Secured developer funding & allocated BID funds to initiate permitting process to install 10 new pedestrian lights from 51st Street to Aileen St.

Created a Pedestrian Plaza Project website communicating the design process and public outreach and started to apply for grants

Replaced overgrown plants in 10 planters with low maintenance, drought tolerant agaves and succulents

Repave Telegraph
Outreached to merchants to get input on curbside management along Telegraph Ave from West MacArthur to 52nd

Facilitated community outreach for the design

Worked with Temescal stakeholders and the City to keep the repaving as a top priority (construction started March 2020)

Repavetelegraph.org communicates timely construction updates

Initiated a Pilot Community Engagement Program, which includes: answering calls for assistance to de-escalate disruptive but non-emergency situations, assessing needs for and providing resource information and hygiene kits to Temescal unsheltered community members, and providing de-escalation training to BID stakeholders
New part-time Marketing & Program Assistant, increasing stakeholder outreach and organizational capacity

Sold out the 10th Anniversary Taste of Temescal culinary crawl drawing over 500 visitors to the district, providing $20,000 in ticket sale donations to local schools and non-profits and generating incredible visibility to Temescal's culinary scene through traditional and social media coverage.

Held third annual 40th Street Block Party, featuring a stellar music lineup including The Coverups, showcasing 40th St businesses and properties to 6,000 attendees.

Updated and distributed the Temescal BID Art Map showcasing 97 pieces of public art to local brokers, hotels, Visit Oakland and the local community, and held the second Annual Temescal Public Art Walking Tour.

Expanded merchant outreach via more frequent emails, distributing physical flyers, and conducted in person meetings with merchants to provide technical support, and connect them to BID and City events and programs, in order to best support each business’ success in the District.
2019 **CLEANING AND HOSPITALITY ACCOMPLISHMENTS**

- **3** person team
- **120** hours a week
- **5** miles of sidewalks

1,876 Bags of trash removed

619 Auto glass cleanups

239 Hours spent pressure washing

2,684 Graffiti tags removed

2,874 Community contacts

465 Hygiene kits distributed

2,632 Stickers, flyers, and posters removed
YEARY MARKETING METRICS

Most Liked Instagram Post
69 LIKES 103 COMMENTS

Most Engaging Facebook Post
3,381 PEOPLE REACHED 566 ENGAGEMENTS

@temescaldist
3,547 FOLLOWERS
3,070 LIKES
247,278 TOTAL REACH

temescaldistrict.org
25,039 USERS
46,508 PAGE VIEWS
31,514 SESSIONS

@TemescalDist
3,812 FOLLOWERS
191 MENTIONS
218,002 TWEET IMPRESSIONS

eNews
3,803 CONTACTS
23,273 EMAILS OPENED
2,144 CLICKS
37 EMAILS SENT

TEMESCAL TELEGRAPH BID

7 ANNUAL EVENTS
13,000 TOTAL ATTENDEES
$80,937 SPONSORSHIP, BEER SALES & VENDOR FEES RAISED TO FUND BID EVENTS & PROGRAMS
What are your top five priorities that you think need to be addressed by the Temescal Telegraph BID?

- Unsheltered Community: 43 votes
- Cleanliness: 39 votes
- Business Attraction/Retention: 37 votes
- Landscaping/Beautification: 36 votes
- Transit/Jamming: 28 votes
- Outdoor Seating, Signage, etc.: 24 votes
- Events: 23 votes
- Parking: 23 votes
- District Marketing & Communications: 22 votes
- Holiday Lighting: 16 votes

145 Total Responses
27 Business Owners
40 Property Owners

What's one thing would you like to see added or changed to improve Temescal?

- Street Repave and Redesign: 28%
- Improved Safety and Security: 27%
- Business Support, Attraction, and Retention: 14%
How would you rate these services provided by the Temescal Telegraph BID?

- District Marketing & Communications
  - 2015: 60
  - 2016: 70
  - 2017: 67
  - 2018: 76
  - 2019: 67

- Litter Removal
  - 2015: 61
  - 2016: 68
  - 2017: 62
  - 2018: 73
  - 2019: 62

How would you rate these Temescal District characteristics?

- Economic Vitality
  - 2015: 75
  - 2016: 73
  - 2017: 75
  - 2018: 71
  - 2019: 71

- Parking
  - 2015: 57
  - 2016: 55
  - 2017: 50
  - 2018: 46
  - 2019: 53

Do you think that Temescal is headed in the right direction?

