



2633 Telegraph Avenue Suite 109, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT TO THE CITY COUNCIL – 2020

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

None

2. Accomplishment and improvements provided in 2020 calendar year

ABOUT: Koreatown Northgate Community Benefit District (KONO) is a nonprofit 501(c)3 organization established in 2007 with a volunteer Board of community members and is funded primarily by a special assessment parcel tax. KONO has 383 property owners and 456 parcels and covers 24 blocks with an operating income of approximately \$600,000.

KONO's mission is to create, promote and maintain a thriving, inclusive and respectful environment for everyone who lives, works, shops, dines or just passes the District, and to make it a destination in its own right. Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in this uniquely diverse part of Oakland.

KONO's Board of Directors had between 9 and 12 members over the course of 2020, all of whom are property and business owners (or their representatives), or residents. All serve as volunteers and met monthly with an agenda set by the Executive Committee and Board meetings are open to the public. The Board prioritizes and determines KONO's activities, which are executed by the Administration. In 2020 KONO had one full time Executive Director, one part-time Assistant Executive Director, and one part-time Marketing Director. In addition, KONO had four more staff (one full time and three part time) members dedicated to the Oakland First Fridays monthly arts and culture event.

Executive Director Shari Godinez is responsible for the day-to-day management and administration of KONO and serves as the primary contact for all stakeholders, as well as city of Oakland staff, elected officials, the City Council members and the district stakeholders. The Executive Director, following the District Management Plan and priorities set by the Board of Directors, executes all of KONO's programs, projects and activities and oversees all contracts, staff, interns and volunteers. In collaboration with the Board Treasure and the Executive Committee, the Executive Director is also responsible for handling KONO's finances, budgets, and invoices.

KONO has been providing special benefit services to property owners, including sidewalk maintenance, street-level graffiti abatement, beautification and landscaping, public space activation and, most notably, Street Ambassador services.

KONO's Street Ambassadors are the most visible and critical aspect of our service program. The transformative power of a friendly interaction with an Ambassador in KONO attire, or just seeing them out every day taking care of the neighborhood, cannot be overstated . KONO also engages in marketing and promoting the District and producing community events like Oakland First Fridays and the Korea Culture Fest.

KONO is centered along Telegraph Avenue from 20th to 35th Streets in Oakland. Recent expansion zones include 25th, 26th and 27th Streets from Telegraph to Broadway; 20th St/Thomas L Berkley Way, 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 Streets (See map in appendix).

All KONO Board and Executive meetings were noticed in accordance with the Brown Act and the Oakland Sunshine Ordinance.

Accomplishments –Improvements 2020

Maintenance, Beautification, Safety & Streetscape:

In 2020 KONO entered a three-year contract with StreetPlus, a national provider of cleaning, safety, and hospitality services. KONO also purchased equipment including a small electric utility vehicle, a commercial pressure washing unit, two mountain bikes, two-way radios and a radio repeater. Cleaning services are provided six days a week in areas with heavy pedestrian traffic and other areas are serviced at least three times a week.

Streetplus services include but are not limited to:

- Sidewalk and curb-line cleaning from property line to 18" into the street

- Removal of litter, leaves, weeds, and other debris from tree wells and median strips.
- Removal of graffiti from private property with authorization, and from public property (or referred to city services) Removal of all decals, flyers and stickers from public surfaces
- Proper disposal of all collected refuse and debris.
- Monitoring public litter bins for overflow and keeping them clean
- Pressure washing on a regular basis and as needed
- Removing weeds from tree wells, sidewalks, curbs and property lines
- Safety and hospitality services including:
 - Visibility patrols (walking and bicycling)
 - Engaging with local businesses and residents to establish relationships, listen to concerns, discuss KONO programs and support and facilitate further contacts.
 - Personal safety escorts when requested within KONO boundaries and only on public property.
 - Seek compliance with local ordinances around quality of life.
 - Report any criminal activity to Oakland police.
 -
 - Use Statview to documentation and reporting their activities
 - Engage with pedestrians to provide directions and information about KONO and Oakland including businesses, restaurants, attractions and activities.

