improvement District**

- Work with CEDA staff on targeted marketing for district to assist property owners in filling vacancies.
- Ensure merchant and property owner participation in Commercial Corridor zoning update
- Continue to work with City Attorney's Office, OPD and NCPC in implementing strategies to make the business district safer for merchants and shoppers.
- Maintenance of public spaces: daily sidewalk sweeping, planter care and graffiti abatement.
- Production of the Annual Laurel Street Festival
- Work with city to identify and implement traffic calming strategies.
- Institute Regular Merchant meetings – specifically to look at marketing strategies to increase shoppers and cross market clients for the district.
- Board Development
- Organizational infrastructure development –organizational policies, bookkeeping and filing systems for long-term institutional memory.
- Provide assistance to businesses and property owners in accessing city resources and services.
- Expand working relationship with Mills University to bring technical assistance and expertise to corridor activities.

**IV. An Estimate of the Cost of Providing the Improvements and the Activities for FY 08-09**

Please see attached budget

**V. Method and Basis of Levying the Assessment**

Assessments are collected by the Assessor's Office of Alameda County and forwarded to the City of Oakland Treasury Division which then disburses them to the Laurel District Association to be administered on behalf of the Laurel PBID. The charges will be assessed as follows:

<i>Property Variable</i>	<i>Annual Cost</i>	<i>Building Use Code Applied</i>	<i>Total Generated by Variable</i>
Lot Square Footage	\$0.1403 per square foot per year	No	(53%) \$87,667.65
Building Square Footage (range)	\$0.05224 through \$0.9180 per square foot per year based upon building type: Building type A: \$0.9180 Building type B - G: \$0.05216 Building type H: \$252 flat fee, no linear frontage or lot size assessment  Building type I: \$0.0	Yes	(17%) \$27,944.70
Linear Frontage	\$6.2219 per linear foot per year (assessed on all sides receiving PROWSO benefits)	No	(30%) \$49,875.00
Single Family Home and Condo Annual Fee	\$252	Yes	\$ 0.0 (%)
TOTAL ANNUAL BUDGET			\$165,487.35 (100%)

#### METHOD OF FINANCING:

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

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

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

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

#### **VI. Surplus or Deficit From Previous Fiscal Year**

There is a currently a projected surplus of \$27,677 which is fully utilized in the proposed FY 08-09 budget attached. (will be used to increase security services from 3 to 4 days during holiday season.)

#### **VII. Contributions from other sources.**

None.

Laurel District Association Proposed FY 08 -09 Budget			
<b>REVENUE</b>			
Anticipated Assessments 2008:	164,703		
FY 07/08 Rollover	27,677		
Total BID Income	192,380		
	Baseline		Total FY 08-09
<b>EXPENSES</b>	Budget	Rollover	Budget
<b>Organization</b>			
Rent	0		
Staffing			
LDA Manager	25,000		25,000
Street Festival Consultants	5,000		5,000
Telephone & Fax	1,200		1,200
Internet	200		200
Insurance	3,500	1,000	4,500
Accounting & Taxes	1,500		1,500
Bank Charges	0		0
Annual Dinner/Merchant Meetings	1,000	1,000	2,000
Office Supplies	1,000		1,000
Printing		1,250	1,250
Unallocated	800		800
<b>Subtotal</b>	39,200	3,250	42,450
<b>District Identity &amp; Streetscape Improvements (DISI)</b>			
Graphic Design	3,000	427	3,427
Directory	3,000	1,000	4,000
Events/Marketing	4,500		4,500
World Music Festival	5,000	1,500	6,500
Advertising	1,300		600
Website	1,000		1,000
Unallocated	1,468		1,468
<b>Subtotal</b>	18,568	2,927	21,495
<b>Public Rights of Way &amp; Sidewalk Operations (PROWSO)</b>			
Maintenance and Landscaping	37,000		37,000
Litter Containers	0		0
Capital Improvements	3,000	1,500	4,500
Security	50,000	20,000	70,000
Banners & Decorations	6,000		6,000
Unallocated	2,000		2,000
<b>Subtotal</b>	98,000	21,500	119,500
<b>Other</b>			
County Fee (1.7%)	2,813		2,813
City Fee	500		500
City Loan Payment	4,000		4,000
1% Contingency Reserve	1,622		1,622
<b>Subtotal</b>	8,935		8,935
<b>TOTAL EXPENSES</b>	164,703	27,677	192,380

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

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

None.

