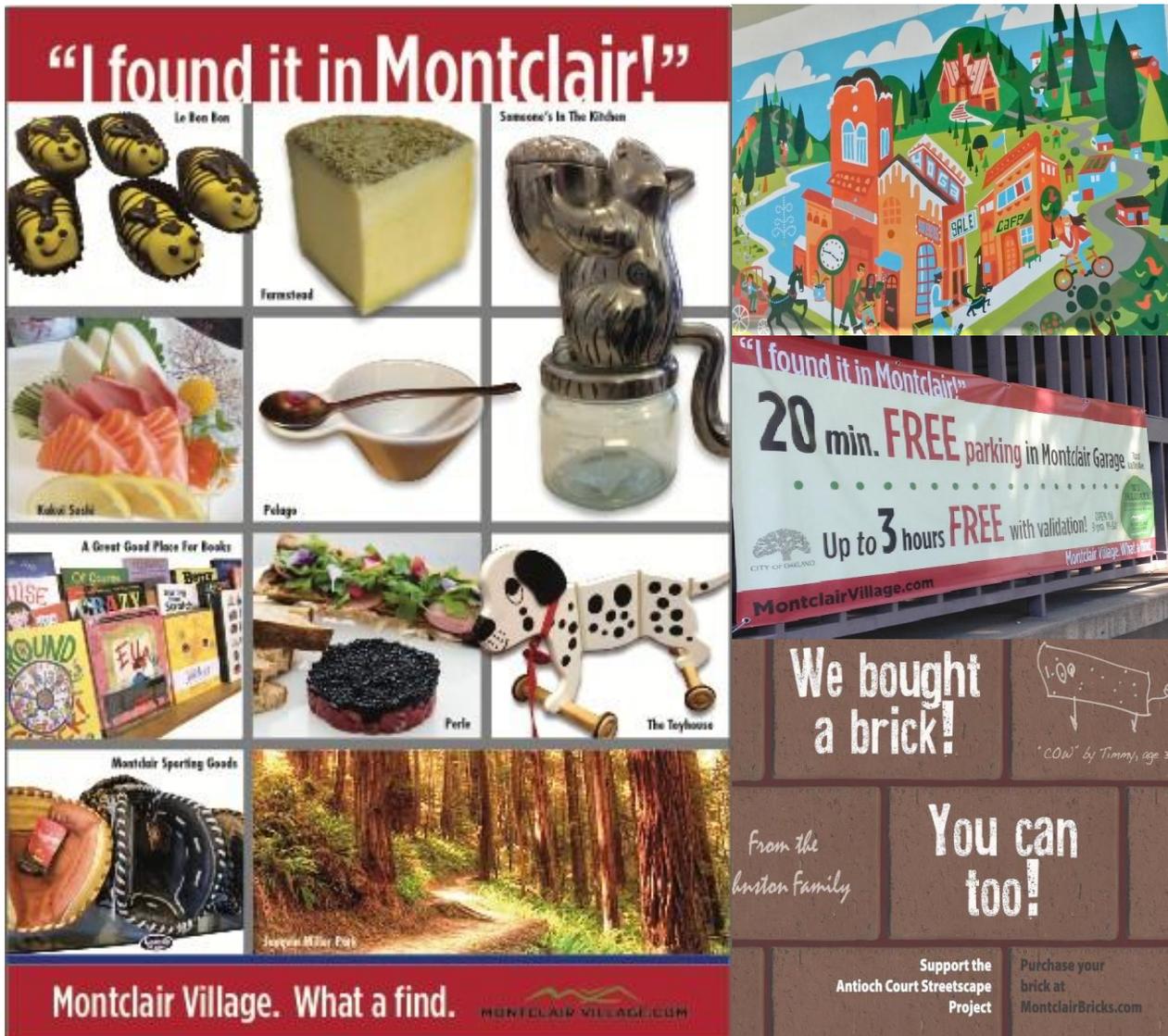




MONTCLAIR VILLAGE

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

Annual Report Relating to the 2020-2021 Montclair Village Association Business Improvement District



“I found it in Montclair!”