Streetplus, along with Shari Godinez, have assembled a team of ambassadors who are passionate about the District and understand the importance of making positive impacts on a daily basis. The Operations Supervisor provides leadership, direction, and support as the team works to make KONO clean, safe and friendly and provide services for the improvement of the KONO district. KONO and Streetplus prioritize hiring locally, and preferably from within the community.

Streetplus tracks all work orders using Statview and provides KONO with a monthly activity and productivity report, which is posted on the KONO website..

Data from **2020** Streetplus for KONO District:

	JAN	FEB	MAR*	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Pounds of Garbage	5250	6225	2625	6675	3500	1575	2750	3050	2375	2675	3750	5650	47100
Graffiti - Removed	18	4	4	10	243	74	99	152	149	1223	281	834	3091
Power washing block faces	N/A	N/A	N/A	N/A	21	0	1	14	0	0	0	21	57

Merchant Checks	5	45	56	1	71	108	106	66	191	154	41	58	902
911 Calls	0	1	0	0	6	9	1	3	4	5	1	0	30
Illegal Dumping	N/A	N/A	N/A	N/A	21	0	1	14	0	0	0	21	57
Homeless Outreach	10	2	14	1	22	63	90	39	91	109	5	20	466
Needles found and disposed of	55	47	21	62	24	10	36	14	24	28	31	10	362
311 Requests	25	69	0	49	11	73	23	16	22	42	5	11	346
Directions	4	3	6	0	79	22	34	20	115	118	16	25	442

**Due to Shelter-in-Place orders during the early pandemic orders, services were suspended for about three weeks in late March and early April.*

The Streetplus mobile app includes a GPS tracking system that creates a heat map of any tracked incidents as well as a tracking system of where the ambassadors are at all times including a trail of their movement for the day.

In addition to routine maintenance, Street Ambassadors handle calls for service from businesses, residents, and property owners. They contact the owners and police when they encounter property that has been burglarized or vandalized.. They are often called on to provide emergency services, as in May, when the Operations Supervisor helped a homeless person who cut his arm on a window broken during a protest march.

KONO and StreetPlus staff regularly canvas the district ensuring equitable code compliance, as in June, when we requested sidewalk repair at 600 W. Grand after tree root growth had made them impassible for wheelchairs.

Between the pandemic and public demonstrations, many KONO businesses suspended operations, cut hours and boarded up front windows, which led to an increase in graffiti. To counter this KONO partnered with local groups including the Bay Together Project, Community Rejuvenation Project and Three-Thirty-Three Arts (formerly Dragon School) to create artworks on the window coverings. KONO continues to connect Three-Thirty-Three with local property owners interested in hosting public art.

Like much of America, Oakland saw demonstrations almost daily. Shari debriefed with the Street Ambassadors every day, used social media to share notice of planned demonstrations, and KONO

partnered with the Oakland Chamber of Commerce to engage volunteers who assisted Streetplus with cleanup after protests.

KONO received a \$20,000 grant from Sutter Health to assist with the operation costs of ambassador service to create a clean and safe environment for families.

The Executive Director met with the OPD Area Captain, the Neighborhood Crime Prevention Council advisory committee and the Community Resource Officer on a regular basis.

Bike Lane:

Protected Bike Lanes were installed in the district in 2016 as a pilot project. While only a preliminary study was done to assess their safety and effectiveness, over the succeeding months it became clear that owing to visibility problems exacerbated by KONO's many staggered intersections, they were unsafe. KONO conducted several online surveys, did in-person outreach to businesses along the bike lanes and held town hall meetings where we heard stories of accidents and near-accidents happening on an almost daily basis. After a cyclist was struck and injured by a turning car in June, OakDOT installed bollards along the bike paths, which didn't resolve the visibility hazard but did threaten the return of Oakland First Fridays, since they effectively cut the event footprint by a third and the removal and reinstallation of the bollards may make the event production cost prohibitive. On top of that, sales tax data indicated a 34% drop in sales after the Protected Lanes were installed, even as revenues rose in adjoining districts. We contacted the City of Oakland's Race and Equity Department in an effort to protect the business owners of color who were being negatively impacted by this project. In addition, KONO participated in multiple planning meetings with the Department of Transportation, Councilmember McElheney, City Administrator's office, office of the Mayor, and two bike coalitions. KONO also spoke out at city council meetings and the Bicycle & Pedestrian Advisory Commission (BPAC).