**2. Improvements and Activities Provided During Fiscal Year 2007-08**

The following are the major improvements and activities provided:

**Cleanliness**

- Neighborhood Cleanliness Crew: more than 160 hours per week (every day except Sundays and holidays) of sidewalk, curb, and gutter sweeping, recycling, graffiti abatement, removal of flyers, posters and landscaping
- Fruitvale Ambassador: approximately 40 hours per week (on weekdays) of patrol on foot

**Beautification / Physical Improvements**

- Worked with Councilmember De La Fuente and City of Oakland's CEDA, Public Works, Police and other City departments, in a 3-month Fruitvale Safety Project that included tree maintenance, upgrades to lights, blighted houses, and other targeted efforts to reduce drugs and prostitution in the community
- Worked with the Councilmember De La Fuente and City of Oakland's Department of Public Works to complete the Fruitvale Avenue project where curbs were repainted, pot-holes repaired, and trees were planted along Fruitvale Avenue. In addition, more than 58 tree wells repaired on International Boulevard
- 1,500 daffodils were planted in the BID area as part of a neighborhood beautification campaign
- 22 Metal Storm Drain Markers were installed to support regional pollution prevention efforts
- Distribution of seasonal lights were distributed to the merchants to decorate for the Holidays throughout the district
- City of Oakland completed the installation of a new artificial turf field at Josie de La Cruz Park
- More than 4 different areas in the Fruitvale neighborhood participated in Earth Day projects.

**Safety**

- Worked closely with Oakland Police and local merchants to reduce/eliminate prostitution, loitering, drinking in public, and illegal sidewalk vending
- Assisted in the closure of two bars on International and Foothill Boulevards that were known to engage in illicit activities

**Façade Improvements**

- 12 façade improvements, 2 business expansions, 2 major building renovations, occurred in the business district
- The grand opening of the only retail business incubator in the Bay Area serving minority and low-income individuals. The project has created 14 new full-time and 26 part-time jobs
- Removal of blighted newspapers racks in along International Blvd.

**Promotion**

- Formation of a new BID Steering committee for this 5 year period
- Series of 6 different work shops was conducted in Spanish for the merchants
- Advocacy for the district through the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council.
- Participation in the Shop Oakland Campaign - 6,000 Shop Oakland bags were distributed to local merchants
- Merchants and the Unity Council organized the annual Posada celebration. A procession occurred from Fruitvale to 38<sup>th</sup> Avenues. A community celebration was held after the procession.

- 2 Local Vendors of the Fruitvale Public Market were selected as Finalists for the Oakland Unwrapped Awards. Nieves Cinco de Mayo was a finalist in the Best New Business category, and La Verbena Café and Juice Bar received the Neighborhood Dynamo Award.
- Local vendors have been featured in regional news and publications including KPIX's 'Eye on the Bay' and *San Francisco Magazine*
- Promotion of the neighborhood included the following events:
  - Día del Niño – Held in Cesar Chavez park celebrating children
  - Cinco De Mayo – A community event organized by a group of local merchants in the Fruitvale BID. Attracts over 100,000 people annually. The Fruitvale BID staff were not directly involved with the planning and coordination of this event.
  - Twelfth Annual Día de los Muertos Festival –
  - Aztec Dance Festival – Organized by a vendor in the Fruitvale Public Market who leads an Aztec Dance group. Over 80 Aztec dancers from around the Bay Area participated in a 2-day event.
  - Ultimo Sabados – Sabor de Fruitvale – A summer series of events occurring on the last Saturdays of June, July, and August.
  - Participated in National Night Out
  - Weekly farmers market on De La Fuente Plaza-Sundays
  - Weekly farmers market at Fruitvale Village- Thursdays

