



2633 Telegraph Avenue Suite 109, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT TO THE CITY COUNCIL – 2022/23

1. [Any Proposed Changes in boundaries of the BIMD or in any benefits zones within the district:](#)

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

2. [Improvements & Activities provided in 2022](#)

Maintenance, Beautification, Safety & Streetscape:

In 2022 KONO completed its third year with the safety and maintenance company Streetplus which also concluded its financial payments for the startup equipment. The contract included 4 ambassadors; 3 maintenance and 1 hospitality. Cleaning services were provided six days a week in zone 1 (areas with heavy pedestrian traffic) and 3 days per week in zones 2 & 3 (areas with less pedestrian traffic).

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 in the public right of way.
- 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 Executive Director Shari Godinez, have maintained 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 **2022** Streetplus for KONO District:

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Pounds of Garbage	6875	3950	9350	10,725	9500	4150	1900	3650	6100	11500	7650	6450	81,800
Graffiti - Removed	201	112	132	96	193	72	95	79	91	153	71	140	1435
Power washing block faces	26	17	0	16	26	0	13	9	10	18	11	4	150
Merchant Checks	104	52	103	243	352	301	546	550	533	636	436	432	4288
911 Calls	2	0	2	1	0	1	0	0	1	0	1	1	9
Illegal Dumping	20	36	61	38	40	5	18	24	39	45	63	56	445
Homeless Outreach	7	0	2	12	45	32	36	46	63	73	57	44	421
Needles found and disposed of	2	8	12	4	10	0	0	5	5	21	11	91	169
311 Requests	5	14	60	38	40	55	48	24	31	14	63	42	434
Directions	15	8	10	80	212	205	139	138	126	94	78	408	1513

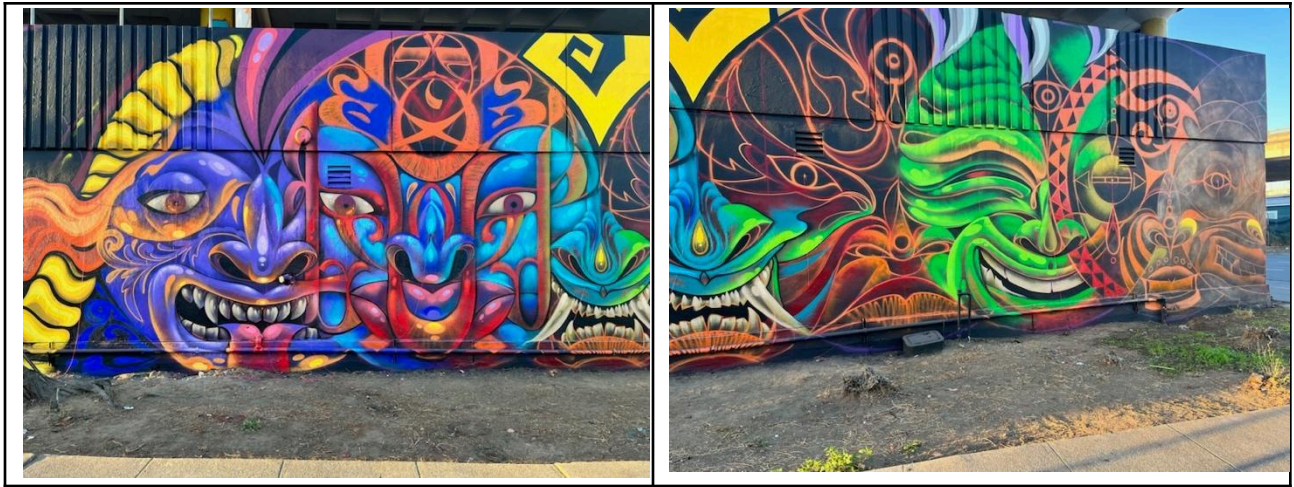
The Streetplus mobile app includes a GPS tracking system that creates a heat map of any tracked incidents as well as a tracking system of where the ambassadors are at all times including a trail of their movement for the day.

In addition to regular trash pick-up and graffiti paint over, Streetplus conducted weed abatement in all the city tree wells. They utilized cardboards left out on the sidewalks by the local businesses, as weed barrier and cover with mulch.

Worked with City's Environment Service Division (311) regarding illegal dumping. The street ambassadors pick up small amounts of illegal dumping, however, if there are larger furniture items, they would report the items to 311. They have to follow up on their reports multiple times since the reports are often closed out by the city as completed when they are not actually completed. This forces the ambassadors to report the same items over and over.

