

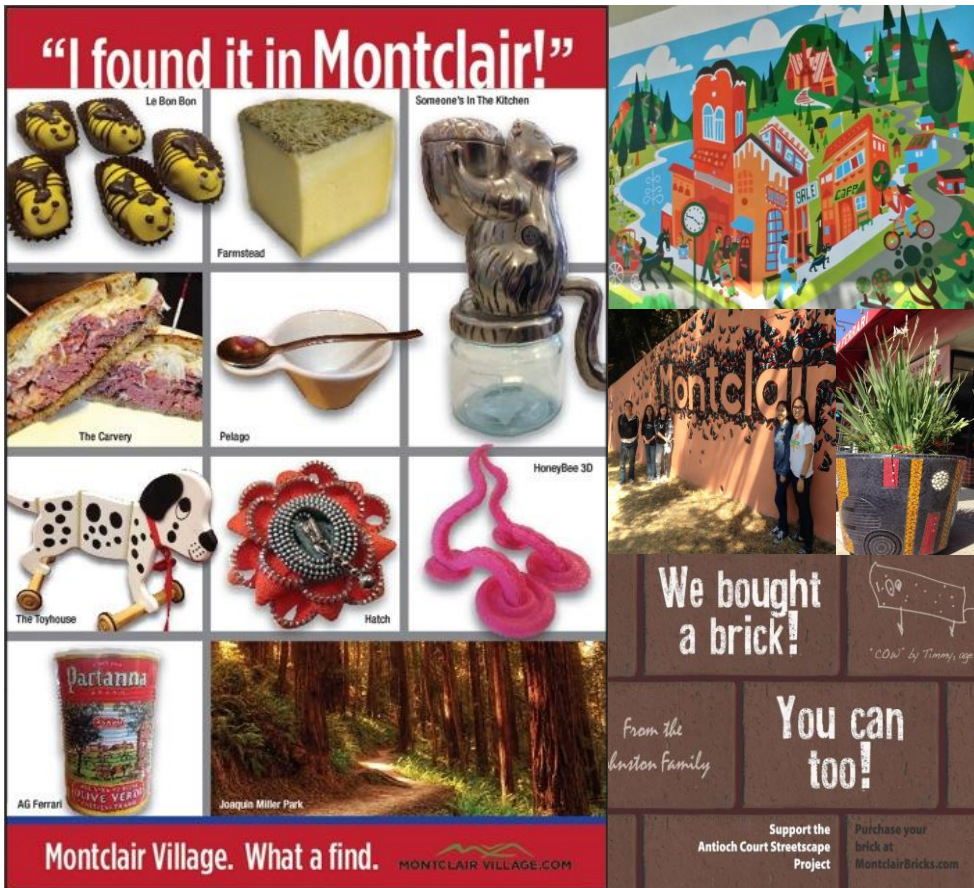


The MVA's mission is to support our merchant members and help the Village thrive.

## Annual Report Relating to the 2017-2018 Montclair Village Association Business Improvement District

### EXHIBIT A

(To the Resolution of Intention to Levy the FY 2017-2018 Montclair BID Assessment)



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## EXHIBIT A

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### **Annual Report to the Oakland City Council Relating to the 2017-2018 Montclair BID**

Pursuant to California Streets and Highways Code Part 6  
Parking and Business Improvement Area Law of 1989  
Chapter 4, Section 36533

- I. Proposed changes in boundaries of the parking and business improvement area or in any other benefit zones within the area.**  
There are no proposed changes in the boundaries of the parking and business improvement area or any benefit zones in the area.
- II. Improvements and activities to be provided for in upcoming fiscal year.**  
See the attached budget which outlines the improvements and activities to be funded and provided in the year ending December 31, 2017.
- III. Estimate of the cost of providing the improvements and activities for upcoming fiscal year.**  
See attached budget
- IV. Method and basis of levying the assessment.**  
The method and basis of levying the assessment has not changed from the adoption of the original ordinance.
- V. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year.**  
See attached budget.
- VI. The amount of any contributions to be made from sources other than assessments levied.**  
Other than assessments levied, funds have been generated from Pacific Fine Arts Festivals, and from management of the Montclair Village Parking Garage. Funds from Associate Member program, started in mid-2010, are also shown on the attached budget.

Jeff Diamond  
President, Montclair Village Association

## Accomplishments 2016

### Beautification/Design/Land Use

- Maintained Village planters, tree wells, and median plantings
- Provided weekly sidewalk and gutter sweeping; 5-20 lbs. of litter removal per week
- Organized community effort to fundraise and plan a Gateway Mural, beautifying a high traffic gateway to the commercial district
- Provided sidewalk steam cleaning and cleaning of City trash receptacles
- Continued to obtain City and public utility support to address pot holes, graffiti, infrastructure damage, signage and recycling issues in the Village
- Hosted (2) community workdays with 40+ volunteers; to address litter and vegetation overgrowth along Hwy 13 and in Montclair Park
  - January 2016 Work Day – Montclair Park Improvements & clean-up
  - April 2016 Community Work Day – cleaned 1000+ linear feet along sidewalk along Moraga
- Murals, Planters and New Art raised over \$10,000 in private investment.
- Progressed the Antioch Court safety improvement project to the 100% construction design phase
- Initiated phase 1 of the rooftop lighting program encompassing 5 blocks of the district; creating an illumined aesthetic and adding to the safety of the district at night

