



2633 Telegraph Avenue Suite 109, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT TO THE CITY COUNCIL – 2021/22

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

There are no proposed changes to the boundaries of the Community Benefit District.

2. Improvements & Activities in 2021

Maintenance, Beautification, Safety & Streetscape:

In 2021 KONO was in the second year of a three-year contract with StreetPlus, a national provider of cleaning, safety, and hospitality services. This included a three-year payment plan for equipment including a small electric utility vehicle, a commercial pressure washing unit, two mountain bikes, two-way radios and a radio repeater. Cleaning services were provided six days a week in areas with heavy pedestrian traffic and other areas were 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 for 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 **2021** Streetplus for KONO District:

	JAN	FEB	MAR *	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Pounds of Garbage	680 0	480 0	3600	2800	2850	6025	10575	932 5	990 0	11450	9975	8375	86,475
Graffiti - Removed	7	345	366	153	105	112	122	129	101	114	183	86	1832
Power washing block faces	N/A	8	12	12	7	14	11	6	15	17	1	8	111
Merchant Checks	32	458	256	222	206	159	401	290	222	228	236	140	2850
911 Calls	0	3	2	3	1	3	1	1	0	3	0	1	18
Illegal Dumping	0	7	5	1	0	10	8	9	12	6	5	27	90

Homeless Outreach	7	35	25	39	32	34	49	40	22	17	6	6	312
Needles found and disposed of	4	5	4	1	0	0	0	2	1	17	3	6	43
311 Requests	11	7	0	1	1	0	0	9	57	6	21	16	129
Directions	32	121	60	50	54	41	329	199	150	100	161	22	1319

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.

KONO continues to connect Three-Thirty-Three Arts with local property owners interested in hosting public art murals on their property. This practice beautifies the district and acts as a graffiti abatement tool.

KONO received a \$25,000 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 and would share updates with the community.

KONO installed a new 8’x10’ shed to store maintenance supplies in the alleyway next to the office.

In partnership with the Neighborhood Service Coordinator, KONO organized a well-attended tour with the Oakland Police Department and the KONO community which included residents and business owners. The purpose was to discuss the community’s concerns with the beat officers and the Community Resource Officer and figure out some solutions.

Created a heat map using the Streetplus Geo data to determine the “hot spots” in the district. KONO identified graffiti hot spots at 27th & Broadway and 27th & Northgate. Made several attempts to contact Kaiser to discuss a mural on the parking structure at 27th & Northgate.

Requested foot patrol officers in KONO for any opportunity that arose. Received foot patrol briefly in May 2021.

Partnered with the Sisters of Perpetual Indulgence for a KONO neighborhood clean-up and raised \$200.00 for 333 Arts.

Organized a community meeting with Chief Armstrong at Blind Tiger Restaurant in August 2021.

Researched the installation of cameras in KONO to cover the public right of way from private property after crime stats for Area 2 show assault with a firearm up 667%. We spoke with the Director of S.A.F.E.R. in San Jose about cameras, as well as the Montclair and Chinatown leaders, and the Oakland Police Department.

Successful in getting a van removed from 25th St. that was being used to sell drugs and allow drug users to go inside the van to shoot up. Dealers threatened the property owner to burn down the building.

- **Bike Lane:** We provided updates to the community on the bike lane and shared survey links to collect and analyze data. We worked with Bike East Bay and the DOT to create and distribute a survey. We spoke in favor of a buffered bike lane at the BPAC Commission, the Public Works Committee and at the City Council meeting. We created a change.org petition to have a buffered bike lane and received over 1800 signatures. We shared another petition from KP Market shoppers with 2,500 signatures asking for a buffered bike lane. We produced an 8-minute video from a Zoom interview, with 3 cyclists, of which 2 were former BPAC commissioners and both are city planners and engineers, which discussed why the protected design is so dangerous. It was shared with all of the city council and the Department of Transportation. Despite requests for a buffered bike lane from KONO Board of Directors, and recommendations for a buffered bike lane from the head of the Department of Transportation and the Race and Equity Department as well as the Mayor's Commission on Disability; the City Council voted to move forward with the protected bike lane design. The protected bike lanes will be made permanent with cement curbs (construction starts Jan 2022 for an estimated 12 months). KONO met with the DOT to discuss construction schedule and how to have the least impact on the monthly Oakland First Fridays events.
- Dragon School completed a mural on the roll up door on 26th St. at SF Design Studio.
- Successfully organized tree pruning for KONO trees which were planted in 2012 and requested pruning from the city for the larger trees.
- Worked with the City of Oakland and Waste Management on the issue of cardboard being left on the sidewalks by businesses. Received a temporary recycle bin from Waste Management for 6 months while the businesses were being notified to comply with obtaining their own recycle services.