Le Bon Bon

Someone's In The Kitchen

Farmstead

Kokoi Sashi

Pelago

A Great Good Place For Books

Perle

The Toyhouse

Montclair Sporting Goods

Japanese Miller Pot

“I found it in Montclair!”
20 min. **FREE** parking in Montclair Garage
Up to **3 hours FREE** with validation!
MontclairVillage.com

We bought a brick!

“COW” by Timmy, age 3

From the Austin Family

You can too!

Support the Antioch Court Streetscape Project

Purchase your brick at MontclairBricks.com

Montclair Village. What a find. MONTCLAIRVILLAGE.COM

EXHIBIT A

(To the Resolution of Intention to Levy the FY 2019-2020 Montclair BID Assessment)

Annual Report to the Oakland City Council Relating to the 2020-2021 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, 2020.
- 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;
Budget categories below reflect the original terminology of the Montclair Business Improvement District Final Management District Plan Exhibit C to read: Economic Restructuring, Promotions & Design Committees, Organization/Administration Committee
- 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 fundraiser events, Pacific Fine Arts Festivals, and from management of the Montclair Village Parking Garage. Funds from Associate Member program, started in mid-2010, are included in the Non-BID income on the attached budget.

Howard Neal

President, Montclair Village Association

Accomplishments 2019

Beautification/Design/Land Use [Economic Restructuring]

- Maintained Village planters (32), tree wells (80), and median plantings
- Planted (1) new tree in partnership with the Sierra Club
- Provided weekly sidewalk and gutter sweeping; 5-20 lbs. of litter removal per week
- Gateway Mural, beautifying a high traffic gateway to the commercial district
- Provided sidewalk steam cleaning and cleaning of City trash receptacles (20)
- Continues to obtain City and public utility support to address pot holes, graffiti, infrastructure, damage, signage and recycling issues in the Village
- Hosted (1) community workday with 40+ volunteers; to address litter and vegetation overgrowth along Hwy 13 and in Montclair Park and a service appreciation BBQ
- April 2019 Community Work Day - cleaned 1000+ linear feet along sidewalk along Moraga
- Murals, Planters and new art additions to the streetscape
- Progressed the Antioch Court safety improvement project to secure over \$600,000 in construction funds
- Maintained and repaired the rooftop lighting program encompassing 9 blocks of the district; Creating an illumined aesthetic and adding to the safety of the district at night
- Re-planting of sidewalk planters (10) for an improved streetscape aesthetic
- Continued to fundraise for Antioch court Improvement Project Campaign and the creation of the Village Plan through Brick sales and various sponsorship levels
- 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 the opportunity for merchants to share marketing ideas, engage OPD and merchant watch, and network
- Board participation and merchant participation in committees and working groups
- Continued 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
- Grow 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 (8) 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 and enhance Flexible Parking Pilot (start date 8/18/2014) and Parking Assessment district

Promotions [Promotions & Design Committees]

- Hosted a street festival fundraiser with over 1,500 attendees - Facilitated the Montclair Artwalk; combined raised approximately \$18,000 for the Village.
- Managed weekly Farmers' Market activities, upgrading the cleanliness and presentation of the market
- 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.
- 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 [Economic Restructuring]

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

2019 - 2020 Board of Directors

	First	Last	Position
1	Howard	Neal	President
2	Pat	Benson	Vice President
3	Robin	Patin	Secretary
4	Tom	Revelli	Treasurer
5	Ann	Dyer Cervantes	Board Member
6	Allison	O'Brien	Board Member

Summary of BID Functions

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

Committees

Promotions/Design/Farmers' Market
 Beautification/Design/Land Use/Safety/Economic Restructuring
 Executive/Organization/Administration
 Nominations
 Finance

Montclair BID 2019 Proposed Budget

Revenue	
	Estimated Amount
Assessment Revenue 100% Collection	\$88,000
Non-BID Income to Cover District General Benefits - From donations to the 501ciii (5%)	\$4,268
Projected Prior Year Carry Forward	0
Assessment Revenue Collection	94%
Total Income	\$86,988

Expenses		
Category of Special Benefit Service	Estimated Percentage	Estimated Amount
Economic Restructuring (Public Rights of Way - PROW)	30%	\$26,096
Promotions & Design Committees (District Identity - DISI)	40%	\$34,795
Organization/Administration Committee (Organization)	30%	\$26,096
Reserve	0%	\$0
Total Expenses	100%	\$86,988