In addition to routine maintenance, Street Ambassadors handle calls for service from businesses, residents, and property owners. They contacted the owners and police when they encountered property that had been burglarized or vandalized. They were often called on to provide emergency services such as removing a hostile unhoused person from in front of or inside of a business. They often would be able to convince the person to leave the area without having to call Macro or 911.

MURALS: One of our biggest accomplishments for 2022 was the installation of the Gateway mural, "Mixed Tape" at the corner of 27th and Northgate Ave. Creating a partnership with Kaiser, 333Arts and KONO to fund and coordinate the massive two-story high art piece that expands the entire corner was a colossal improvement for the community. The cost of the mural was over \$78,000 and 100% funded by Kaiser. Three well known artists, respected by the tagging community, (Urban Aztec – Jesse Hernandez, Vogue – Norm, David Hyde – David Cho), collaborated to create this magnificent piece representing the diversity of the community. These walls were blighted and tagged constantly, generating a negative impact at one of the main gateways into the district.



MIXTAPE

Hyde . Urban Aztec . Vogue

2022

Culture is defined most broadly as a way of life for a society. In cities like Oakland with a robust mix of heritages, the culture becomes a shared experience. The collective contributions from such a diverse population combine to create new and interesting remixes displayed through many different forms including art, literature, music, food, fashion, customs and values. Oakland is an incredible mixtape for the senses.

This mural reflects that visual mixtape and honors the vibe unique to Oakland, CA. Showcasing a blend of cultures local to “The Town”, the viewer is immersed in the community within the district of Koreatown Northgate (KONO) and the city as a whole. The artwork was designed and brought to life by three incredibly talented local artists whose styles and techniques have been honed through this very community.

Presented By: Kaiser Foundation Hospitals

Curated & Produced By: Three Thirty Three Arts.



Another huge accomplishment was connecting 333Arts with the property owner of the then vacant car dealership at the corner of 27th and Broadway. This was one of the most tagged graffiti locations in the district and cost KONO a lot of staff time and paint supplies to paint out the tagging

every three days. 333Arts coordinated another mural to fit the location by another respected artist. This animated race car art has been there almost a year now and has never been tagged.

From Sage Loring, 333 Arts;

*That project was produced through my company, Local Edition Creative. The artist is a regular collaborator with us, his name is **John Horton**. We liked the idea of a Japanese inspired graphic illustration mural. Manga and Anime have gained a popular culture following amongst a far- and wide-reaching demographic, so we knew it would be interesting, especially so because Oakland doesn't have anything like this.*

Here is another fun photo. We did the freeway car chase scene with The Maze as the setting, and rather than use Japanese cars we opted for the American iconic Chevy Corvette as an ode to historic Auto Row. You can see all of the culture mashup here. We've got a huge positive response on the skilled rendering of the mural as well as a new refreshing style to showcase in Oakland.



SAFETY: KONO received a \$20,000 state of emergency funds grant from the Mayor’s office to provide security during the holiday shopping season. KONO used the funds to hire two private security guards for the month of December from the hours of 12pm to 10pm seven days a week.

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.

The KONO Executive Director has continued to request foot patrol officers for the KONO district. She discovered that the city of Oakland received a federal grant to fund 15 foot patrol officers but due to staffing shortages they may only provide 6 officers around the city.

The ED held an ad-hoc KONO Safety Committee meeting on Nov. 9, 2022 and attended the community Neighborhood Crime Prevention Council meeting on May 23, 2022. These meetings allow KONO to hear the community's concerns and the police departments statistics and strategies. In response, KONO responds with ideas and actions to create a safer environment.

KONO's Streetplus Operation Supervisor was shot in the face with a pellet gun while trying to stop a theft of a catalytic convertor on a car in the office parking lot.

Cameras

- KONO successfully installed 5 camera systems using LPR and 360 cameras covering nine intersections along Telegraph Ave between 24th and 30th Streets. The systems we install are designed to capture license plates of all vehicle traffic day & night as well as a wide-angle overview of the scene. The plan is to install cameras at all traffic choke points so that criminals cannot drive through KONO without having their license plates captured. Installations in 2022 are at Telegraph Ave and 24th, 25th, 26th, 27th, and 29th. 62 cameras; 26 License Plat Readers and 36 Overview Cameras and covers 9 intersections = ½ of KONO District. KONO also received a donation for the camera project from Town29 for \$3,766.00 and a request from two more properties to add cameras (Thomas L. Berkeley and 23rd) in 2023.
- The results where KONO was able to turn over identifying information to law enforcement were the following;
 - Shooting on 27th Street
 - Shooting at 25th Street & Telegraph
 - Aggravated Assault on 29th Street
 - Burglary at 2407 Telegraph
 - Burglary at 2501 Telegraph
 - Auto Burglary at Sycamore and Telegraph
 - Officer involved traffic accident at 30th Street and Telegraph
- In addition, there was a fire in the dumpster behind the office. The Operations Supervisor was able to view camera footage and find out who started it and get his name and birthdate and provided that to OPD.