- Met with Public Works on Jan 12th regarding lack of frequency of picking up litter from city trash cans. Also requested four more litter containers for the district.

Marketing & Economic Development:

Newsletter: KONO produces a monthly email newsletter sent to over 1,700 subscribers. Over the past year the newsletter has explored local businesses, announced events, marked openings and closings, talked about district history and more.

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

Lamppost Banners: KONO installed new holiday banners in Nov 2021.

Branding: Applied for Capital Improvement Program (CIP) funding for a KONO Gateway arch. Now working with the DOT on the design phase.

Other marketing / economic development accomplishments:

- Attended Oakland BID Alliance meetings monthly
- Hired a part-time marketing intern for 6-months who eventually replaced the full-time marketing manager.
- Shared KONO properties that were up for sale and for lease.
- Worked with the DOT to survey the community on possible changes to the parking meter hours and days. Also asked for suggestions for loading zones, green zones and additional meters.
- Helped **All Out Comedy Showcase** with their SVOG grant (they are now re-opening at a new location in KONO).
- Helped market all the new businesses that opened in KONO.
- Partnered with Vibemap and created an online guide to promote KONO businesses. Also created a brochure called "After Dark" to distribute to Oakland First Friday attendees to let them know where they could go after the event ended. This effort was successful for Vibemap, who gained more customers and for KONO to assist with the disbursement of people after the event was over and it included a prize for a one-night stay at the Moxy Hotel.
- Created a holiday shopping gift guide for KONO businesses.
- Installed white lights in windows of over 10 KONO businesses for holiday season and beyond.
- Partnered with Square to promote their new Master Card small business resources program and received a \$5,000 grant
- Advertised Oakland Restaurant Week

Businesses that Opened or reopened in KONO:

- **Rock Paper Scissors Collective** moved into 2120 Martin Luther King Jr. Way (used to be on Telegraph Ave).
- **Knuckleheads Barber Shop**, 2811 Telegraph Ave.
- **Moxy Hotel**, 2225 Telegraph Ave.
- **Happy Daze**, 2402 Telegraph Ave

COVID-19

Applied for and received two PPP loans that were granted forgiveness. Also applied for and received the SVOG (Shuttered Venue Operators Grant) for the Oakland First Fridays events. We also shared all the Covid grant information with KONO businesses and kept the community updated on all the health orders. We informed KONO businesses about the flex street program and shared information on builders. We ordered and distributed 2,000 KONO masks to give away to KONO businesses and Oakland First Friday attendees. We participated in a focus group to discuss post pandemic reset strategies hosted by Supervisor Keith Carson. We provided vaccination popups at our fall events; Nov gave 53 vaccines.

GRANTS 2021

KoreaTown Oakland 2021 Grants

YEAR 2021	FROM	GRANT	AMOUNT	DATE RECEIVED	GRANT PERIOD	REPORT DUE
OAKFF	State of California, SBA	PPP 2nd round	\$46,650.00	3/4/2021	11/8/21 forgiven	
OAKFF	State of California, SBA	Shutter Venue Operations Grant: 45% of gross revenue less PPP 2nd round	\$52,770.70	7/30/2021	3/1/21-12/31/21	Aug 2022
OAKFF	State of California, SBA	California COVID-19 Relief Grant: Art and Cultural program	\$15,000.00	9/15/2021		
OAKFF	Alameda County Arts Commission	2021 Artsfund Grants Program	\$ 2,100.00	7/7/21	7/1/21-6/30/23	7/30/2023

KONO	Square	Small Business Resource Program	\$ 5,000.00	11/22/21		
KONO	Sutter Health	Healthy Families	\$25,000.00	Check stolen	Waiting on replacement check	Supports ambassador program
Total			\$146,520.70			

- o Met with the Chief of the Department of Violence Prevention to discuss partnership. He stated that they will be posting RFQ's soon and believed we could apply under Community Health for the Oakland First Fridays Event.
- o Applied for an operations funding grant from CAC but was denied.

The grant funding received has helped the event to be able to relaunch. However, the increased costs have made the event unsustainable. We will need to seek larger amounts of funding.

PLANNED DEVELOPMENTS

Developments in KONO (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. Current use parking lot.
5	2200 Telegraph Ave	7,000	875,000	office building (likely 2 years out, maybe longer) Unknown progress. Currently vacant lot, no building structure.
6	2100 Telegraph Ave	7,200 1556 residential	2.8 million	Former Kaiser project (2-5 years out) Office space: Unknown progress. Current use city parking lot
7	2016 Telegraph Ave	230	2,000	Market-rate homes Residential - In progress. 20 stories high. completed
8	2015 Telegraph Ave	114	5,000	Residential and commercial (at least 2 years out) former Beauty Supply Unknown progress. Current vacant bldg.
9	2600 Telegraph Ave	221	15,000	Market Rate & BMR, at least 2-5 years out. Currently two restaurants.