### **3. Improvements and Activities To Be Provided During Fiscal Year 2008-09**

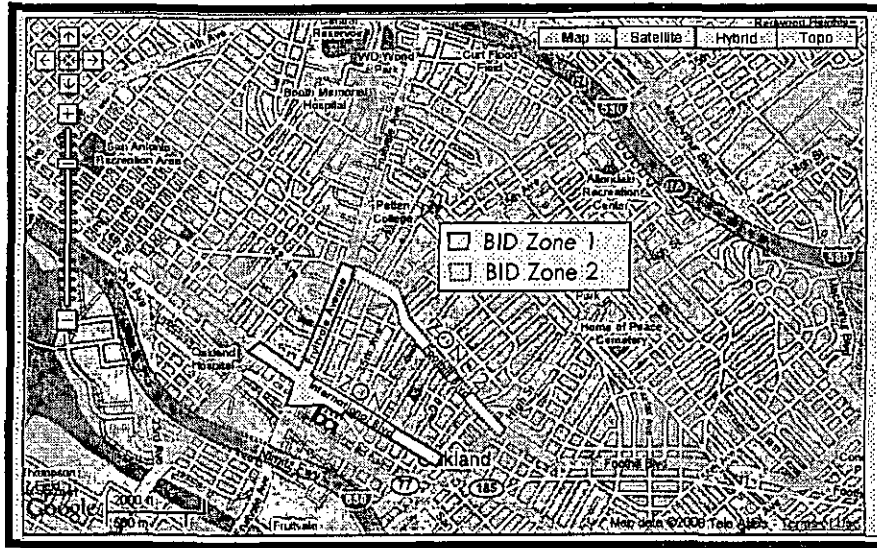
- Recruitment of 10 community volunteers
- Continuation of Neighborhood Cleanliness Crew Program
- Thirteenth Annual Día de los Muertos Festival and other events
- Continue to develop strong partnership with Oakland Police to ensure that business and property owners have their safety needs addressed, and special projects
- Continued assistance to merchants and promotion of the façade improvement program
- Advocacy for the district through the Oakland Merchants Leadership Forum and the Oakland Business Improvement District Council
- Participation in the Shop Oakland Campaign
- Develop a Fruitvale Restaurant and Food guide
- Complete the mural project at the I-880 Freeway underpass
- Provide information to the neighborhood about blight and resources to improve the neighborhood and commercial corridor
- Fund raising and resource development to support business education programs
- Participate in City wide activities that build strong communities with neighbors working on events such as: Earth Day, National Night Out, etc.
- Complete the repair of the decorative crosswalks on International Blvd; between 33<sup>rd</sup> and 35<sup>th</sup> Avenue.
- Work with City of Oakland staff to complete a streetscape design project for Fruitvale Avenue streetscape project.

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

Please see attached budget.

### **5. Method and Basis of Levying the Assessment**

Each property owner pays an assessment based on gross lot square footage. The district is divided into two zones. Zone One includes Fruitvale Avenue from Foothill Boulevard to East 12<sup>th</sup> Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34<sup>th</sup> Avenue, International Boulevard from Fruitvale Avenue to 42<sup>nd</sup> Avenue, and East 12<sup>th</sup> Street from 33<sup>rd</sup> Avenue to 35<sup>th</sup> Avenue. The remainder of the district comprises Zone Two. Zone One properties are assessed at \$0.17 per square foot and Zone Two properties are assessed at \$0.08 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.08 per square foot in both zones. Residential properties with four units or fewer are not assessed in either zone.



## 6. Surplus or Deficit From Previous Fiscal Year

There is no carryforward from the previous fiscal year. The budget for Fiscal Year 2008-09 is \$324,713. The expected assessment to be collected for that year is \$324,713. Therefore, it is expected that there will also be no surplus from FY 2008/09.