The KONO ED worked with OPD and the community to have an extremely violent woman, with two restraining orders, located and arrested. The ED followed up with the District Attorney's office to inform them about the behavior in the district. Unfortunately, the woman was released on own recognizance shortly after her arrest.

MARKETING & ECONOMIC DEVELOPMENT:

Newsletter: KONO produces a bi-monthly email newsletter sent to over 1,097 subscribers. Over the past year the newsletter has explored local businesses, announced events and workshops and grant opportunities, marked openings and closings of KONO businesses, 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.

Instagram (KONO) (December stats compared to earlier 2022)

- 2,414 accounts reached in December (vs. the 78 in January)
- 84 accounts engaged (vs 4 in January)
- 687 Followers (vs 400 at the start of 2022)

A major factor as to why our accounts performed well in the last quarter was from cross promotion on KONO and Oakland First Friday accounts through posts like our Toys & Coats

Drive, Live Beyond the Booth, 25 days of Small Business campaign. The 25 days of Small Businesses campaign featured seven of the brick-and-mortar stores in our district: Good Hop,

Glowdega, Marwa Market & Grill, Roy Lewis' Barber Shop, Sankofa African Arts, Café Dareye, and Amazona's Pizza.

Other highlights from our KONO Instagram that gained us traction

- "Mixtape" mural on Northgate and 27th → community feedback and artist highlights
- World Cup Watch Parties at Commonwealth Cafe & Public House
- Oakland Mayoral Town Hall meeting (posts & live segment)
- Winter Storm Prep and Resources Infographic

Google Business (only Aug 2022 - Dec 2022 available)

- 9,278 Business Profile Interactions, +39.2% as compared to previous year
- 73,021 People viewed our Business Profile, +30.9% compared to previous year
- 50,653 searches showed our Business profile, +30.3%
- 124 calls made from our profile (+1.6%), 4,662 direction requests (+63%), 4,491 website clicks (+22%)

KONO Newsletter Stats for 2022

1,313 contacts receiving our emails

26% Open Rate (25.17% is average open rate for Non-Profit Organizations)

Assisted Merchants

- Assisted KONO business with resources to help with EIDL grant.
- Informed KONO Businesses about joining **Dining for Justice** and opportunity to join program with a 1% surcharge to feed the homeless.
- Installed holiday lights in over 10 KONO businesses windows

- Promoting KONO businesses on social media and in KONO Newsletter
- Assisted owner of KONO restaurant, Layalina, on how to get a parklet at 3109 Telegraph Ave.
- Shared all announcements from City of Oakland for business owners
- Connected business owner with DOT staff regarding the request for a new loading zone
- Worked with All Out Comedy to find financial assistance in order to reopen in KONO
- Marketed the 2022 Winners from KONO in EBX Best of
 1. **Oakland First Fridays**-*Best Outdoor Art Event*
 2. **KP Market**-*Best Ethnic Market*
 3. **MOXY Hotel**-*Best Boutique Hotel*
 4. **Minuteman Press**-*Best Print Shop*
 5. **The Good Hop**-*Best Beer Selection*
 6. **Commonwealth Café** – Best Cafe
- The ED notified KONO Businesses about the Façade and Tenant grant by City of Oakland – up to \$75k
- KONO Marketing posted a different KONO business each day for the 25 days of Christmas on social media

Lamppost Banners: KONO installed new KONO banners and new Oakland First Friday banners throughout the district.



Video: Created a KONO district video to show at the property and business owner's open house held at the Moxy hotel.

Businesses that Opened or Closed in KONO in 2022:

Closed:

1. Starline Social Club-Jan 1 2023
2. Walgreens-Nov 8, 2022
3. Classic Cars West moved-Sept 2022
4. Roscoe Ceramic Gallery-date unknown
5. Commonwealth Cafe and Pub-Dec 2022
6. Applied Contemporary Gallery 473 25th St -April 2022

Opened:

1. Starbucks-June 2022
2. Glowdega Skin Care -Summer
3. Jebena Cafe-Summer
4. Thee Stork Club-reopened July 2022

We received \$69,252.11 in grant funds in 2022 with a majority of the funding for Covid relief.