### Board of Directors

- Held monthly meetings where merchant members and members of the public could comment, share partner opportunities and ask questions.
- Held annual merchant mixer to honor incoming and departing Board members, and to provide opportunities for merchants to share marketing ideas and network
- Expanded Board participation, and merchant participation in committees and working groups

### Businesses

- Expanded the Associate Membership program to represent area businesses, enabling businesses neighboring the BID or in home offices to become involved in the Association and benefit from the collective marketing effort
- Maintained/updated database of Village merchants, property owners/managers
- Expanded the new MVA website and calendar function to include area events
- Produced Montclair Village electronic newsletter
- Worked closely with the Oakland Tax Division to collect assessments from severely delinquent BID members
- Initiated a district marketing campaign for business promotion and to highlight the assets of the District
- Involved (10) high school and college interns to learn about community organizing and business support
- Farmer's Market – Supported a vibrant and active destination market
- Website – Front facing promotion of businesses
- Worked with City of Oakland and Oakland City Council to evaluate Flexible Parking Pilot (start date 8/18/2014) and Parking Assessment district

### Promotions

- Hosted a street festival fundraiser with over 3,000 attendees - Facilitated the Montclair Beer and Wine Celebration in partnership with the Pacific Fine Arts Festivals to produce their two annual events; raised approximately \$12,200 for the Village.
- Managed Farmers' Market activities, upgrading the cleanliness and presentation of the market

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- Expanded the use of a Farmers' Market booth by MVA businesses
- Working closely with the Lions Club to produce a Village Restaurant Walk in April and Halloween Parade through the Village.
- Facilitated late night Thursday shopping during the holiday season
- Produced Village Annual Holiday Stroll event – 2,000+ attendees
- Co - Produced a summer outdoor movie series in the commercial district that draws over 150 attendees to each show
- District Marketing Campaign
  - 7 different publications (print and online)
  - Bay Area wide reach
  - “I Found it in Montclair. Montclair Village. What a Find.”

#### **Safety/Security**

- Assured security contract has responsive coverage and improved connectivity with surrounding residential areas.
- Facilitated the installation of security cameras at the parking garage
- Partnered with OPD PSO and merchant watch to educate merchants and utilize CEPTD tactics for crime deterrence
- Partnered with MSIC (beat 13Z NCPC) to address district issues

### 2016 - 2017 Board of Directors

	<b>First</b>	<b>Last</b>	<b>Position</b>	<b>Title</b>
1	Jeff	Diamond	President	Business Owner
2	Pat	Benson	Vice President	Business Owner
3	Howard	Neal	Secretary	Business Owner
4	Tom	Revelli	Treasurer	Business Owner
5	Theresa	Henrekin	Director	Business Owner
6	Susan	Scott	Director	Business Co- owner
7	Barbara	Mooney	Director	Business Owner

#### Summary of BID Functions

Private security, maintenance, beautification, design, land use, promotion activities

#### Committees

Promotions/Farmers' Market  
Beautification/Design/Land Use/Safety  
Executive  
Nominations  
Finance

**Montclair BID 2017 Proposed Budget**

BID Revenues	87,895.00
Art Festivals	8,500.00
Associate Memberships	1,500.00
Banner Placement	880.00

Farmer's Market	10,000.00
Fundraising and Promotions	7,000.00
Garage Management	10,000.00
Interest on Savings	60.00
Mosaic Program	4,500.00
Reserve Carry Forward	4,500.00
Village Events	12,200.00
<b>Total Income</b>	<b>147,035.00</b>

**EXPENDITURES**

**Beautification**

Banners	3,000.00
Landscaping	8,000.00
Land Use	0.00
Maintenance	12,000.00
Streetscape	15,000.00
<i>Subtotal</i>	<i>38,000.00</i>

**Economic Restructuring**

Safety	0.00
Security	14,000.00
<i>Subtotal</i>	<i>14,000.00</i>

**Organization**

Accountant	835.00
City Collections Costs	2,000.00

Insurance	1,400.00
Meetings	1,000.00
Operations	0.00
Payroll Taxes and Expenses	1,500.00
Postage	100.00
Rent	5,000.00
Staff	45,000.00
Supplies/Equipment	1,800.00
Taxes	200.00
Utilities	1,200.00
<i>Subtotal</i>	<i>60,035.00</i>

**Promotions**

Advertising	12,000.00
Art Festivals	0.00
Directory	2,000.00

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**Comment [RM1]:** Why does this appear as an income category? This is confusing.

**Comment [RM2]:** Pg 2 of the narrative states that this amount is \$13K. Please revise for consistency with the narrative.

**Comment [RM3]:** This loan was paid in full. Why does it appear here, if it's no longer an ongoing expenditure?

Design/ Graphics	4,500.00
Farmer's Market	2,000.00
Village Events	10,000.00
Map Signage	1,000.00
Web site	3,500.00
<i>Subtotal</i>	<u>35,000.00</u>
<b>Total EXPENDITURES</b>	<b>147,035.00</b>
Reserve Carry Forward	0.00
<b>Net</b>	<b>0.00</b>