

**City of Oakland
Business Improvement District
Summary Sheet**

BIDs in Oakland represent approximately 1,845 businesses and property owners and collectively generate approximately \$3.36 million per year of private equity investment used to support economic development activities within nine commercial neighborhoods citywide.

Business and properties within the districts include a mix of office, retail, entertainment, government, hotel, residential and parking uses and by law are assessed in proportion to the anticipated benefit received by each. Planned services for the upcoming year are outlined in the annual reports filed by district advisory boards and include, but are not limited to, sidewalk sweeping and steam cleaning, landscaping, graffiti removal, enhanced security, creation of a district websites, and sponsorship of special events.

The following is a brief profile of each existing district:

Montclair BID

Executive Director (Position currently vacant)

Montclair Village Association

1980 Mountain Boulevard, Ste. 212

Oakland, CA 94611

510-339-1000

montclairvillage@sbcglobal.net

www.montclairvillage.com

Montclair BID, approximately 225 businesses, projected revenues of approximately \$95,300 in the 2011/12 fiscal year, established 2001, on-going contingent upon annual reauthorizations by City Council.

The district includes businesses from 1900 to 2220 Mountain Boulevard, 6400 to 6550 Moraga Avenue, 6116 Merced Avenue, 6116 to 6211 Medau Place, 6100 to 6235 La Salle Avenue, 6170 to 6201 Antioch Street, and 2060 to 2082 Antioch Court.

Assessments are based on business type and gross receipts.

Rockridge BID

Chris Jackson, Operations Manager (chris@rockridgedistrict.com)

Susan Bernosky, President

Rockridge District Association

5490 College Avenue #A

Oakland, CA 94618

Telephone: 510-604-3125

info@rockridgedistrict.com

www.rockridgedistrict.com

Rockridge BID, approximately 368 businesses, projected revenues of approximately \$127,400 in the 2011/12 fiscal year., established 2000, ongoing contingent upon annual reauthorizations by City Council.

The district includes businesses from 5231 to 6323 College Avenue, 5050 and 5152 Broadway and odd numbered addresses from 5100 to 5301 Broadway, 307 62nd Street, 6201 Chabot, 6076 to 6250 Claremont, 6201 Florio, 5655 Keith, 5400 Manila, 5597 to 5699 Miles, and 5723 Oakgrove.

Assessment are based on business type and gross receipts.

Fruitvale BID

Maria Sanchez, BID Staff (mlsanchez@unitycouncil.org)

Unity Council

1900 Fruitvale Avenue, Ste. 2A

Oakland, CA 94601

510-535-6919

www.unitycouncil.org

Fruitvale BID, approximately 300 property parcels, projected revenues of approximately \$301,983 for fiscal year 2009/10, established 2006, five year term

The district includes all parcels along Fruitvale Avenue from E. 12th Street to Foothill Boulevard, on Foothill Boulevard from Fruitvale Avenue to High Street, on International Boulevard from 29th to 42nd Avenue and on E. 12th Street from 33rd to 35th Avenue.

Assessments are based on lot size and according to the level of service received.

Lakeshore/Lake Park BID

Pamela Drake, Executive Director

Lakeshore/Lake Park BID

PO Box 16268

Oakland, CA 94610

510-451-1257

pamelad205@sbcglobal.net

www.lakeshoreave.net

Lakeshore/Lake Park BID, approximately 47 property parcels, projected revenues of approximately \$143,035/year, established 2002, 10 year term

The district includes parcels along 5 blocks of Lakeshore and Lake Park Avenues as well as portions of nearby Rand Avenue and Wesley Way. Assessments are based on lot size and linear frontage.

Temescal BID

Darlene Drapkin-Rios, Executive Director

Temescal/Telegraph Business Improvement District

4430 Telegraph Ave #49

Oakland, CA 94609

510-860-7327

Revised 9-13-11

ttbid@california.com

www.temescaldistrict.org

Temescal BID, approximately 260 parcels with projected revenues of approximately \$228,940 for FY 2009/10, established 2004, 10 year term.

The district includes all parcels along Telegraph from 40th Street to the Berkeley border, Shattuck Avenue to the Highway 24 overpass, Claremont one block up from Telegraph, and 51st Street up to and including Children's Hospital to one block east of Telegraph Avenue.

Assessments are based on lot size, building size and linear frontage of affected properties.

Laurel BID

Thomas Wong

Laurel District Association (LDA)

4222 MacArthur Blvd.

Oakland, CA 94619

Phone: 510-261-8313

yonomoseki@gmail.com

laureldistrictassociation@yahoo.com

www.laureldistrictassociation.org

Approximately 86 parcels with projected revenues of approximately of \$164,703 in fiscal year 2009/10, established July 19, 2005, 10 year term.