- 58% Yes
- 27% Maybe
- 13% No

*Ratings were turned into quantitative numbers with 100 representing 100% of respondents rating that characteristic or service as Very Good. 80 would be all respondents rating something as Good, 60 is Fair, 40 is Poor and 20 is Very Poor.*
## TEMESCAL TELEGRAPH BID

### 2019 FINANCIALS

#### Temescal Telegraph BID

**Balance Sheet**  
As of December 31, 2019

**ASSETS**

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>Total</th>
<th>$119,710.70</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Accounts</td>
<td>1005 Comm Bank of The Bay-ck- 5579</td>
<td>60,070.16</td>
</tr>
<tr>
<td>1006 Comm Bank of The Bay-MM- 5077</td>
<td>42,144.59</td>
<td></td>
</tr>
<tr>
<td>1007 Comm Bank of The Bay -loan-6189</td>
<td>5,693.82</td>
<td></td>
</tr>
<tr>
<td>1008 Temescal Street Fair Bank Account</td>
<td>10,628.36</td>
<td></td>
</tr>
<tr>
<td>Total Bank Accounts</td>
<td>$ 118,536.93</td>
<td></td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>1450 Prepaid expenses</td>
<td>423.77</td>
</tr>
<tr>
<td>Security Deposit</td>
<td>750.00</td>
<td></td>
</tr>
<tr>
<td>Total Other Current Assets</td>
<td>$ 1,173.77</td>
<td></td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>$ 119,710.70</td>
<td></td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>$ 119,710.70</td>
<td></td>
</tr>
</tbody>
</table>

**LIABILITIES AND EQUITY**

**Liabilities**

| Current Liabilities | Total Payroll Liabilities | $ 2,647.84 |
| Other Current Liabilities | Total Other Current Liabilities | $ 2,647.84 |
| Long-Term Liabilities | Total Long-Term Liabilities | $ 517,689.82 |
| Community Bank Loan | $ 517,689.82 |
| Total Liabilities | $ 520,337.66 |
| Equity | Net Income | 257,945.41 |
| 3010 Fund Balance | Total Equity | -$ 400,626.96 |
| Reserves - Pedestrian Lighting | Net Income | $164,765.75 |

**Temescal Telegraph BID**

**Budget vs. Actuals**  
January - December 2019

<table>
<thead>
<tr>
<th>Income</th>
<th>Actual</th>
<th>Budget</th>
<th>over Budget</th>
<th>% of Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Street Event Income</td>
<td>18,662.13</td>
<td>0.00</td>
<td>18,662.13</td>
<td>100.00%</td>
</tr>
<tr>
<td>BID Assessments</td>
<td>513,807.56</td>
<td>513,807.56</td>
<td>0.00</td>
<td>100.00%</td>
</tr>
<tr>
<td>Contingency Revenue</td>
<td>26,371.00</td>
<td>27,045.44</td>
<td>-674.44</td>
<td>75.32%</td>
</tr>
<tr>
<td>Holiday Event</td>
<td>1,125.00</td>
<td>0.00</td>
<td>1,125.00</td>
<td>100.00%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>415.80</td>
<td>0.00</td>
<td>415.80</td>
<td>100.00%</td>
</tr>
<tr>
<td>Taste of Temescal</td>
<td>18,560.00</td>
<td>18,000.00</td>
<td>560.00</td>
<td>102.22%</td>
</tr>
<tr>
<td>Temescal Street Fair</td>
<td>67,347.52</td>
<td>75,000.00</td>
<td>-7,652.48</td>
<td>89.80%</td>
</tr>
<tr>
<td>Temescal Street Flicks</td>
<td>0.00</td>
<td>2,501.00</td>
<td>-2,501.00</td>
<td>0.00%</td>
</tr>
<tr>
<td>Unmitted Support Income</td>
<td>1,651.88</td>
<td>0.00</td>
<td>1,651.88</td>
<td>100.00%</td>
</tr>
<tr>
<td>Upper Telegraph Event Income</td>
<td>2,413.03</td>
<td>0.00</td>
<td>2,413.03</td>
<td>100.00%</td>
</tr>
<tr>
<td>Total Income</td>
<td>$396,813.94</td>
<td>$364,354.00</td>
<td>$ 3,459.94</td>
<td>100.36%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>$396,813.94</td>
<td>$364,354.00</td>
<td>$ 3,459.94</td>
<td>100.36%</td>
</tr>
</tbody>
</table>

