



2301 Telegraph Avenue, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT TO THE CITY COUNCIL – 2019

1. Proposed Changes in boundaries of the BID/CBD.

None

2. Improvements and activities provided in 2019 calendar year

KONO now has a total of 383 property owners and 456 parcels. When the Koreatown Northgate Community Benefit District was launched in 2007, much of our Telegraph Avenue corridor was a blighted, neglected strip of empty storefronts. Now going into our thirteenth year, our hard work over the years since has paid off: many abandoned buildings have been rehabbed and host new businesses, and new housing and retail space has opened at a record pace, with more in the pipeline. With the renewal came the expansion which almost doubled the size of the CBD. We went from 14 blocks to 24 blocks.

Since 2007 KONO CBD has been responsible for providing property owners within its boundaries special benefit services, including sidewalk maintenance, street-level graffiti abatement, beautification and landscaping, public space activation, and, most notably, Ambassador services. In 2019 we worked to beautify the neighborhood, and our ambassador teams have been out there every day doing graffiti abatement, dealing with dumped trash and engaging with people on the street. The most visible and critical aspect of our service program is our Ambassador team. The transformative power of a friendly interaction with an Ambassador in our district cannot be understated. Our Ambassadors transform the user experience and leave visitors with a favorable impression of our city. The association has successfully proven its value as an economic regenerator for the district.

Our boundaries include Telegraph Avenue between 20th and 35th Streets in Oakland, CA. The expanded boundaries now include 25th, 26th, and 27th Streets between Telegraph and Broadway; Thomas L. Berkeley Way (20th St.), 21st, 22nd, W. Grand Ave, and 23rd St between Telegraph Ave and MLK Jr. Way and San Pablo Ave; and the West side of San Pablo Ave between 19th and 20th Street (See map in appendix).

Accomplishments – Improvements 2019

Marketing: Cultural Arts Festivals

Annual Korean CultureFest 2019

KONO successfully held our annual Korean Culturefest in September 2019 in conjunction with the Oakland First Fridays event. This event within an event was well attended and well received by the community. It showcased many traditional Korean performances to folk dance, folk songs, drumming, martial arts, etc. Many local dignitaries addressed the audience, including the Korean Deputy Consul General.

Monthly Oakland First Fridays - Fixed Contribution by CBD to Oakland First Fridays Events

In 2019, voted the “Best Free Event” for the third year in a row and the “Best Cultural Event” by the East Bay Express readers, Oakland First Fridays continues to be one of the most successful marketing tools for the CBD. The CBD has produced the Oakland First Fridays event for the last six years. The draw this event generates to the district has created a phenomenal financial upsurge for many of the businesses. One developer stated that he has designed his project with an overlook bridge on each floor to allow the tenants to view the festival. The event has maintained its own budget since it started with an annual fixed contribution from the CBD.

In an effort to improve the festival, in 2019, the festival coordinator met with the community to get feedback which was then used to create a six-month strategic plan. The Festival Coordinator worked with a local film maker in a barter agreement to produce an antiviolence PSA that was successfully distributed through social media and websites. Most of the strategic plan was completed within the planned six months, including bringing back live music, establishing a kid’s zone, increasing the number of community partners, increasing our efforts to obtain more sponsors, and adding interactive activities which included the award of a cultural arts grant to help fund the artists and musicians. Another accomplishment has been the increase in safety and security which includes additional lighting for the winter months, more barricades, egress security (after event ends), and aggressive messaging on the ban on open alcohol.

In 2019 this cultural event project has been successful in obtaining 2,560 hours of work from study abroad interns through the Academic Internship Council (AIC) program at no cost to the CBD. The monetary value of this labor is estimated at \$46,080. In addition, the impact of their work has been significant. In the last six months the internet reach has increased exponentially with the help of these interns, raising our Facebook followers over 23% to 16,282 and our Instagram followers over 155% to 9,853 as of December 2019. The website went up 10% from 2018 to 2019 to 224,000 unique visitors. It has also brought in \$44,631 in sponsorship funds. The success of this event, in terms of positive economic impact on local businesses, expands the boundaries of the CBD district and it has also been an entrepreneurial incubator for Oakland and the Bay Area’s artists, craft makers and food vendors.