Because of these issues, the KONO Board voted to request the city change the configuration to Buffered Bike Lanes, and a KONO petition to request the change received 1,679 signatures. After additional review, OakDOT says they will recommend as part of turning KONO into a Parking Benefit District, as currently being tested in Chinatown.

District Beautification:

Over the past several years KONO has contracted with local artist Juan Lopez of New World Mosaics to create original mosaics for public litter containers. Many reference themes of the District, such as a tribute to Pill Hill frontline healthcare workers, or the TURFinc Dancers of First Fridays. Two more mosaics were completed in the fall of 2020.

KONO also installed five large planters in the District and hung holiday lights, but the plants and solar panels were stolen within days.

Marketing & Economic Development:

Newsletter: KONO produces a monthly email newsletter sent to over 1,200 subscribers . Over the past year the newsletter has explored local businesses, announced events, marked openings and closings, solicited community input on a range of issues and announced available commercial space, talked about district history and more. During the pandemic we created a list of COVID resources for the newsletter and web site, and we seek out information on grants and other financial support to share.

Because of the number of KONO business owners who don't speak English as a first language, we've supplemented the electronic newsletter with printed materials delivered by our Street Ambassadors. We've also offered help in filling grant applications.

StreetPlus also produces a monthly newsletter with pictures and statistics on their work, which is summarized in the newsletter and posted on the web site.

In spite of the pandemic, KONO saw several new businesses open in 2020 (and several more in 2021). These include:

- Loyalina Restaurant at 3109 Telegraph Ave
- Name? 2525 Telegraph Ave (former All Out Comedy)
- F45 Gym at 26th & Telegraph Ave.
- Moxy Hotel at Telegraph Ave and W.Grand Ave
-

12 businesses closed in 2020 due to impact from Covid:

- **Entertainment Venues:**
 - Starline Social Club bar and performance venue
 - Stork Club bar and performance venue
 - All Out Comedy Showcase
- **Restaurants / Cafes**
 - Black Springs Coffee
 - Phat Matt's BBQ

- Lost & Found Beer Garden
- **Manufacture**
 - Oakland Spirits
- **Service Business**
 - Hollywood Nails
 - Telegraph Cleaners (owner retired)
- **Nonprofits:**
 - Chapter 510
 - Impact Justice
- **Art Gallery**
 - Johansson Projects
- **Retail**
 - Young's Wigs

Lamppost Banners: KONO hung 20 holiday banners with a message of inclusivity. They will be replaced in early 2021 by four different banners celebrating KONO as a center of arts, health and diversity, which were selected in a community poll.

Website: We added several sections to the KoreatownNorthgate.org site, including a comprehensive business directory with links, pictures and contact information, a StreetPlus page introducing the ambassadors with links to monthly reports, a list of COVID-19 resources and support, a holiday shopping guide, a list of Board meeting minutes and other documents, updates on matters like the bike lanes and First Fridays, and we continue to refine the site in 2021

Other marketing / economic development accomplishments:

- Serve as liaison between City marketing and KONO business holiday events
- Alerted community about Oakland's free wifi
- Provided information on the Flex Street program and on builder information including cost.
- Got KONO Business Directory on the Visit Oakland website: Spend, Stay, Love campaign
- Provided information to KONO businesses on the Oakland Indie Alliance [gift card](#) program and the [Keep Oakland Alive](#) delivery service for retail businesses.
- Set up a KONO Instagram page
- Worked with Workbench to create a [KONO Holiday Gift Guide](#) and promoted it on Instagram
- Created a [KONO restaurant guide](#) and promoted it on Instagram
- Advertised 25th St. Holiday shopping event on Dec. 12th.
- Worked on Community Art Wall project but delayed due to Covid health orders
- Worked with a commercial broker to install pop ups in the vacant spaces during the Oakland First Fridays event to attract people to the space in an effort to find a long term tenant.
- Contacted artists to participate as pop-up vendors