**Expenses**

| 100 PROWSO | 0.00 | 0.00 | 0.00 |
| 40th St Median Maintenance | 2,650.00 | 2,500.00 | 150.00 | 100.06% |
| PROWSO - Pool Lighting Debt Service | 76,020.05 | 75,000.00 | 1,020.05 | 102.00% |
| PRF - Executive Director Fees | 18,981.25 | 18,000.00 | 981.25 | 100.06% |
| Trash Can Door Maintenance | 1,980.25 | 2,000.00 | -20.00 | 99.00% |
| Upper Telegraph Planters | 261.89 | 0.00 | 261.89 |
| Total Unmitted Support | $334,294.97 | $333,370.31 | $ 924.66 | 100.10% |

**Total 200 Misting & Identity Enhancement**

| Enhancement | $193,861.43 | $202,807.48 | -$ 9,096.05 | 95.50% |

**300 Admin & Corp Operations**

| Food for Meetings | 2,251.55 | 2,421.00 | -169.45 | 93.03% |
| Insurance | 1,957.83 | 3,091.00 | -1,133.17 | 63.34% |
| Legal & Accounting | 7,302.95 | 7,724.00 | -421.05 | 95.22% |
| Office | 0.00 | 0.00 | 0.00 |
| Bank Charges | 295.08 | 0.00 | 295.08 |
| Equipment | 1,202.16 | 0.00 | 1,202.16 |
| Office Programs | 1,527.57 | 0.00 | 1,527.57 |
| Parking/Travel | 600.40 | 0.00 | 600.40 |
| Printing | 2,056.37 | 0.00 | 2,056.37 |
| Supplies | 484.15 | 2,060.00 | -1,575.85 | 23.50% |
| Total Office | $ 6,155.73 | $ 2,060.00 | $ 4,095.73 | 299.31% |
| Phone, Internet & Utilities | 1,349.31 | 1,260.00 | 89.31 | 107.06% |
| PRF, Executive Director Fees | 55,981.25 | 56,861.00 | -879.75 | 99.01% |
| PRF - Admin Assistant | 3,613.45 | 8,790.00 | -5,176.55 | 41.11% |
| Professional Development | 2,612.73 | 1,545.00 | 1,067.73 | 169.11% |
| Rent | 11,350.00 | 12,300.00 | -950.00 | 91.83% |
| Website | 12.17 | 0.00 | 12.17 |
| Total 300 Admin & Corp Operations | $ 93,214.99 | $ 95,232.00 | -$ 2,017.01 | 97.88% |
| BID Storage Container | 2,386.76 | 2,279.00 | 67.76 | 103.80% |
| Payroll Expenses | 0.00 | 0.00 | 0.00 |
| Taxes | 0.00 | 0.00 | 0.00 |
| Wages | 0.00 | 0.00 | 0.00 |
| Total Payroll Expenses | 0.00 | 0.00 | 0.00 |
| Reimbursements | 0.00 | 0.00 | 0.00 |
| Reserves - Kasper’s Pizza Design | 7,985.00 | 0.00 | 7,985.00 |
| Reserves - pedestrian lights | 8,943.40 | 0.00 | 8,943.40 |
| Unmitted Support | 1,815.54 | 0.00 | 1,815.54 |
| Total Expenses | $541,848.19 | $534,351.39 | $ 7,496.80 | 101.19% |
| Net Operating Income | $ 5,234.25 | $ 2,626.26 | $ 2,607.99 | 20240.43% |
| Other Income | Reserve Income - Pedestrian Lighting | 170,000.00 | 0.00 | 170,000.00 |
| Total Other Income | $170,000.00 | 0.00 | $170,000.00 |
| Net Income | $164,765.75 | 2.81 | $164,763.74 | 919791.00% |

**Monday, Feb 24, 2020 10:50:00 PM GMT - Cash Basis**
NEW BUSINESSES
IN 2019

9 Round
Artichoke Basille’s Pizza
Black Squirrel Annex
Chaiyo Thai Massage
DOPP
Fine Leatherworking
I Scream Donuts
Magpie
Mud Lab
O Tattoo Studios
RabbitEARS
Saucy Oakland
Workout Spot
+more!
CRIME IN TEMESCAL 2014-2019

Temescal crime statistics provided by Oakland Police Department

Robbery

40% decrease in robberies since 2014

Auto Burglary

23% increase in auto burglaries since 2014

Aggravated Assault/with Deadly Weapon

50% decrease in aggravated assaults/with a deadly weapon since 2014

Commercial Burglary

61% decrease in commercial burglaries since 2014
2020 PLANS AND PROJECTS

Merchant retention
Support Temescal merchants through COVID-19 crisis by increasing promotion of businesses, and connecting them with private and City, state and federal resources like grants, loans and technical support.

Fill commercial vacancies
Recruit successful independent merchants offering complementary food, services and goods to locate in Temescal.