GRANTS 2022

Korea Town Oakland 2022 Grants

YEAR 2022	FROM	GRANT	AMOUNT	DATE RECEIVED	GRANT PERIOD	REPORT DUE
OakFF	Alameda County Arts Commission	Arts Relief for Covid impact	\$7,100.00	8/24/22	N/A	N/A
OakFF	California Arts Council	Local Impact-balance for Spark Oakland Program	\$1,706.20	1/4/22	N/A	N/A
OakFF	SBA	Shuttered Venue Operators Grant -2	\$35,445.91	1/31/22	N/A	N/A
KONO	Sutter Health	Healthy Families	\$25,000.00	6/28/22	2021	1/31/22
KONO	Office of the Mayor*	Holiday Security	\$20,000.00	*see note	2022	3/31/23
Total			\$69,252.11			

*Note; \$20,000 grant was promised in 2022 to provide private security guards to walk the district in December. However, funds were actually received in 2023.

PLANNED DEVELOPMENTS

There is very little change in the planned Developments in KONO since last year. The project at 2301 Telegraph Ave for 58 - 100% affordable housing units plans to break ground in 2024. The commercial area has been reduced to 2,985 sf (down from 5000 sf) and the total sf for this mixed-use building is 43,701 sf. This seven-story building's top five levels will house the residential units, half of which are dedicated to Transitional Age Youth, as well as common spaces and meeting rooms for residents and their local support system. The first two levels of the building include public programming space. This space will host events and workshops for the public, administrative and retail space and a cafe. KONO wrote a letter of support to the City for this project.



Events: Community Cultural Arts & 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. It was named as one of the top 8 places to go in the world by the International Travel Magazine in 2021. And it is the only outdoor night market in the city.

Each month is a different theme. May is Latin Pride, June is Juneteenth Celebrate Freedom, April is Green Oakland, March is Women's month, February Black Love for Black History month, etc. We held a successful **Korean Culturefest** on October 7, 2022. Speakers included Supervisor Keith Carson, Councilmember Fife, and Director of Economic Development, Ed Reiskin.

We are a green festival and have both Waste Diversion and Food Diversion programs within the event. All litter is sorted into three bins and all vendors leftovers are distributed to those who need it.

In March 2022 we launched our first live Instagram interview session with vendors called "**Beyond the Booth**". This production now happens monthly, the Friday before the event, and goes into depth asking the featured vendors about how they got started and how the First Friday event has helped them launch their business. These interviews expose the value of First Fridays as an entrepreneur incubation zone. All our live interviews can be found on YouTube at Oakland First Fridays, Beyond the Booth.

Due to the construction of the protected bike lane on Telegraph Ave, Oakland First Fridays lost about 50% of the usable vendor space. After many requests to expanded, OPD allowed the First

Friday's event one extra block below W. Grand. However, we are only able to fit 2 food trucks and a DJ. This does not replace the loss of (30 spaces = \$9,650.00).

We held our first fundraiser on **Friday, Sept. 9, 2022** called **Paint & Sip**. The tickets sold on Eventbrite – we sold 20 tickets.

We started a talent show at First Fridays on Aug. 5th. It was extremely successful, so we decided to hold talent shows quarterly.

We successfully recruited an average of 24 volunteers per event.

We held monthly vendor meetings and First Friday Committee meetings.

We were successful in getting the city parking lot at Telegraph & 21st to stay open for First Fridays and charge a flat fee of \$10.00 for vendor and attendee parking for a few months. However, they eventually decided they were not getting enough cars to keep it open.

Grants: Worked on a grant with Department of Violence Prevention and applied under Community Health for the Oakland First Fridays Event. Unfortunately, we did not receive the grant. However, we received a grant from the City of Oakland Cultural Arts for \$20k to cover 5 events including Korean Culturalfest.

- **We received \$10,000 donation** for First Friday from Oakland Natives Give Back (connection by Mayor Schaaf).
- Visit Oakland agreed to sponsor First Fridays for **\$15k** cash and \$5k in-kind for the Sept. event.
- The Moxy Hotel manager voiced interested in partnering with First Fridays and stated they benefit tremendously from the event.

We met with OUSD McClymond's High student entrepreneur program instructor about partnering with Oakland First Fridays for mentorship, training and opportunity to sell their student's hand-crafted products. We also met with other partners; We Skate and Toasted Life, and many more. Black Cultural Zone brought Liberation Park on the Go to First Fridays with a play area and a skate area.

We produced a demographic survey of our vendors and the results are: 61 responses, 43% African American, 30% White, 12% Hispanic, 12% Asian, 4% other. **Total POC = 70%**. Female 62% and 43% are Oakland Residents.