- Updated the KONO business directory and re-designed the layout
- Shared new grant information with KONO businesses (new deadline Jan 13, 2021)
- Kept community updated on all county health orders
- Shared Cares grant funds information for small businesses.
- Provided resource information to businesses seeking help
- Let some businesses know about **Ritual ONE**; a commission-free online ordering system for restaurants
- Advertised Oakland Restaurant Week
- Explored EVGo charging station for KONO for electric cars
- Shared a requests to repave 24th St. between Telegraph Ave and Northgate with the DOT
- Worked with KP Market and the DOT to reinstate a loading zone that was painted over.
- Shared Marketing & Ecommerce series workshops to help small businesses pivot their sales model.
- Shared information on **Keep Oakland Alive** (local business on one platform) to encourage businesses to market themselves more during Covid.
- Kept businesses updated on Alameda county Covid announcements
- Kept businesses, artists and nonprofits updated on all grant opportunities.
- Promoted all neighborhood Zoom meetings
- Cross promoted events in other Oakland businesses districts
- Collaborated with Oakland Indie Alliance on economic recovery survey
- Created a vacancy directory for commercial properties

COVID-19

After years of just trying to break even, the Oakland First Fridays community festival was poised for sustainable expansion. As summer approached we'd secured sponsorship funding for a Health Zone and had secured three grants to fund art, performance, interactive activities and an arts mentoring program. Obviously, the pandemic necessitated us pausing the event and furloughing its staff after the March festival.

The KONO District, like most of the world, has been severely challenged by the pandemic. Several businesses have closed permanently, including some legacy businesses. Shari has worked hard to

mitigate the impacts, disseminating information on grants and emergency funding, and posting resource pages on the KONO and First Fridays websites and social media. She has also secured funding from PPP and other grants to cover the ongoing costs of storing and maintaining the infrastructure and accounts First Fridays will need to relaunch, KONO also applied for the EIDSL (Economic Injury Disaster Loan Application).

[ECONOMIC DEVELOPMENT/REOPENING PROCESS](#)

Randy's Donuts was interested in purchasing the former KFC property in 2019 and opening up a donut business there and Shari Godinez provided feedback on his plans for his pre-application to the city. Unfortunately, by early July 2020, Randy's Donuts decided not to make the addition to the KONO district likely due to the pandemic.

Through the newsletter, social media and person contact, KONO shared information about:

- The Economic Recovery Advisory Council and the changes made on the PPP, and recommendations for property owners to extend leases and collect past due rents at the end.
- The City of Oakland allows different businesses to operate in one space and makes the permit process easy.
- Changes to the PPP loan, extending use of funds from eight weeks to twenty four weeks, and other details.
- Keep Oakland Alive, a startup grassroots online and delivery service for Oakland small businesses, based on the Amazon model with next-day local delivery
- The Oakland Indie Alliance provided a grant opportunity for KONO businesses for damage incurred after protests and provided a separate grant for general needs.
- The Chamber of Oakland provided KONO businesses with free COVID safe posters for their windows at no cost to the businesses.
- While parking enforcement suspended for a few months in the KONO district, it resumed parking enforcement on July 6, 2020.
- The Flex Street Initiative program for KONO district restaurants.

The Moxy, a chain of boutique hotels owned by Marriott, built a new location at the corner of Telegraph and West Grand, which is on track to open in April 2021.

KONO collaborated with Oakland Indie Alliance on a business survey to determine which businesses plan to re-open and identify which would be good candidates for city CARES Act grants.