Refresh 10 more planters
with low maintenance, drought tolerant agaves and succulents, and donate 20 of the overgrown 100 planters to other BIDs to reduce maintenance burden.

Pedestrian Plaza Project
Conduct additional community outreach
Apply for grants to start the implementation
Install a temporary street mural on Shattuck Ave between 45th and 46th St (after City blocks area off to cars).

Increase outreach
to the adjacent residential neighborhoods: Longfellow, Bushrod, Mosswood & Idora Park.

Increase stakeholder knowledge
of BID Management Plan and current services.

Enhance and diversify stakeholder participation in decision-making through committees and board.
Increase awareness of and participation in the Community Engagement Program, including the Ambassador hotline number and quarterly De-escalation trainings.

Enhance partnerships with local non-profits and city/county services to increase provision of services to unsheltered community members in Temescal, especially in regards to mental health.

Install 10 new pedestrian lights on the East side of Telegraph Ave from 51st Street to Aileen St., using BID and developer funds.

Enhance communication and partnerships with the OPD Community Resources Officer and Temescal beat cops to better prevent and quickly respond to crime.

clean & hospitality
TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS

ALLISON FUTERAL - PRESIDENT
BUSINESS OWNER
CRIMSON HORTICULTURAL RARITIES

PAT SMITH - VICE PRESIDENT
PROPERTY OWNER

TOM MURPHY - SECRETARY
PROPERTY OWNER

EMIL PEINERT - TREASURER
BUSINESS OWNER
KINGFISH PUB & CAFE

TONI SHOLES
BUSINESS OWNER
UNIVERSAL BEAUTY SUPPLY & STYLE CENTER

CYNTHIA ARMOUR
COMMUNITY MEMBER-AT-LARGE

GLORIA GEE
PROPERTY OWNER

DON MACLEAY
PROPERTY & BUSINESS OWNER
EAST BAY COMPUTER SERVICES

MARISOL VELA-CHIU
COMMUNITY MEMBER-AT-LARGE

LYNN HOWE
COMMUNITY MEMBER-AT-LARGE

ADRIANA VALENCIA
COMMUNITY MEMBER-AT-LARGE

STAFF

SHIFRA DE BENEDICTIS-KESSNER
EXECUTIVE DIRECTOR

GABBY CAZARES-LOPEZ
MARKETING & PROGRAM ASSISTANT

JOEY HARRISON
OPERATIONS MANAGER

JAMAR LEONARD
CLEANING & HOSPITALITY AMBASSADOR

ZAIN JAMERSON
CLEANING & HOSPITALITY AMBASSADOR

TEMESCALDISTRICT.ORG
INFO@TEMESCALDISTRICT.ORG
510-860-7327
490 43RD STREET
OAKLAND, CA 94609
PARTICIPATING IN THE TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT MISSION
The Temescal Telegraph Business Improvement District creates, promotes and nurtures an engaging destination for Bay Area residents, workers, and visitors to experience Temescal. We do so through strengthening our thriving economic base of both longtime and new businesses, celebrating the diverse cultures of the District and its events, and enhancing Temescal Telegraph’s physical environment and public safety.

DECISION-MAKING AT COMMITTEE & BOARD MEETINGS
The Temescal Telegraph Business Improvement District (BID) meetings are open to the public, and the BID is currently seeking new committee members and board members.

PROMOTIONS AND SAFETY COMMITTEE
Discusses district marketing, events, art initiatives, and the Block by Block contract for cleanliness and safety.
Meets every first Wednesday from 9:30 to 11am at 490 43rd St.

DESIGN AND ECONOMIC DEVELOPMENT COMMITTEE
Discusses the improving the district’s physical environment, vacancies, business mix, proposed projects in the area, and transportation access.
Meets every third Thursday from 4 to 5:30pm at 490 43rd St.

BECOMING A COMMITTEE MEMBER
- Attend three meetings within 6 months to have a vote
- No financial requirement to participating
- If you are interested in participating but face barriers to participation (language, child care, time of meetings, other), please let us know and we’ll try to accommodate you.

BOARD MEETINGS
Discusses any relevant and timely business brought by the various committees (including executive and nominating committees). Includes a public comment period, and a report by the Executive Director. Dinner is provided. Board meeting minutes and agendas are available on the BID website. Meets every fourth Wednesday from 6 to 8pm at 490 43rd St.

BECOMING A BOARD DIRECTOR
To be eligible to be elected as a Board Director, interested persons must attend at least three committee meetings, and two board meetings. BID board directors must support the policies, goals and history of the BID, as well as demonstrating interest and engagement in the BID’s current programs and projects. No financial requirement.