Activation Zones

We use the intersections along Telegraph Ave as activation zones each event. Some activities are every month and some rotate in and out. These activations include things like the popular Art Wall (a public canvas wall with paints for anyone to paint on), MarioB Fashion show (works with LBGTQ community), Soul Beatz drum circle, Turf Inc dancers, Double Dutch Jump rope, The Town Experience, Oakland Roots, Oakland Originals Dance group, Oakland's National Frisbee team the Oakland Spiders and many more.

Stage for Oakland Musicians

Oakland First Fridays gives local musicians the opportunity to play in their own community. We have featured the following Oakland native musicians; **Juan Escovedo** (Sheila E's brother), **Fantastic Negrito** (3-time Grammy winner), **The Best Intentions** (Soul/Motown Band), **Dos Four** (fusion of Cuban rhythms with popular Reggaeton), **Nzure Soul** (a soul-rock and jazz artist from Oakland), **Netta B** (singer, songwriter & actress), **Mio Flores** (Percussionist), and **Key Choice** (Pianist-M.C.-Producer-Composer-Educator-Activist). Other Bay Area musicians include **Carmen Jones** (from Marin), **Sterling James** from SF, and **Blue Fox** from Fresno. Even the Sound tech is from Oakland.

Marketing & Social Media Report 2022 **Numbers and Stats as of Friday, January 6th, 2023**

Facebook (OFF)

- Page Reach in 2022 - 170,911 users
 - This is the number of people who saw any content from our Page or about your Oakland First Fridays, including posts, stories, ads, social information from people who interact with our page and more
- Page Likes - 16,886 in December 2022 vs. 16,184 in January 2022 (increase of 4.4%)
- Audience Breakdown
 - Gender: 68.4% Women, 31.6% Men (note: aggregated demographic data is based on a number of factors, including age and gender information users voluntarily provide in their Facebook profiles; so this number is an estimate)
 - Age Range: 25-44
 - Top Cities
 - Oakland 21.7%
 - San Francisco 10.7%
 - Berkeley 2.8%
 - Los Angeles 2.2%
 - San Jose 2.1%

Instagram (Oakland First Fridays)

- Reach - 169,510 users in 2022
 - This is the number of unique accounts that saw any of our posts or stories at least once
- Follower count - 22,624 December 2022 vs 17,100 in January 2022 (32.3% increase)
- Audience Breakdown
 - Gender: 63.2% Women, 36.8% Men
 - Age Range from 25-44

- Top Cities
 - Oakland 25.9%
 - San Francisco 7.9%
 - San Jose 2.9%
 - Hayward 2.4%
 - Berkeley 1.9%

Some things I have noticed that contribute to the traction to our page are utilizing IG reels (with trending audios), scheduling posts later in the evening (as opposed to “business” hours), inviting other accounts as “collaborators” (i.e. 25 days posts), interactive stories that invite community + followers to respond to a question regarding our month’s theme (i.e. What makes you Oakland PROUD?).

Mailchimp (1/6/2022 -12/31/2022)

- Oakland First Fridays Newsletter - 5744 contacts receiving our emails
 - Opened 25,754 (up 55%)
 - Open Rate 34% (up 81%)
- Oakland First Fridays Volunteers - 667 volunteers receiving our emails
 - Opened 2,157 (up 665%)
 - Open rate 36% (up 65%)

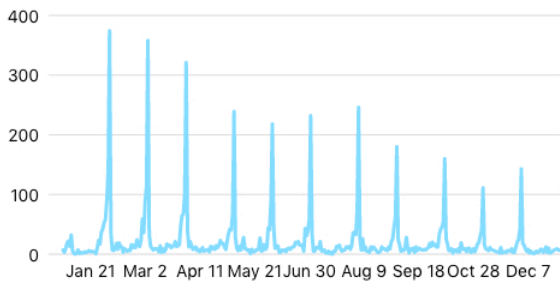
*Since our November event, we have partnered with [BuildOn](#), a program in the Oakland Unified School District to recruit more youth volunteers for our event. BuildOn’s mission is rooted in service and youth empowerment. So, on top of our usual volunteers, this program brings about 15 students and ~3 adult chaperones to volunteer at Oakland First Fridays.