The district includes parcels located primarily along MacArthur Boulevard from 35th Avenue to High Street.

Assessments are based on lot size, building size, linear frontage and use of properties located within the district.

Koreatown/Northgate Community Benefit District (AKA BID)

Shari Godinez, Interim Executive Director

Koreatown Oakland

2710 Telegraph Avenue, #260

Oakland, CA 94612

510-343-5439

info@koreatownnorthgate.org

www.koreatownnorthgate.org

Approximately 167 parcels with project revenues of approximately of \$278,460 for fiscal year 2009/10, established July 17, 2007, 10 year term.

The district includes all parcels along Telegraph Avenue from 20th Street to 35th Street.

Assessments are based on a combination of lot size, building size, linear frontage, and building use.

Downtown Oakland Community Benefit District

Steve Snider, District Manager (steve@downtownoakland.org)

Downtown Oakland Association

388-19th Street

Oakland, CA 94612

Revised 9-13-11

(510) 238-1122

www.downtownoakland.org

Approximately 114 parcels with projected revenues of approximately of \$934,411 in fiscal year 2009/10, established July 15, 2008, proposed 10 year term.

The district includes:

Northern Boundary: All parcels on both sides of 17th Street starting at the eastern side of the intersection of 17th Street and San Pablo Avenue and running eastward to the western side of the intersection of 17th Street and Franklin;

Southern Boundary: The parcels on the north side of 8th Street between the eastern side of the intersection of 8th Street and Washington Street running eastward to the western side of the intersection of Broadway and 8th Street. Then moving up one block north and beginning at the northeastern corner of the intersection of Broadway and 9th Street, running eastward along the north side of 9th Street to the end of the Marriot Courtyard parcel.

Western Boundary: All of the parcels on the eastern side of the intersection of San Pablo Avenue, 17th Street, and Clay Street, running southward along the east side of Clay Street to the City parking garage at the northeastern parcel of the intersection of 14th Street and Clay Street. The western boundary then runs along the western side of the parcels fronting along the west side of Broadway at the intersection of 14th Street and Broadway, running southward to the parcel at the northwestern corner of the intersection of Broadway and 11th Street;

Eastern Boundary: All of the parcels beginning at the southwest corner parcel of the intersection of 11th Street and Franklin Street, running northward along the west side of Franklin Street to both corner parcels at the western side of the intersection of Franklin Street and 17th Street.

Assessments are based on a combination of lot size, building size, linear frontage, and building use.

Lake Merritt/Uptown Community Benefit District

Steve Snider, Assistant District Manager (steve@lakemerritt-uptown.org)

Lake Merritt/Uptown District Association of Oakland

388-19th Street

Oakland, CA 94612

(510)452-4529

Approximately 257 parcels with projected revenues of approximately \$1,107,999 in fiscal year 2009/10, established July 15, 2008, proposed 10 year term.

The district includes:

Northern Boundary: All parcels on both sides of 24th Street, (one parcel east of Telegraph Avenue in which the parcels at 24th and Telegraph are part of the Koreatown/Northgate CBD, running eastward to the southern side of the intersection of Harrison/24th Street and 27th Street, extending to the north to include the Whole Foods site at Vernon Street and Harrison Street;

Southern Boundary: The parcels on the north side of 17th Street from the intersection of Telegraph Avenue and 17th Street (excluding the parcels fronting along the north side of 17th Street between Telegraph and Franklin which are in the Downtown Oakland CBD but including the parcels directly north of those excluded parcels. Continuing eastward including the four corners of the intersection

of Webster and 17th Streets including parcels on both sides of 17th Street up to the western side of the intersection of Jackson and 17th Streets.

Western Boundary: All of the parcels on the eastern side of Telegraph Avenue from 17th Street (excluding the corner parcel at 17th Street and Telegraph) running northward to the southeastern parcel of the intersection of 20th and Telegraph, (the Sears site). The western boundary continues northward along the east side of Telegraph Avenue from 20th Street to the intersection of 24th Street and Telegraph Avenue (HOWEVER, the parcels that front along Telegraph Avenue on both sides of the street from 20th Street to 24th Street are included in the Koreatown/North Gate CBD.

Eastern Boundary: All of the parcels beginning at the western side of the intersection of 17th and Jackson Street, running northward along the west side of Lake Merritt to West Grand Avenue. Then the boundary runs eastward to include the Veterans Memorial Park and the entire block bounded by West Grand Avenue, 27th Street and Harrison Street, ending at the Whole Foods site at Vernon and Harrison.

Assessments are based on a combination of lot size, building size, linear frontage, and building use.