## 7. Contributions from Sources Other than Assessments

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

- Local Initiatives Support Corporation: \$10,000 (secured)
- Business Training is provided by a grant by Citibank: \$25,000 (secured)

**THE UNITY COUNCIL  
FRUITVALE BID SUPPORT SERVICES  
PROPOSED BUDGET  
CALENDAR YEAR 2009**

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<u>Budget Line Item</u>	<u>Fruitvale BID City Contract</u>
<b><u>PERSONNEL</u></b>	
Lead Ambassador (Maria Sanchez)	\$ 42,000
AmeriCorps	3,435
<b>Subtotal</b>	<u>45,435</u>
Taxes/Benefits	10,626
<b>TOTAL PERSONNEL COSTS</b>	<u>56,061</u>
 <b><u>CONTRACT SERVICES</u></b>	
Cleaning (PSC)	202,903
<b>TOTAL CONTRACT SERVICES</b>	<u>202,903</u>
 <b><u>OPERATING/MARKETING EXPENSES</u></b>	
Marketing/Operating Expenses	7,500
Administration	35,519
<b>TOTAL MARKETING/OPERATING EXPENSES</b>	<u>43,019</u>
 <b><u>LOAN REPAYMENT &amp; CONTINGENCY</u></b>	
City of Oakland	6,000
Alameda County Collection Fee	5,520
Contingency for Uncollectible Assessments	11,210
	<u>22,730</u> (1)
<b>GRAND TOTAL</b>	<u><u>\$ 324,713</u></u>

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

**KoreaTown Oakland/ Northgate Association  
(KTO)  
Community Benefit District  
1<sup>st</sup> Annual Report to City Council  
2008**

**I. Proposed Changes in the Boundaries of the B1 D or in any Benefits Zones Within the District:**

None

**II. Improvements and Activities Provided During Calendar Year 2008**

The following are the major improvements and activities provided:

- Hired an experienced part time coordinator to manage district's activities and to collaborate closely with CEDA, Public Works, and the Councilmember's office.
- Created and maintaining an accounting and database systems to manage district.
- Initiated a Neighborhood Cleanliness Crew in January to provide sidewalk sweeping and landscaping seven days a week along Telegraph Avenue from 20<sup>th</sup> to 35<sup>th</sup>.
  - Assessing any new needs for ongoing maintenance in order to revise accordingly in 2009.
- Provided sidewalk steam cleaning on a quarterly basis to the entire area.
- Advocated for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council.
- Conducted three letter campaigns to property owners to inform them of CBD activities
- Held a community meeting on June 11<sup>th</sup> to unveil the organization and its activities and encourage community involvement resulting in attendance of 60 community members.
- Hired a graphic designer and finalized a design for banners on Telegraph Avenue to create an identity for KoreaTown.
- Conducted an merchant outreach campaign in order to connect businesses with property owners, in database
- Organized CBD around the nationally recognized Main Street™ approach forming four committees (Design, Promotion, Economic Development, and Organization)
- Provided support to new businesses interested in enhancing the current business mix
- Conducted a visual assessment of Telegraph Avenue in order to determine future improvements and needs
- Created a website [www.koreatownoakland.org](http://www.koreatownoakland.org)
- Hired a part time "Ambassador" starting in August to serve as the eyes and ears of the commercial district and to interface with police, public works and other service agencies as needed.
- Collaborated with Police and Neighborhood Service Coordinator to address top identified priorities:
  - aggressive panhandling,



- drug activity (at 24th St.)
- police follow up to shoplifting incidents
- vagrants "living in" parking lot
- graffiti
- car break-ins
- defecation and urination on sidewalks
- Advocated to keep Problem Solving Officer (PSO) community already has a relationship with, assigned to the area. Security Committee is holding regular meetings with the PSO