KONO put in a request with OakDOT to repave 24 th St. between Telegraph and Northgate with the head of the DOT and KONO also received a request for repaving 24th St between Telegraph Ave and Broadway. Shari also worked to resolve a dispute between KP Market and its neighbors over delivery trucks blocking driveways. KONO assisted KP Market in obtaining a loading zone that was previously painted over.

Partnered with Visit Oakland on a campaign encouraging locals to support local businesses called “Spend. Stay. Love. Oakland.” Their partner portal to listed district events.

Submitted a story for the California Arts Council series California’s Creative Uplift, a series of stories of strength, hope, and love through the work we have been doing in this difficult time.

Attended several ad-hoc marketing meetings for Oakland BID alliance to discuss a master business directory for the city hosted on the Visit Oakland website.

Oakland First Fridays was awarded two two California Arts Council grants:

- o Local Impact grant \$17,062.00
- o Artists in Communities grant \$3,705

PLANNED DEVELOPMENTS

As the pandemic landed, KONO was seeing an unprecedented number of development projects. KONO was impacted by the pandemic at a time when it was about to undergo a renaissance with multiple development projects. One of the largest projects planned was halted and it is now uncertain what will happen with the 3 acre site. Half of developments underway were completed in 2020 (see below).

In addition to projects within KONO boundaries there are multiple developments in various stages all around the district. The thousands of new residential units in the pipe will have a huge impact on KONO, with increased foot traffic and increased revenue for local businesses. We anticipate that Increased foot traffic will require an increase in service demands and will address those needs as they arise.

Developments in KONO (completed and in process):

	Location	# of Residential or employees	Sq. Ft. Commercial	Description and Status
1	2125 Telegraph Ave	93	51,340	Senior Affordable housing. Gensler 8 story. Unknown progress
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, Completed
5	2200 Telegraph Ave	7,000	875,000	office building (likely 2 years out, maybe longer) Unknown progress

6	2100 Telegraph Ave	7,200 1556 residential	2.8 million	Former Kaiser project (2-5 years out) Office space: Unknown progress
7	2016 Telegraph Ave	230	2,000	Market-rate homes (2+ years out) Residential - In progress
8	2015 Telegraph Ave	114	5,000	Residential and commercial (at least 2 years out) former Beauty Supply Unknown progress
9	2600 Telegraph Ave	221	15,000	Market Rate & BMR, at least 2-5 years out Completed
10	2538 Telegraph Ave	97	5,000	Market Rate housing, Completed
	TOTALS	16,824	3,754,940	

Oakland First Fridays:

KONO took over production of the Oakland First Fridays community festival in 2013. The event is a huge economic booster for KONO businesses, one of few remaining accessible venues for artists, makers and performers to connect with their community, and a cultural touchstone for Oakland itself.

The pandemic forced the event to be indefinitely postponed in April. The City of Oakland removed revenue in the festival fund for the fiscal year budget July 1, 2020 – June 30, 2021 which was used to cover OPD and event permits with funds from the hotel tax. City Council will make the final decision on bike lanes and some options could add to the challenge of safely relaunching the event.

In spite of this, the furloughed First Fridays staff has remained in contact, and with KONO support has done the following:

- Partnered with several First Fridays merchants to host a Community Feed in April, where hundreds of drive-up and walk-up customers were given free meals, masks and other items.
- Started a GoFundme campaign to help First Fridays relaunch.
- Built a new vendor processing system for the event
- Held a virtual First Fridays in July, which included filming commercials for KONO businesses Uptown Body and Fender and Marwa Market . Included filming commercials for two KONO businesses: Uptown Body and Fender and Marwa Market.
- Designed a new logo, launched a revised website and opened a merchandise shop
- Maintained a social media presence and sent informative emails around issues including grant opportunities, vendor support, and potential impact of bike lanes
- Hired a part-time intern to maintain First Fridays social media and promote the Spark Oakland project artists.

