

**EXHIBIT A**

(To the Resolution of Intention to Levy the FY 2020-2021 Montclair BID Assessment)



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

**Annual Report Relating to the 2021-2022  
Montclair Village Association Business Improvement District**

**“I found it in Montclair!”**

Le Bon Bon

Farmstead

Someone's In The Kitchen

Kokoi Sashi

Felago

A Great Good Place For Books

Perle

The Toyhouse

Montclair Sporting Goods

Joaquín Miller Park

**“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

**You can too!**  
From the Austin Family

Support the Antioch Court Streetscape Project

Purchase your brick at MontclairBricks.com

**Montclair Village. What a find.** MONTCLAIRVILLAGE.COM

# **Annual Report to the Oakland City Council Relating to the 2021-2022 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, 2021.
- 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 2020

## Beautification/Design/Land Use [Economic Restructuring]

- Maintained Village planters (32), tree wells (80), and median plantings
- Provided weekly sidewalk and gutter sweeping; 5-20 lbs. of litter removal per week
- Mural maintenance, beautifying a high traffic areas of 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
- Secured (10) donated street planters and provided technical assistance to build outdoor spaces for restaurant, and fitness use in response to COVID-19 restrictions on indoor business activity
- Facilitated volunteer and community workdays with volunteers; to address litter and vegetation overgrowth
- Murals, Planters and new art additions to the streetscape and Parking Garage
- Progressed the Antioch Court safety improvement project to secure over \$600,000 in construction funds, scheduled ground breaking Q2 2021
- Maintained and repaired the rooftop lighting program encompassing 10 blocks of the district; Creating an illumined aesthetic and adding to the safety of the district at night
- Updated sidewalk planter signage 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 meeting 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 ad-hoc 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 MVA website and calendar function to include the community response to COVID-19
- Worked closely with the Oakland Tax Division to collect assessments from severely delinquent BID members
- 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
- Secured renewal of Parking Garage management contract
- Facilitated conversion of gateless parking pilot program at the Parking Garage

## **Promotions [Promotions & Design Committees]**

- Initiated a district marketing campaign for business promotion to offset the negative impacts of COVID-19 and business activity restrictions, highlight business, Shop Montclair, and the assets of the District
- Created an OPEN Montclair merchant database of business re-opening after COVID-19
- Produced Montclair Village electronic newsletter
- Published weekly News Briefs article in partnership with Bay Area News Group to share business news in response to businesses struggling due to COVID-19
- Developed COVID-19 Impact Survey for small business community
- Creation of merchant communication channels for guidance and consultation on state, county, and local COVID-19 compliance and resources for small business assistance
- Expanded social media and local digital news outreach to highlight district businesses
- Managed weekly Farmers' Market activities, upgrading the cleanliness and presentation of the market
- Expanded the use of a Farmers' Market booth by MVA businesses
- Produced Village Annual Holiday Stroll marketing and shopping promotions
- Developed Guidebook for Board of Directors
- Developed New Merchant Welcome Packet
- 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]**

- Collaborated with Oakland Police to respond to and provide security camera evidence for crimes committed in the district
- Added (3) new License Plate Recognition security camera systems to the commercial district
- Adjusted private security response to address spike in looting and vandalism
- Actively participated in the Neighborhood Crime Prevention Council (beat 13Z NCPC) to facilitate a community response to crime and guide Oakland Police – Co-Hosted Safety Town Hall with 200+ attendees
- 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

## 2020 - 2021 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	Jeff	Diamond	Board Member
7	Tyrone	Eugene	Board Member
8	Theresa	Henrekin	Board Member
9	Ryan	Misasi	Board Member
10	David	Petin	Board Member
11	John	Porras	Board Member
12	Winter	Williams	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 2021 Proposed Budget

<b>Revenue</b>	
	<b>Estimated Amount</b>
Assessment Revenue 100% Collection	\$88,000
Non-BID Income From donations to the 501ciii (5%)	\$4,400
Projected Prior Year Carry Forward	0
Assessment Revenue Collection	88%
<b>Total Income</b>	<b>\$81,840</b>

<b>Expenses</b>		
<b>Category of Special Benefit Service</b>	<b>Estimated Percentage</b>	<b>Estimated Amount</b>
Economic Restructuring (Public Rights of Way - PROW)	30%	\$24,552.00
Promotions & Design Committees (District Identity - DISI)	38%	\$31,099.20
Organization/Administration Committee (Organization)	29%	\$23,733.60
Reserve/ Contingency	3%	\$2,455.20
<b>Total Expenses</b>	<b>100%</b>	<b>\$81,840.00</b>