Marketing Vacancies – Commercial and Residential

The CBD is working with a commercial broker representing three different property owners' vacancies to set up "pop-up" vendors inside the spaces during the Oakland First Fridays festival in order to bring attention to the space and ultimately get it rented.

KONO has also worked with developers and leasing agents of new developments to market the residential units to potential renters. This includes posting on the KONO website and sending out the information in a newsletter to the database as well as on social media. Many of our new residential developments are filled or nearly filled.

Marketing KONO Businesses

The CBD created and distributed monthly newsletters, featuring KONO businesses, and keeping our stakeholders updated on the CBD's activities. We also alerted our businesses to the [Oakland Indie Alliance](#), a business to business support, advocacy and marketing organization for small independent businesses in Oakland.

KONO CBD Toys, Coats and Books Drive

The KONO CBD successfully collaborated with 8-10 district businesses to set up donation collection stations to collect toys, books and coats for needy families. We distributed the items through our community partners. Building Opportunities for Self Sufficiency (B.O.S.S.) organization provided the toys and books to 54 needy families and True Vine Ministries worked to provide toys and books to families from Martin Luther King Jr. Elementary School (480 families). Chronicle Books donated over 600 children's books for various ages. The coats were distributed to Serenity House on San Pablo Ave.

Applied for Three California Grants

The KONO CBD wrote three grants for the California Arts Council to support various projects. These grant awards will not be decided on until 2020.

ADMINISTRATION

Four New Board Members in 2019

The CBD has been successful in recruiting four new Board members in 2019. This puts the Board at a total of 11 members. Three new members qualify as property owners or representative of a property owner and one represents a KONO business.

Board Retreat January 2019

The KONO CBD Board of Directors met on a Saturday for a full day to design a strategic plan for the year. This retreat was led by a consultant and allowed all Board members to discuss their visions for improvements and spending for the year. The consultant provided a final report of the retreat which captured the entire day's discussion.

Assessment

- **Refund**

After being alerted by a property owner that their sq. ft. was incorrect at the county assessor's office, the KONO CBD assisted with correcting the county records and refunding the assessment overcharge.

- **Notification of Vote on Increase**

The CBD produced a mail out to all KONO CBD property owners to notify them of an upcoming vote on a possible assessment increase in 2020.

Moved KONO Office

In May of 2019 KONO relocated the office space and obtained a 5-year lease with a 5-year option to renew at under market price.

Liaison

Acted as the liaison between community partners, city staff and the KONO CBD property and business owners to obtain and distribute information.

Successfully liaised between the KONO businesses and the Oakland Police Department on multiple occasions regarding safety and security issues.

ADVOCACY

BID/CBD Alliance

The KONO CBD Executive Director has continued to participate in the Oakland BID/CBD Alliance (OBA). They continue to share resources, assist with communications, and create a unified voice for Oakland's property owners and small businesses in order to advocate and facilitate two-way communication with the city government and other private and public entities. In 2019 the Oakland BID Alliance (OBA) held monthly meetings and invited presenters and government department heads relevant to the BID/CBD work.

Development Projects

The CBD Director, representing the Board, spoke at City Council CEDA committee meeting in support of the Kaiser Project at 2100 Telegraph Ave. and promoted a community open house meeting for the 2600 Telegraph Ave development project. The Board also sent a letter of support to the city on the 2600 Telegraph Ave development project.

Curb Painted Red

The CBD's Executive Director was successful in assisting the condominium owners at 630 Thomas L. Berkeley Way in getting a red faded curb repainted, which then allowed them to have a place to move the building's trash bins to on trash pick-up day.

Safety, Security and Maintenance 2019

- **Request for Proposal for Ambassador Services**

The KONO CBD successfully posted a Request For Proposal for the 2020 Safety, Security and Maintenance contract. We created a review committee to recommend to the full Board the final choice for the contract.

