

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

Lakeshore/Lake Park Avenues 2010 Annual Report to the City Council

1. Proposed changes in boundaries of BIMD.
None.

2. Improvements and activities provided during 2010

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.

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

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 also fill in the unplanted tree wells with gravel at least once a year for sidewalk safety. This 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 was changing 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. However, we have reduced those change outs to twice a year to save money.

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 have joined forces with merchants on Grand Avenue for free weekend music events. The LABID procures and pays for the necessary permits.

This year we decided to forgo LakeFest due to insurance and operator concerns. We have put on the annual Halloween parade, the Easter parade, and a gala winter holiday event with horse and carriage rides. Lakeshore also participated in the city-wide retail events in October and December.

As a result of not holding the street festival this year, we are considering proposals to make some capital improvements to the street. We are taking bids and getting neighborhood input on building a deck/street extension next to the bulbout/crosswalk in front of Arizmendis. It will be modeled after some of the ones that San Francisco has built such as the Divisadero Parklet between Hayes and Grove Streets.

We also hope to add a number of planters along the sidewalk to increase the impact of our gardening and beautification efforts. We are currently considering their placement and taking bids for purchase and planting.

3. Improvements to be provided during the fiscal year 2010-2011.

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.

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. We proposed a 2% increase last year which brings our current assessment rate to: frontage charges of \$23.66 per linear foot per year and lot size charges per square foot of \$0.2753 per year factored together.

We propose an increase of 5% assessment for the coming year to cover the cost of consultants to renew the BID. Our new assessment rates will be \$24.84 per linear foot and lot size charges per square foot of \$0.289 per year factored together.

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

It is anticipated that approximately \$10,532.75 will carry forward from the previous fiscal year into the FY 2010/11 budget. These funds will be used to maintain a reserve in case of the continued non-payment of a large property owner.

7. Contributions from other sources.

None.

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

LAKESHORE/LAKE PARK BIMD PROPOSED BUDGET FOR 2011	
Description	Amount
<i>Income</i>	
Estimated BID Collections	\$142,788.48
Total Income	\$142,788.48
Carry Forward 2010 (Reserve for Nonpayment) (Interest Bearing)	\$10,532.75
Total Available Funds	\$153,321.23
<i>Expenses</i>	
Administration	-\$38,000.00
Annual Meeting	-\$700.00
Beautification:	-\$13,200.00
Banners -\$2,000.00	
Gardeners -\$11,200.00	
City & County Collections Cost (1.7%)	-\$2,427.41
Insurance	-\$1,925.00
Maintenance: Sweepers; Steam Cleaners	-\$30,300.00
Office Expenses	-\$1,500.00
Professional Expenses	-\$650.00
Promotions; Capital Improvements	-\$6,000.00
Security	-\$50,000.00
Total Expenses	-\$144,702.41
Reserve for Nonpayment (Year-End Balance)	-\$8,618.82
Total Expenditures	-\$153,321.23

SHB:cm
2010proposedbudget.doc
updated 08/25/10

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	\$146,358.19
Total Income	\$146,358.19
Carry Forward 2011 (Reserve for Nonpayment) (Interest Bearing)	\$10,000.00
Total Available Funds	\$156,358.19
<i>Expenses</i>	
Administration	-\$38,000.00
Annual Meeting	-\$1,200.00
Beautification:	
Banners -\$600.00	
Cardeners -\$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	-\$6,000.00
Security	-\$50,000.00
Total Expenses	-\$148,563.09
Reserve for Nonpayment (Year-End Balance)	-\$7,795.10
Total Expenditures	-\$156,358.19

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

Lakeshore/Lake Park Avenues Business Improvement District

4133 Balfour Avenue, Oakland 94610

510-593-3721

2013 Annual Report

1. Proposed changes to boundaries of the BID.

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

2. Improvements and activities provided during 2013.

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

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

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

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

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

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

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

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

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

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budget2914R.xls

The Lakeshore/Lakepark Avenues Business Improvement District
4133 Balfour Avenue, Oakland, CA 94610
510-593-3721