- Interviewed by Mark Everton of Visit Oakland who also sits on the Oakland Economic Recovery Council. He wrote a summary/report about the feasibility and cost of re-opening of OakFF.
- With funds from the state of California's Cultural Arts Grant, Spark Oakland was launched in October 2020.
- Secured CARES Act funding to offset the ongoing costs of maintaining First Fridays accounts and infrastructure and have several grant applications pending as of early 2021.

Spark Oakland Artist Accelerator: In 2019 KONO applied for a California Arts Council Local Impact grant, to subsidize a program where First Fridays would mentor emerging artists and set them up with booth space at the festival. With funding supplemented by the Oakland African American Chamber of Commerce and online transaction provider Square, we redesigned it as Spark Oakland, an online program. First Fridays lead Greg Harris was rehired to oversee the program, we engaged speakers and mentors, and a cohort of twenty-four local artists attended a series of virtual workshops on various aspects of setting up an online arts business.

They completed the training in January 2021 and we will monitor their progress and growth for six months. If a live event becomes feasible by then they will be included. We are also looking at options for a smaller, socially-distanced event where these artists would be featured.

ADMINISTRATION

- Organized annual Board retreat to set goals and plan direction for the year
- Reconciled all financial reports and paid all invoices
- Organized annual Board dinner
- Completed annual report for City Council
- Attended monthly Oakland BID Alliance meetings
- Organized all monthly Board and Executive Committee meetings, took minutes and posted on website
- Processed all payroll
- Filed 2019 tax returns
- Applied for and received the PPP loan and filed the forgiveness application.
- Joined Oakland African American Chamber of Commerce
- Hired financial advisor to provide analysis
- Board member changes in Aug 2020:
 - R. Hyowan Kim, Eilisse Douglass, and Charles Hahn resigned
 - Curt Haven volunteered to join as representative of KP Market and was elected
 - Raymond Connell invited, but declined
- Generated mid-year KONO budget performance evaluation
- Participated in Bancroft BID Havenscourt discussion with Councilmember Taylor on how to become a BID district.

- Working with NBS and property owner Nick Myerhoff on assessment adjustments based on mixed use property.
- Interviewed by Havenscourt Merchants association Chair, Marla Williams on how to form a BID.
- Interviewed about the use of Cargo Cycles in the KONO district as alternative for freight deliveries.

Assessment

- **Refund**
After being alerted by a property owner that they own a mixed use building and the assessment formula needed to be adjusted for that, the KONO CBD agreed to a refund of \$393.54 once the assessment fee was collected and the formula would be changed for the next assessment.
- **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 the 2021/2022 assessment year.

Liaison

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

Acted as liaison between KONO businesses and the Oakland Police Department on multiple occasions to help resolve safety and security issues.

OUTREACH AND FACILITATION

BID/CBD Alliance

The Executive Director has continued to participate in the Oakland BID/CBD Alliance (OBA), sharing resources and communications so Oakland's property and business owners have a unified voice to advocate for them with city officials and other entities. The OBA met monthly, inviting presenters and government department heads to discuss areas of interest and concern.

3. Improvements and activities planned for 2021 calendar year:

KONO will continue to provide maintenance, hospitality, safety, marketing and beautification in the district in 2021.

KONO's other goals for 2021 include the following:

- Produce and install new KONO lamppost banners, with four designs celebrating the neighborhood
- Explore the resources and options for installing pedestrian lighting to increase safety.
- Continue outreach to engage with Kaiser Permanente to place a mural on the graffiti covered exterior walls of their parking garage at Northgate and 27th Street.
- Continue to promote local arts organizations to place more murals and art in the district.