Social Media Trends

Page and profile visits

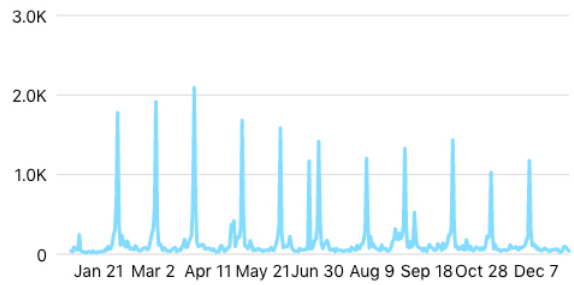
Facebook Page visits ①

7,841 ↓ 3.7%



Instagram profile visits ①

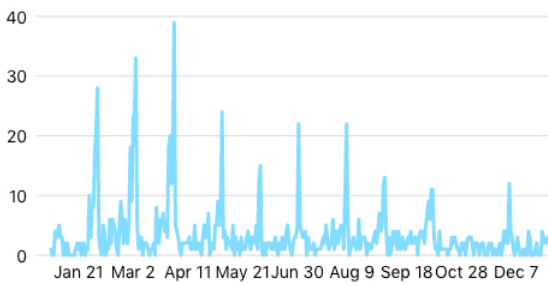
56,539 ↑ 50.7%



New likes and follows

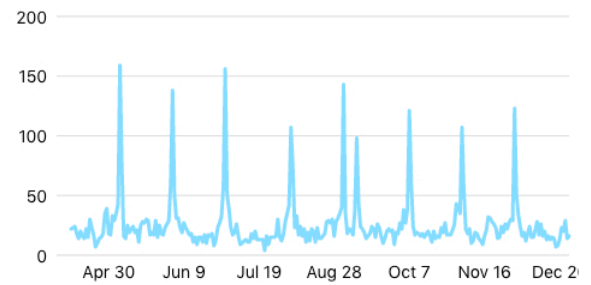
Facebook Page new likes ①

1,209 ↑ 25.4%



New Instagram followers ①

6,750-



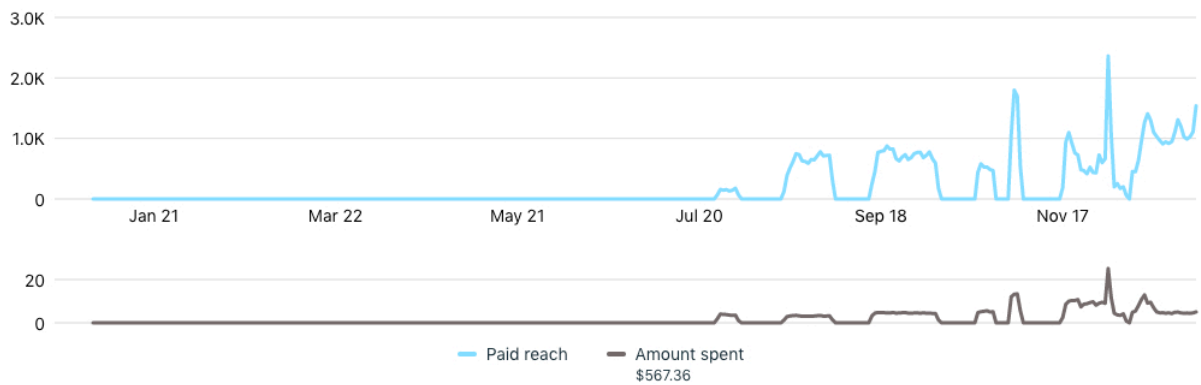
Ad trends

Paid reach ①

37,513 ↑ 100%

Paid impressions ①

73,348 ↑ 100%



Audience

Current audience Potential audience

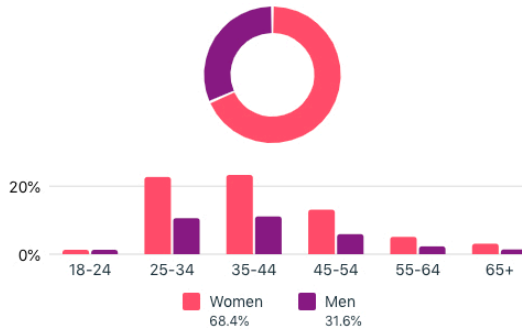
Facebook Page likes ⓘ

16,886

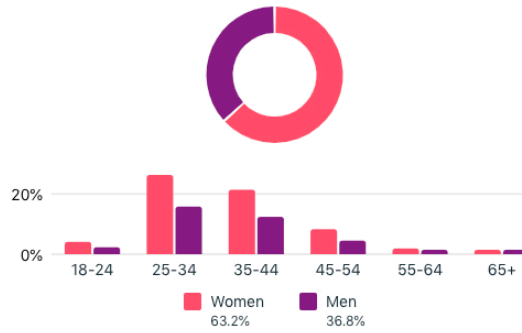
Instagram followers ⓘ

22,624

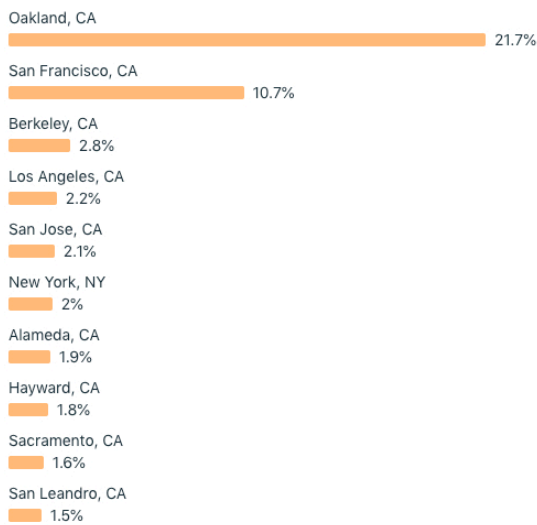
Age & gender ⓘ



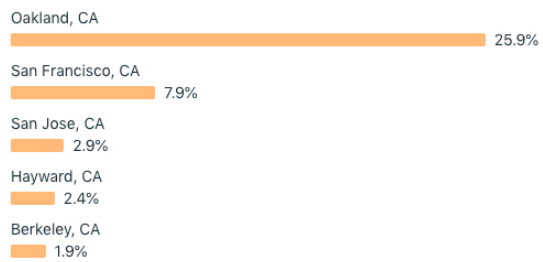
Age & gender ⓘ



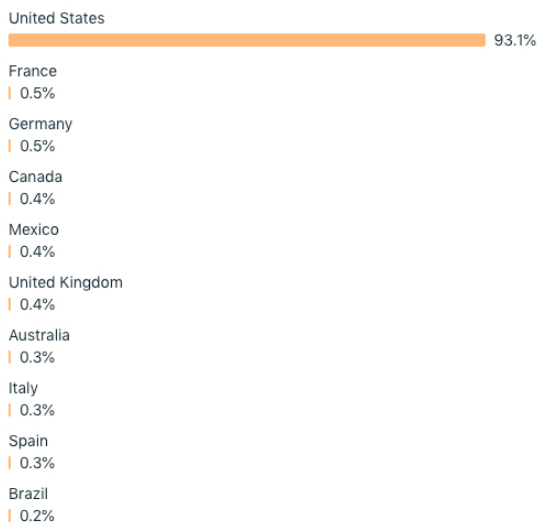
Top cities



Top cities



Top countries



Top countries



ADMINISTRATION:

Employee Benefits:

- Established Health Care benefits for staff
- Established Retirement benefits for staff with a 4% match by KONO
- Added two new holidays – Juneteenth & Cesar Chavez

Increased Wages:

- Provided a COI increase for all staff and Streetplus ambassadors in an effort to retain staff members.

Assessment:

- **Increase** of 5% was voted on and approved by the Board of Directors for the 2022/23 tax year.
- Total assessments collected in 2022: \$616,787.72

Meetings:

- Held monthly Executive Committee meetings and bi-monthly Board meetings
- Held two safety committees to discuss ways to make KONO safer
- Organized and held 1st **KONO Open House** for property and business owners in an effort to update them and recruit Board members. Event held at the Moxy Hotel and catered by KONO restaurant Kingston11, on August 25, 2022 5:30-8:30pm. **Mailed out invitations to all property owners which included information on the annual election.** Speakers included Councilmember Fife, Kaiser Area Manager, Jay Murphy, KONO Executive Director, Shari Godinez, KONO Board President Joseph Jung and Alameda County Supervisor rep Jared Spencer. We had 62 attendees and we distributed a new KONO brochure and produced and presented a 10-minute video about the district.

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.
- 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.

Operations:

- Reconciled all financial reports and presented to the Executive Committee monthly
- Mailed out notices to all Board members for annual Board elections in Aug 2022
- Paid all invoices

- Organized annual Board dinner in December.
- Completed KONO 2021/22 annual report for City Council
- Processed all payroll, cut checks and sent out
- Organized and Announced all monthly Board and Executive committee meetings as required by the Brown Act, recorded minutes, and posted on website.
- Filed 2021 tax returns
- Recruited two new Board members

Assessment

- Total assessments collected in 2022: \$ 616,787.72

- **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.

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3. Improvements and activities to be provided for 2023 calendar year.

