



April 5, 2024

Dear Valued Property Owner,

Since 2007, the Koreatown Northgate Community Benefit District (DCBD) has been dedicated to enhancing the KONO district through various initiatives such as hospitality, beautification, marketing, and public space activations. Our mission involves bolstering the economic vitality of both established and emerging businesses, fostering a celebration of the district's diverse cultures and events, and improving KONO's physical environment and public safety, even in the face of significant challenges.

Partially due to the ongoing challenges brought about by the pandemic, alongside the significant impact of crime in our city, the Board has refrained from increasing assessments for four of the past seven years, despite the considerable inflation during that time. However, the rise in operating expenses has now necessitated serious consideration of an allowable 5% increase for the 2024-2025 tax year. According to the City Council Resolution No. 86864 C.M.S. (July 18, 2017), and the KONO Management District Plan, the Board of Directors has the authority to annually increase the KONO district assessments by up to 5% from the previous year's assessment.

Therefore, on **April 23, 2024, at 6:30 pm p.m.**, the KONO Board of Directors will consider a proposal for an annual assessment increase for the FY 24-25 tax year. If approved, this increase request will be included in the 2023-2024 Annual Report and Budget submitted to the City, necessitating approval from the City Council. An increase in your assessment will appear on your 2024/25 property tax bill listed as a line item under "Fixed Charges and/or Special Assessments".

You can attend the meeting in person at **2633 Telegraph Ave, Suite 109, Oakland, Ca 94612** or join the meeting virtually via Zoom at <https://us02web.zoom.us/j/7749269061?pwd=ZHRmeXU4TEh2bW5YdzlrRkVEdkRpUT09> Meeting ID: 774 926 9061
Passcode: KONO.

The Ambassador team stands as the most visible and crucial aspect of our service program, their presence never more vital than now. Since the onset of the pandemic, their daily response to the disruptions in our KONO district has been nothing short of extraordinary. The impact of a friendly interaction with an Ambassador or KONO's daily maintenance and care cannot be overstated. Despite fewer daily users in KONO, instances of illegal dumping, graffiti, and hazardous waste have seen a significant uptick, all promptly and professionally addressed by our team. Additionally, our camera project has been instrumental in enhancing security measures and deterring criminal activities within the district. Notably, our camera project successfully assisted the Oakland Police Department in solving two homicides, underscoring its importance in ensuring the safety of our community.

A decision to implement a full 5% increase will not be made lightly, particularly in light of the challenging economic circumstances we all currently confront. However, the Board feels it necessary to consider this allowable increase due to the escalating costs associated with providing essential services, which are producing annual deficits projected for future years. Maintaining budgets that align with these rising costs is imperative to ensure uninterrupted service delivery and to sustain competitive compensation for our frontline ambassadors.

Our foremost priority is serving the best interests of the property owners in the KONO district. Your feedback is highly valued, so please feel free to reach out before the meeting with any questions or concerns. We are committed to diligently working on your behalf and eagerly anticipate our continued collaboration in the future.

Sincerely,

Joseph Jung, Board President

cc: Shari Godinez, Executive Director, Koreatown Northgate CBD, (510) 343-5439 office, 510-387-1989 cell