10	2301 Telegraph Ave	?	?	100% affordable housing along with space for community-based arts nonprofits. Owners partnered with Adhi Nagraj and McCormack Baron Salazar on the development. A year away from breaking ground.
	TOTALS	9,015	3.7 mil	

Community Cultural Arts Events; Oakland First Fridays:

Oakland First Fridays received a grant from the California Cultural Arts which originally was to provide mentorship and booth space at the Oakland First Fridays event for local artists. However, due to the 18-month shutdown, we pivoted the project into a training program about how to sell your art online. It included a mission to empower local Oakland artists with the technology tools and practical skills they need to thrive in the digital age. We accepted 24 local artists and 3 mentors into the program. The program was launched in Oct. 2020 was called the Spark Oakland Art program and went through all of 2021. We received matching support from the Oakland African American Chamber of Commerce and Square. The program was very successful. We launched a virtual digital gallery in June 2021. We monitored the artist progress for six months and we were able to offer them complimentary booth space when Oakland First Fridays re-launched in October 2021.



- We hired Workbench to re-do Oakland First Fridays website, run the Spark Oakland online workshop program along with Festival Director Greg Harris and Social Media Manager Christina Serna, and we created a virtual gallery showing. Some of our most successful artists were Doran Dada and Ryan Tesluk. Several artists voluntarily donated a percentage of their sales to Oakland First Fridays. Doran vended at First Fridays and **sold out in one night**, he volunteered with us, and is planning to come back to vend in May 2022 after he creates more art. We ran paid ads for the artists and the virtual gallery and Doran had \$2,223 in art sales.
- Some of the challenges to restart Oakland First Fridays have been the cost of OPD and Fire as well as the loss of 23% of vendor space from the new bike lane design. The city of Oakland’s

decision to no longer cover Police and Fire fees and to move forward with the protected bike lane design has had a huge impact on the festival which could make it unsustainable. The OPD fees were estimated at \$15-20k per month and the loss of vendor space is approximately \$5,000 per month loss. This is an annual increase to the production of \$300,000. We received a lot of media reports met with the Chief of Police and OPD agreed to reduce fees to \$10k. Despite this reduced cost, Oakland First Fridays is currently losing between \$15k-20k per month and is not sustainable unless they find more funding sources.

- We met with the East Bay Venue Coalition to discuss ways to collaborate.
- Relaunched the Oakland First Fridays event October 2021.
- Successful October event with lots of television media coverage
- Successful events in November and December which included Santa and vaccination pop up areas at all events.
- Partnered with The Town Experience on activation zone at 23rd St for November and December with Kapor Center as the sponsor for \$5,000.
- Able to get other Councilmembers to sponsor debris boxes for November and December
- Held monthly meetings for vendors and volunteers

Social media and contact data 2022

Facebook Oakland First Friday	17,355 follows	16,226 likes
Instagram Oakland First Friday	18,300	Audience
Website Visits Oakland First Friday	20,000	Monthly average
Newsletter Subscribers Oakland First Friday	6,900	Monthly newsletters emailed
Facebook KONO	510 Follows	442 likes
Instagram KONO	442 Followers	172 following

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. It was named as one of the top 8 places to go in the world by the International Travel Magazine in 2021.

ADMINISTRATION

- Explored employee health benefit packages
- Increased hourly rate for ambassador team due to low retention rate.
- Approve a zero increase on assessments for the 2021/2022 fiscal year due to impact by Pandemic
- Approved Bi-monthly (every other month) Board meetings to allow for ad-hoc committees meeting time.
- Discussed a Parking Benefits District with Board and DOT staff.
- Created a statement on Anti-Asian hate and posted it on our website.
- Created a KONO Race & Equity Statement
- Invited Councilmember Fife to Board meeting
- Held annual Board election in Aug 2021 and had seven returning Board members
- Organized Board retreat for 2022 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 the website and processed all payroll.
- Filed 2020 tax returns

Assessment

- Total assessments collected in 2021: \$617,014.70
- **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.
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 2022 calendar year.

KONO will continue to provide maintenance, hospitality, safety, marketing and beautification in the district in 2022.