2014 Annual Report

1. Proposed changes to boundaries of the BID.
None.
2. Improvements and activities provided during 2014.
 - Sidewalks and gutters swept daily on Lakepark and Lakeshore to Westly Avenues. Additional hours (3) of sweeping added during the weekend due to very large crowds which clog the area on Saturdays and Sundays.
 - We purchased three solar-powered trash compactors to reduce trash and garbage overflow at high pedestrian traffic intersections. After the removal of standard city collectors and a period of adaptation, these are being utilized and trash accumulating in those areas has been significantly reduced.
 - We advocated for renewal of trash pick-up of the city cans on Sundays, and the city complied, thereby, reducing even further the accumulation of trash around overflowing cans.
 - We maintain one private security officer for seven hours a day four days a week and eight hours a day three days a week. In addition to discouraging illegal panhandling, he assists in the communication of concerns between the merchants, the management and the police department. He patrols throughout the district and monitors activities, and he assists with traffic control during our holiday events.
 - Our gardener has stepped up his watering activities during the drought and continues to replant and trim tree well gardens. We contracted with a landscaper to suggest additional plantings, container gardening, etc, but have decided not to add any gardens until it becomes apparent that we experience relief from the drought.
 - This year we purchased new holiday decorations for both avenues and continue to store and install them with the same company. We were limited in design and size due to the excessive signage on all the poles on our avenues. However, the large bows we purchased have highlighted our festive holiday atmosphere. We continue to hold 3 annual holiday events during the fall, spring and winter.

- The administrator produces a merchant newsletter every two months with information on issues, concerns, and resources of interest to the merchants. She also writes a blog for a local newsletter to keep our neighborhood shoppers abreast of activities or new businesses and other activities when they arise.
 - We have contracted with LocalOn to design and implement a new, more interactive website for the district. Our administrator is working with the company to assist in the design, including photos from events and shop windows/activities. This new website will reference and compliment the facebook page that the administrator has already installed and updates regularly.
 - Our Advisory Board holds an annual meeting and dinner including relevant speakers, the council member, the mayor, police representatives, etc., with regular updates that include merchants who wish to participate.
3. Improvements to the District provided during 2014.
Please see the attached budget which includes the purchase of solar powered trash compactors, holiday decorations and an increase in maintenance in the district.
 4. Estimate of the cost of providing services.
Please see the attached budget. We are asking for a 2%, .02, increase to the assessments which is a combination of frontage plus square footage. Our costs for sidewalk cleaning has increased due to extended hours for the service, and our gardening and banner installation services have increased.
 5. Method and basis of levying the assessment will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lakepark Avenues BID Management Corporation. Our annual assessment rate will increase from \$24.00 per linear foot of frontage to \$24.048, and the present \$0.275 per parcel square foot will increase to \$0.2805, and the assessment on tax exempt parcels, regardless of size, will increase from a flat rate of \$250 to a flat rate of \$255 for collection in the next fiscal year.
Tax exempt parcels, regardless of size, will be assessed a flat rate of \$250.00 annually.
 6. Surplus or deficit revenues to be carried over from previous fiscal year.
It is anticipated that the surplus revenues to be carried over will not exceed \$33,000. No deficit is to be carried over.
 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 2015			
Description			Amount
Income			
Estimated Bid Collections			\$154,644.00
Total Income			\$154,644.00
Carry Forward 2015 (Reserve for Nonpayment) (Interest Bearing)			\$33,000.00
Total Available Funds			\$187,644.00
Expenses			
Administration			(\$39,000.00)
Annual Meeting			(\$1,200.00)
Beautification	Banners	(\$600.00)	
	Gardeners	(\$11,200.00)	(\$11,800.00)
City (1%) & County Collections Cost (1.7%)			(\$4,094.00)
Insurance			(\$800.00)
Maintenance: Sweepers; Steam Cleaners			(\$30,000.00)
Office Expenses			(\$1,500.00)
Professional Expenses			(\$650.00)
Promotions; Capital Improvements			(\$15,000.00)
Security			(\$54,000.00)
Total Expenses			(\$158,044.00)
Reserve For Nonpayment (Year-End Balance)			(\$29,600.00)
Total Expenditures			(\$187,644.00)

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budget2015.xls