### **III. Improvements and Activities being considered during 2009**

- Receive grant for \$17,000 to install banners on Telegraph Avenue
- Work from banner design to determine branding and logo for KoreaTown
- Continuation of Neighborhood Cleanliness Crew upon conducting a careful 2008 review to provide services as needed to the entire area.
- Continuation of sidewalk steam cleaning and graffiti abatement
- Provide leadership to an increased Neighborhood Crime Prevention Council (NCPC) in KoreaTown. Meetings are currently quarterly. The goal is to hold regular monthly meetings.
- Create Merchant Watch
- Introduce a graffiti abatement program that targets buildings that are frequently tagged, with matching paint in order to reduce the incidence of graffiti
- Create way finding and district gateway signage to include updated street banners; ideas include mural at the overpass at 35<sup>th</sup> Street as one enters KoreaTown.
- Explore funding for a streetscape improvement plan which will include crosswalk improvements, street trees, countdown pedestrian signals, bike lanes, and pedestrian lights.
- Advocate to City on needed sidewalk repairs
- Receive 501c3 status in order that organization can apply for grants
- Advocate for the district through participation on the Oakland Merchants Leadership Forum and the Oakland Business Improvement Council
- Provide a quarterly newsletter
- Provide business retention support
- Provide assistance to new businesses interested in enhancing the current business mix including art galleries
- Standardize and consolidate news racks in 10 areas on Telegraph
- Create information packet to attract developers
- Expand website
- Build upon Art Murmur event
- Educate merchants through a workshop series in Crime Prevention through Environmental Design (CPTED)

### **IV. An Estimate of the Cost of Providing the Improvements and the Activities for 2008**

Please see attached budget

## V. Method and Basis of Levying the Assessment

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

<i>Property Variable</i>	<i>Benefit Zone 1 (Cost per square foot)</i>	<i>Description of Use</i>
<b>Lot Size</b>	<b>\$0.10</b>	
<b>Building Size</b>	A - \$0.12	Retail space, hotels, motels, visitor related, retail condos
	B - \$0.08	Office & Commercial uses, office or commercial condos, Independent, free standing parking structures
	C - \$0.05	Industrial/Manufacturing/Distribution
	D - \$0.00	Institutional (City, County, Water District, School, public utility)
	E - \$0.00	Church, non-profit, tax-exempt
	F - \$0.05	Multi-Unit Residential
	G - FLAT \$365	Single Family residential/Condo units
<b>Linear Frontage</b>	<b>\$5.00</b>	

## VII. Surplus or Deficit from Previous Fiscal Year

This is KoreaTown/Northgate CBD's first year of operation having commenced in January 2008. We anticipate a carry forward of \$81,000 into the 2009 calendar year. The organization is in the process of assessing its multiples needs which includes improved security, streetscape, district signage, branding, marketing, pedestrian safety, a website, etc. The Board wants to carefully plan the disbursement of these funds for the future, studying the district and community needs for 2009 and throughout future years.

## VIII. Contributions from Other Sources

Please see attached budget

**2009 KOREATOWN OAKLAND CBD PROPOSED BUDGET****2009 est.**

CBD Assessments	\$ 278,460
2008 carryover	\$ 81,192
Less: contingency/County Fees/Reserves/City loan payback	\$ 27,846

**AVAILABLE BID ASSESSMENTS** \$ 331,806

**SIDEWALK OPERATIONS, BEAUTIFICATION & ORDER**

Sidewalk Operations	
Graffiti Removal	\$ 10,000
Landscaping	\$ 20,000
Sidewalk Sweeping	\$ 45,000
Steam Cleaning	\$ 8,000
Miscellaneous Equipment & Materials	\$ 7,000
Security	\$ 90,000
Ambassador services	\$ 20,000
<b>Subtotal</b>	<u>\$ 200,000</u>

**DISTRICT IDENTITY & STREETSCAPE IMPROVEMENTS**

Special events;	\$ 25,000
• Web site;	\$ 5,000
• Design work, logo development, district branding;	\$ 8,500
• Communications, brochures, business directories;	\$ 10,000
• Banners/Signage	\$ 5,000
Streetscape improvements	\$ 29,606
<b>Subtotal</b>	<u>\$ 58,106</u>

**ADMINISTRATION**

Staff	\$ 60,000
Insurance	\$ 2,000
Phone/E-mail Service	\$ 1,200
Office Supplies	\$ 3,000
Office Equipment	\$ 2,000
Non Profit Attorney Fees	\$ 2,000
Accounting	\$ 3,500
<b>Subtotal</b>	<u>\$ 73,700</u>

**Total** \$ 331,806