- e) Continue working with mosaic artist Juan Lopez to place tile mosaics on the remaining KONO litter bins, with themes celebrating the district’s history and culture.
- f) Continue to promote KONO businesses with our online directory, social media and printed collateral.
- g) Conduct a survey to see what types of businesses the community would like in the district, and use these results to help recruit new businesses to vacant commercial spaces.
- h) Explore the feasibility of installing an Koreatown Northgate arch across Telegraph Avenue.
- i) Will work with commercial brokers and property owners to market their vacancies on our website and newsletter.
- j) Work with OakDOT and other city officials as a permanent solution to the bike lanes is implemented.
- k) Conduct outreach and explore ways to safely resume Oakland First Fridays and the Korea Culture Fest.
- l) Work with businesses to sign them up for the OPD’s Crime Prevention Through Environmental Design program
- m) Prune the street trees and clean up the tree wells and install mulch in our 100+ tree wells)
- n) Host an OPD beat officer tour of the district to engage with residents and business owners.
- o) Continue outreach and engagement with local businesses to assess pandemic impacts and offer assistance.
- p) Encourage businesses to explore the Flex Streets program and options like outdoor parklets.

The final list of projects for 2021 will be determined by the KONO Strategic Planning Board.

4. Estimated costs of providing improvement and activities in 2021.

KONO Community Benefit District CALENDAR YEAR 2021 BUDGET

2021 BID Assessments	\$ 600,472.84	\$ 600,472.84
Outside funds 4.47% of operating costs	\$ 26,841.14	(percentage of funds required by MDP to fund general benefit services) for one time capital improvements
2020 Carryforward (1/3)	\$ 109,466.95	
Total Revenue	\$ 736,780.93	
Total Other Revenue	\$ -	
GRAND TOTAL REVENUE	\$ 736,780.93	\$ 736,780.93

	2021 Budget	Category of Special Benefit Services
1.7%	\$ 10,664.34	Endowment for Renewal in 6 years (est. 75k) \$10,714.29 per yr.

5%	\$ 31,365.70	Operating Reserve - Contingency
1%	\$ 6,273.14	COVID impact reserves
14%	\$ 96,386.88	Marketing and Identity Enhancement
59%	\$ 406,201.87	Safety, Maintenance, and Sidewalk Operations
27%	\$ 185,888.99	Administrative Costs
Subtotal	\$ 736,760.92	Assessment (\$600,472.84) + Contributions (\$26,841.14)
Total Expenses	\$736,760.92	
Net	20.01	

5. Method and basis for levying the assessment.

The method and basis for levying the assessment is outlined in the “Koreatown/Northgate Community Benefit District 2017 Management District Plan, April 2017, As Amended on May 16, 2017” on file in the Office of the City Clerk.

Owing primarily to the impact of the pandemic on businesses and property owners, the KONO Board has recommended no increase to the BID assessment rate for FY 21/22

6. Surplus or deficit to be carried over from 2020 to 2021 calendar year.

The anticipated carry forward from 2020 to 2021 is \$328,400.25. These funds will be divided and used for one-time projects over the next three years.

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

In 2020 contributions other than the assessments, were obtained through donations, grants and First Fridays revenue..

Amt received in 2020	Category	Description
\$325.00	Cash Donation	To KONO CBD
\$2,669.02	Cash Donations	To Oakland First Fridays (3 events only)
\$300.00	Service	Equipment rental
\$20,000.00	Cash Grant	Sutter Health - Healthy Families
\$49,500	Cash Grant	PPP - State of CA
\$6,300	Cash Grant	Arts Relief Grant - Alameda County
\$15,355.80	Cash Grant	CAC - Local Impact Grant
\$3,334.50	Cash Grant	CAC - Art Wall Grant
\$9,900.00	Cash Grant	Cares Act
\$15,232.00	Cash Grant	Oakland Cultural Arts Grant
\$10,000.00	Cash Grant	Oakland African American Chamber
\$30,555.76	Cash Sponsorships	Square, American Kidney Fund, others
\$11,495.66	Cash Sales	Varies products

37,547.66	Cash Vendor Fees	Fees for Festival (3 events only)
\$212,515.40	TOTAL	

In 2021 KONO will raise 4.47% (\$26,841.14) of current assessments from outside sources in a manner similar to what we did in 2020 to pay for general benefit services as outlined in the Koreatown/Northgate District and Management Plan and related Engineer’s Report.

Appendix: KONO MAP 2017-2027