KONO's other goals for 2022 include the following:

- a) Produce and install new Oakland First Friday lamppost banners, with four designs celebrating this cultural arts event.
- b) Produce and install new KONO banners in 2022 with a message of inclusivity. The banners include four different designs celebrating KONO as a center of arts, health and diversity. The designs were selected in an online community poll.
- c) Work with property owners and OPD to install cameras that capture the public right-of-way in the crime hot spots of the district.
- d) Explore the resources and options for installing pedestrian lighting to increase safety.
- e) Follow up with Mayor to engage with Kaiser Permanente to place a mural on the graffiti covered exterior walls of their parking garage at Northgate and 27th Street.
- f) Continue to promote local arts organizations to place more murals and art in the district.
- g) 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.
- h) Continue to promote KONO businesses with our online directory, social media and printed collateral.
- i) Offer staff a health care plan
- j) Conduct a survey to see what types of businesses the community would like to have in the district, and use these results to help recruit new businesses to vacant commercial spaces. Share results with lease managers of new developments.
- k) Work with the DOT on design of the Koreatown Northgate gateway arch across Telegraph Avenue.
- l) Work with the OakDOT to install permanent no parking signs for the First Friday on Telegraph Ave.
- m) Will work with commercial brokers and property owners to market their vacancies on our website and in our newsletter.
- n) Work with OakDOT and other city officials as the construction for the permanent bike lanes is implemented.
- o) Work on solutions to make Oakland First Fridays and the Korea Culture Fest financially sustainable.
- p) Work with businesses to sign them up for the OPD's Crime Prevention Through Environmental Design program
- q) Work to get the city to prune the large street trees.
- r) Maintain the tree wells with mulch and conduct weed abatement.

- s) Host another OPD beat officer tour of the district to engage with residents and business owners.

*The final list of projects for 2022 will be determined by the KONO Strategic Planning Board.

4. Estimated costs of providing improvement and services in 2022.

KONO Community Benefit District

CALENDAR YEAR 2022 BUDGET

2022 BID Assessments		\$ 627,160.64	
Outside funds 4.47% of operating costs		\$ 28,034.08	
2021 Carryforward (1/3 of 380,981.04)		\$ 126,993.68	for one-time capital improvements
Total Revenue		\$ 782,188.40	

Percentages	2022 Budget	Category of Special Benefit Services
	\$ 782,188.40	Total Revenue
1.0318%	\$ 6,760.30	Endowment for Renewal in 5 years (est. 75k)
5%	\$ 32,759.74	Operating Reserve - Contingency
1%	\$ 6,551.95	COVID impact reserves
7.0318%	\$ 736,116.41	Total Operating Budget for 2022
Expenses		
15%	\$ 110,417.46	Marketing and Identity Enhancement
60%	\$ 441,669.85	Safety, Maintenance, and Sidewalk Operations
25%	\$ 184,029.10	Administrative Costs
100%	\$ 736,116.42	Total

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.

6. Surplus or deficit to be carried over from 2021 to 2022 calendar year.

The carry forward from 2021 to 2022 is \$380,981.04. These funds will be divided and a percentage will be saved for the 2027 renewal process and the balance will be 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 2021 contributions other than the assessments, were obtained through donations, grants and First Fridays revenue.

Amt received in 2021	Category	Description
\$5,360.40	Cash Donations	To Oakland First Fridays (3 events only)
\$25,000.00*	Cash Grant	Sutter Health - Healthy Families
\$2,100	Cash Grant	Alameda County Arts Relief
\$15,000	Cash Grant	CAC - Grant
\$46,650	Cash Grant	PPP Grant (loan forgiven)
\$52,770.70	Cash Grant	SBA – Shuttered Venue Operators grant
\$5,000	Cash Grant	Square Inc.
\$23,750.94	Cash Sponsorships	Various sponsors
\$6,243.89	Cash Sales	Varies products
\$36,325.79	Cash Vendor Fees	Fees for Festival (3 events only)
\$218,201.72	TOTAL	

*Stolen check, waiting on replacement check from Sutter Health

In 2022 KONO will raise at least 4.47% (\$28,034.08) of current assessments from outside sources in a manner similar to what we did in 2021 to pay for general benefit services as outlined in the Koreatown/Northgate District and Management Plan and related Engineer’s Report.

8. [An estimate of the total assessments to be levied in the next fiscal year 2022-23](#)

Our estimated Fiscal Year 2022-23 assessment amount for the Koreatown/Northgate Community Benefit District:

If FY 2022-23 assessments were to be calculated with the same rates used in FY 2021-22, the estimated assessment total would be ~\$636,900.

If FY 2022-23 assessments were to be calculated with a 2.5% rate increase, the estimated assessment total would be ~\$652,800.

Appendix: KONO MAP 2017-2027