- **Safety Tips**

In 2019 the KONO CBD created flyers based on the Area Captain's **Commercial Burglary: Tips and Trends info from OPD** and utilized the ambassadors to distribute to the KONO district's local businesses.

- **Advocated for More OPD presence in KONO District**

The CBD director worked with the Area Captain and the Community Resource Officer to get more police presence in the KONO district due to an increase in the number of auto and commercial burglaries.

- **Incidents with Unhoused People**

a.) The KONO CBD worked with our ambassador team, OPD and the building manager at 2633 Telegraph, to have “Rader” (a regular unhoused man) removed from camping in front of the building by obtaining a restraining order. Rader is a homeless individual who has been a problem in the district for many years. He was placed into the Northgate Community Cabins but was later evicted. Rader moved into another business doorway and the KONO CBD is now working with that property owner to obtain a restraining order for that site.

b.) The KONO CBD worked with the property owner at 3200 Telegraph Ave to resolve issue of violent homeless people sleeping in their parking lot at night and harassing the staff early in the mornings.

- **Litter**

a) The KONO CBD worked with businesses and Waste Management to identify businesses that have not obtained trash services and inform them of the ordinance which requires services. Businesses started becoming dependent on the ambassadors picking up their litter.

b) We worked with the City of Oakland Recycle department and Waste Management to obtain a complimentary landfill dumpster for the public litter.

c) We worked with Cal Waste Solutions to obtain a complimentary recycle dumpster for the KONO district.

d) The contracted maintenance and security company removed 658 incidents of graffiti; picked up 2800 bags of litter; responded to 516 calls for service from businesses; took 37 tons of bulky waste to the dumps; contacted 1,036 merchants; had 882 interactions with homeless people; and made 132 combined calls to Public Works, Clear Channel and Caltrans.

e) Contracted with Canology to power wash the public litter containers on a quarterly basis.

Beautification in Public Right of Way

- **Mosaic Art on Litter Containers**

The CBD was successful in obtaining a grant from Keep Oakland Clean and Beautiful to assist in placing mosaic art on a public litter container in the district. This is an ongoing project and we have completed 11 containers so far and have 6 left to do in Zone 1 and 4 left to do in Zone 3 for a total of 10 more containers. At the completion of this project, there will be 21 mosaic litter containers with varies images of art in the KONO CBD.

- **Art on Utility Boxes**

The CBD hired two artists to repaint three utility boxes after they were tagged with graffiti. One of the repainted boxes has been tagged but the other two boxes have remained graffiti free.

- **Street Tree Wells**

The KONO CBD has continued to maintain the street tree wells in 2019. After losing Planting Justice, a local landscaping non-profit, due to frustration with vandalism of the plants, we utilized our ambassador team to maintain, weed, water and mulch the tree wells. We obtained a fire hydrant meter to access water.

- **Murals**

In 2019 the KONO CBD worked with KP Market to discuss putting a mural on a roll-up door on 24th Street to be painted by Dragon School and funded by Pandora. BJ, the property owner, agreed to a mural. KONO is working on a contract and final design.

- **Telegraph Ave Protected Bike Lanes**

The KONO CBD generated a survey of the community to assess their feedback on the bike lane and shared the results with the City of Oakland’s Department of Transportation.

ECONOMIC DEVELOPMENT

KONO will undergo another renaissance in the next two to five years as the following housing and office developments are completed in the district. There are also a large number of developments in various stages surrounding the KONO district in the Uptown and Downtown districts with thousands of new residential units which will have a huge impact on the KONO district as well, with increased foot traffic and increased revenue for local businesses. Increased foot traffic will require increase in service demands.