KONO will continue to provide maintenance, hospitality, safety, marketing and beautification in the district in 2023. KONO's other goals for 2023 include the following:

SAFETY & MAINTENANCE/BEAUTIFICATION/MARKETING:

a). Continue with phase II of our camera installation program with the following proposed installations;

- 494 Hawthorne – Oakbay Chiropractic
- 23rd & Telegraph Ave – Interplay
- W.Grand & Telegraph Ave – The Moxy Hotel
- W.Grand & Northgate – Blum
- San Pablo & 630 Thomas L. Berkeley – San Pablo Senior Housing

b). KONO received a safety grant from the Mayor's office for \$4k to install LPR cameras at W. Grand and Telegraph Ave.

c). Advocate for Foot patrol officer for KONO and/or private security.

d). Plan a community clean up and beautification day

e). Work with volunteers to prune the trees in KONO

f). Research the cost and installation of the Big Belly type litter containers for KONO in an effort to provide more locations for litter and recycle options.

g). Work on getting more pedestrian lighting.

h). Re-paint the utility boxes with art

i). Add lighting to the mural at 27th and Northgate

j). Work with current parking structures owners to open up for public parking

k). Modify gate by office to allow for shipping container to collect large illegally dumped items

- l). Rent shipping container to house illegally dumped large items for Public Works to pick up from one location.
- m). Seek out grant opportunities
- n). Work on solutions to make Oakland First Fridays and the Korea Culture Fest financially sustainable.
- o). Work with businesses to sign them up for the OPD’s Crime Prevention Through Environmental Design program
- p). Encourage all KONO businesses to register their camera’s with OPD
- q). Complete the survey asking what kind of businesses are needed in KONO and then work with property owners and brokers to fill the vacant spaces.
- r). Work with the OakDOT to install permanent no parking signs for the First Friday on Telegraph Ave.
- s). Work with city to earmark funding for the Koreatown Northgate gateway arch and work with OakDOT on design
- t). Continue to promote local arts organizations to place more murals and art in the district.

4. Estimated costs of providing improvement and services in 2023.

CALENDAR YEAR 2023 BUDGET

Revenue Sources

Source	Formula	Revenue
2023 BID Assessments		\$644,865.46
Outside funds	4.47% of operating costs	\$28,825.49
2022 Carryforward	\$8,612.81 + previous reserves	\$126,993.68
Total Revenue		\$800,684.63

Revenue vs. Expenses

Category	Amount	Percent
Total Revenue	\$800,684.63	100%
Reserves		
Endowment for Renewal in 5 years (est. 75k)	\$6,951.14	1%
Operating Reserve – Contingency 5%=	\$33,684.55	5%
Total Reserves	\$40,635.69	6%
2023 Operating Budget (Revenue less Reserves)	\$760,048.94	94%
Expenses		

Marketing and Identity Enhancement	\$ 98,806.36	13%
Safety, Maintenance, and Sidewalk Operations	\$471,230.34	62%
Administrative Costs	\$190,012.23	25%
Total Expenses	\$760,048.94	100%

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 KONO website and on file in the Office of the City Clerk. [Chapter 6.1 to 6.9](#)

The formula below shows the total special benefit points calculation for each parcel within the 2017 CBD:

Parcel’s Total Special Benefit Points	=	(Parcel’s Linear Factor + Parcel’s Building Factor)	X	Parcel’s Total Benefit Points Assignment
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Total 2017 CBD Special Benefit Points

The total special benefit points for the 2017 CBD at this time are 6,412.580.

On May 9, 2023 the KONO Board of Directors will vote on whether to increase the assessment and by what percentage for the 2023/24 fiscal year. Notice is given by email and posting meeting at City Hall and on KONO office window. In addition, in August 2023 all property owners will receive a notice by mail about the annual election with a summarized copy of the annual report.

6. Surplus or deficit for 2023 calendar year to be carried over from a previous fiscal year.

KONO had a carry forward of \$8,612.81 in Dec. 31, 2022. In addition, KONO had a previous year surplus that was incorporated into the 2023 budget of \$118,308.87 for a total carry forward of \$28, 825.49 to be used in the 2023 budget.

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

In 2022 contributions other than the assessments were obtained through donations, grants and First Fridays revenue. We expect similar revenue amounts for 2023.

Projected 2023	Category	Description
\$28,000.00	Cash Donations	To Oakland First Fridays
\$46,000.00	Sales	Merchandise & bar
\$75,000.00	Sponsorships	Varies Businesses
\$180,000.00	Vendor Fees	Food, retail, non-profit vendors
\$20,000.00	Grants	Cultural Arts Grant
\$5,000.00	KONO-Cash Donation	Board members and other individuals
\$10,000.00	KONO-Cash Donation	Towards Camera installation program
\$3,000.00	KONO-interest	Interest Revenue
\$367,000.00	TOTAL	

Appendix: KONO MAP 2017-2027