Developments in KONO (completed and in process):

	Location	# of Residential or employees	Sq. Ft. Commercial	Description and Status
1	2125 Telegraph Ave	93	?	Senior Affordable housing
2	2126 MLK Jr. Way	62	?	Housing units for Veterans 100%. 31 for homeless veterans. Completed
3	585 22nd St	78	1600	Market rate residential. Completed
4	2225 Telegraph Ave	173	0	Hotel 7 stories, In Progress
5	2200 Telegraph Ave	7,000	875,000	office building (likely 2 years out, maybe longer)
6	2100 Telegraph Ave	7,200	825,000?	Kaiser Project (2-5 years out) Office space
7	2016 Telegraph Ave	230	2,000	Market-rate homes (2+ years out) commercial Sqft - ?
8	2015 Telegraph Ave	114	5,000	Residential and commercial (at least 2 years out)
9	2600 Telegraph Ave	221	15,000	Market Rate & BMR, at least 2-5 years out
10	2538 Telegraph Ave	97	5,000	Market Rate housing, Completed
	TOTALS	15,268	1,723,600	

3. Improvements and activities planned for 2020 calendar year.

- a) In late January 2020 the KONO Board of Directors are set to create a 3-5-year strategic plan for the district.
- b) The KONO CBD is starting a new contract with a new street ambassador team, StreetPlus, on January 17, 2020.
- c) The CBD will explore the resources and options for installing pedestrian lighting.
- d) We will re-design and install new KONO district banners in 2020.
- e) We will explore the option of placing 20 large planters in the public spaces along Telegraph Avenue.
- f) KONO will finalize the agreement with Visit Oakland to provide the KONO CBD with a 36'x20' stage, with lighting and sound, starting March 2020 for complementary use for the next 7 years (approx. value of \$10k per event at 10 events per year is \$700,000).
- g) In 2020 the KONO CBD will try to work with Kaiser to place a mural on parking lot walls on Northgate and 27th Street.
- h) The CBD will continue to work with the mosaic artist and the community for designs on the remaining litter containers.
- i) We plan to partner with the Oakland Art Murrum to create a Small Works Art and Maker show at an indoor venue. They are also considering a sponsorship of \$1,700 to allow KONO to provide free space to artists at the monthly festival.
- j) The CBD is planning to work with *iamlocal.io* and the districts small businesses to help give them a social media online presence and create a delivery service for their products similar to Door Dash but for retail.
- k) In 2020 KONO will research Curbflow, a new curb management plan, who is working with cities to be able to reserve curb spaces for deliveries and ride share drivers.
- l) The KONO CBD Executive Director and one Board member will attend a training at the West Coast Urban District Forum March 11-13, 2020 in San Jose. The forum will aid in the work of enhancing vibrant urban places in KONO.
- m) In 2020 we will update our online business directory on the KONO website.
- n) We plan to conduct a survey to determine what types of businesses the community would like to have in the district and then use these results to help recruit new businesses to the vacant commercial spaces.
- o) The CBD will work with commercial brokers and property owners to market their vacancies on our website.
- p) We will continue to work with Oakland Department of Transportation to make improvements to the protected Bike Lane.

The final list of projects for 2020 will be determined after the KONO Strategic Planning Board Retreat in February.

4. Estimated costs of providing improvement and activities in 2020.

KONO Community Benefit District CALENDAR YEAR 2020 BUDGET			
2020 Assessments	\$	603,075	\$ 603,075
Outside funds 4.47% of operating costs	\$	26,959	(percentage of funds required by MDP to fund general benefit services)
Total Revenue	\$	630,075	
Total Other Revenue	\$	-	
GRAND TOTAL REVENUE	\$	630,075	\$ 630,075

	2020 Budget	Category of Special Benefit Services
1.7%	\$ 10,711.20	Endowment for Renewal in 7 years (est. 75k) \$10,714.29 per yr.
5%	\$ 31,503.52	Operating Reserve - Contingency
13.3%	\$ 83,800.02	Marketing and Identity Enhancement
55%	\$ 346,541.45	Safety, Maintenance, and Sidewalk Operations
25%	\$ 157,518.84	Incidental Costs (Admin)
100%	\$ 630,075.03	Assessment (\$603,075) + Contributions (\$26,959)
	\$(42,215.05)	Less Endowment & Reserves
	\$ 587,859.98	Operating Budget
	\$ \$124,645.79	Projected 2019 carry forward

5. Method and basis for levying the assessment.

The working method of assessment looks like this:

Parcel's Total	=	(Linear Factor +	X	Total Benefit Points
Special Benefit Points		Building Factor)		Assignment

Linear Factor is a parcel's actual street front footage, and the Building Factor is a parcel's building square footage divided by 4,000 (to be further detailed in the Engineer's Report).

The Benefit Points Assignment for each benefit zone will be similar to this (still nailing down the final details):

Benefit Zone 1

Property Land Use	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Benefit Points
Non-Residential Property	1.00	1.00	2.00	4.00
Residential Property	1.10	1.10	1.00	3.20
Non-Profit/Public Property	0.20	0.20	0.50	0.90
Undeveloped Property	0.20	0.20	0.25	0.65

Benefit Zone 2

Property Land Use	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Benefit Points
Non-Residential Property	0.90	0.90	2.00	3.80
Residential Property	0.99	0.99	1.00	2.98
Non-Profit/Public Property	0.18	0.18	0.50	0.86
Undeveloped Property	0.18	0.18	0.25	0.61

Benefit Zone 3

Property Land Use	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Benefit Points
Non-Residential Property	0.90	0.90	1.60	3.40
Residential Property	0.99	0.99	0.80	2.78
Non-Profit/Public Property	0.18	0.18	0.40	0.76
Undeveloped Property	0.18	0.18	0.20	0.56

The total cost to be assessed is then divided by the Total Special Benefit Points in the CBD to get the Assessment Rate per Special Benefit Point.

A parcel's assessment is that Assessment Rate per Special Benefit Point x the Total Special Benefit Points assigned to the parcel.

- **Notification of Vote on Increase**

The CBD produced a mail out to all KONO CBD property owners to notify them of an upcoming vote on a possible assessment increase for 2020/2021 fiscal year.

6. Surplus or deficit to be carried over from 2019 to 2020 calendar year.

The anticipated carry forward from 2019 to 2020 is \$124,645.79. These funds will be used for one-time projects in 2020.

7. Amount of any contributions to be made from sources other than BID/CBD assessment to be levied.

In 2019 contributions, other than the assessments, were obtained through a variety of sources.

- a) The CBD partnered with a local business, Forge Kitchen, and the producers of "Oakland Bar Week," a short film, to raise funds for the mosaic litter containers with a percentage of ticket sales going towards the project. Successfully raised \$500.00.
- b) Used a federal grant program to replace dead trees which were replanted by Oakland Street Trees at a value of \$6,000 in-kind.
- c) Applied for and received a grant for \$800.00 for art on litter container.
- d) Cultural Arts Grant \$15,232 for cultural arts festival
- e) Secured commitment from Sutter Health for \$5,000 donation for 2020.
- f) Obtained a grant from Wells Fargo for \$2000.00 towards Festival.
- g) Received \$44,631 in sponsorship funds in 2019
- h) Received \$29,040 in donations in 2019
- i) KONO CBD had \$28,262 in sales in 2019
- j) KONO received \$136,708 in vendor fees for the festival in 2019
- k) The CBD obtained 2,560 hours of labor from the AIC internship program

Amt received in 2019	Category	Description
\$500	Cash Donation	Forge Kitchen
\$6,000	In-Kind	Oakland Street Trees
\$800	Cash Grant	KOCB
\$15,232	Cash Grant	Cultural Arts
\$2,000	Cash Grant	Wells Fargo
\$44,631	Cash Sponsorships	Varies sponsors
\$29,040	Cash Donations	Varies donors
\$28,262	Cash Sales	Varies products
\$136,708	Cash Vendor Fees	Fees for Festival
\$46,080.00	In-Kind	Interns
\$309,253.00	TOTAL	

In 2020 the KONO CBD will raise 4.47% (\$26,959) of current assessments from outside sources in a manner similar to what we did in 2019.

Appendix: KONO MAP 2017-2027

