

Temescal Telegraph Business Improvement District

Annual Report 2019



2019 ACCOMPLISHMENTS

clean & safe

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

design

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

organization

New
**part-time Mar-
keting & Program
Assistant**, increasing
stakeholder outreach
and organizational
capacity

promotion

Sold out the **10th Anniversa-
ry Taste of Temescal** culinary crawl
drawing over 500 visitors to the district, **pro-
viding \$20,000 in ticket sale donations to local
schools and non-profits** and generating incredible
visibility to Temescal's culinary scene through tradi-
tional 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 bro-
kers, hotels, Visit Oakland and the local com-
munity, and held the second **Annual Te-
mescal Public Art Walking Tour**

economic development

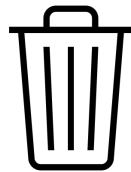
**Expanded
merchant outreach**
via more frequent emails,
distributing physical flyers, and
conducted in person meetings
with merchants to provide technical
support, and connect them to BID
and City events and programs,
in order to best support each
business' success in the
District



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



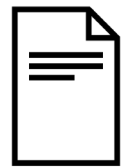
2,684
Graffiti tags
removed



2,874
Community
contacts



465
Hygiene kits
distributed



2,632
Stickers, flyers,
and posters
removed

Most Liked Instagram Post

69 LIKES 103 COMMENTS



YEARLY MARKETING METRICS



temescaldistrict.org

25,039 USERS

46,508 PAGE VIEWS

31,514 SESSIONS



@temescaldistrict

742 NEW FOLLOWERS

295 COMMENTS

2,445 LIKES



@temescaldist

3,547 FOLLOWERS

3,070 LIKES

247,278 TOTAL REACH



@TemescalDist

3,812 FOLLOWERS

191 MENTIONS

218,002 TWEET IMPRESSIONS

Most Engaging Facebook Post

3,381 PEOPLE REACHED 566 ENGAGEMENTS



eNews

3,803 CONTACTS

23,273 EMAILS OPENED

2,144 CLICKS

37 EMAILS SENT



7 ANNUAL EVENTS

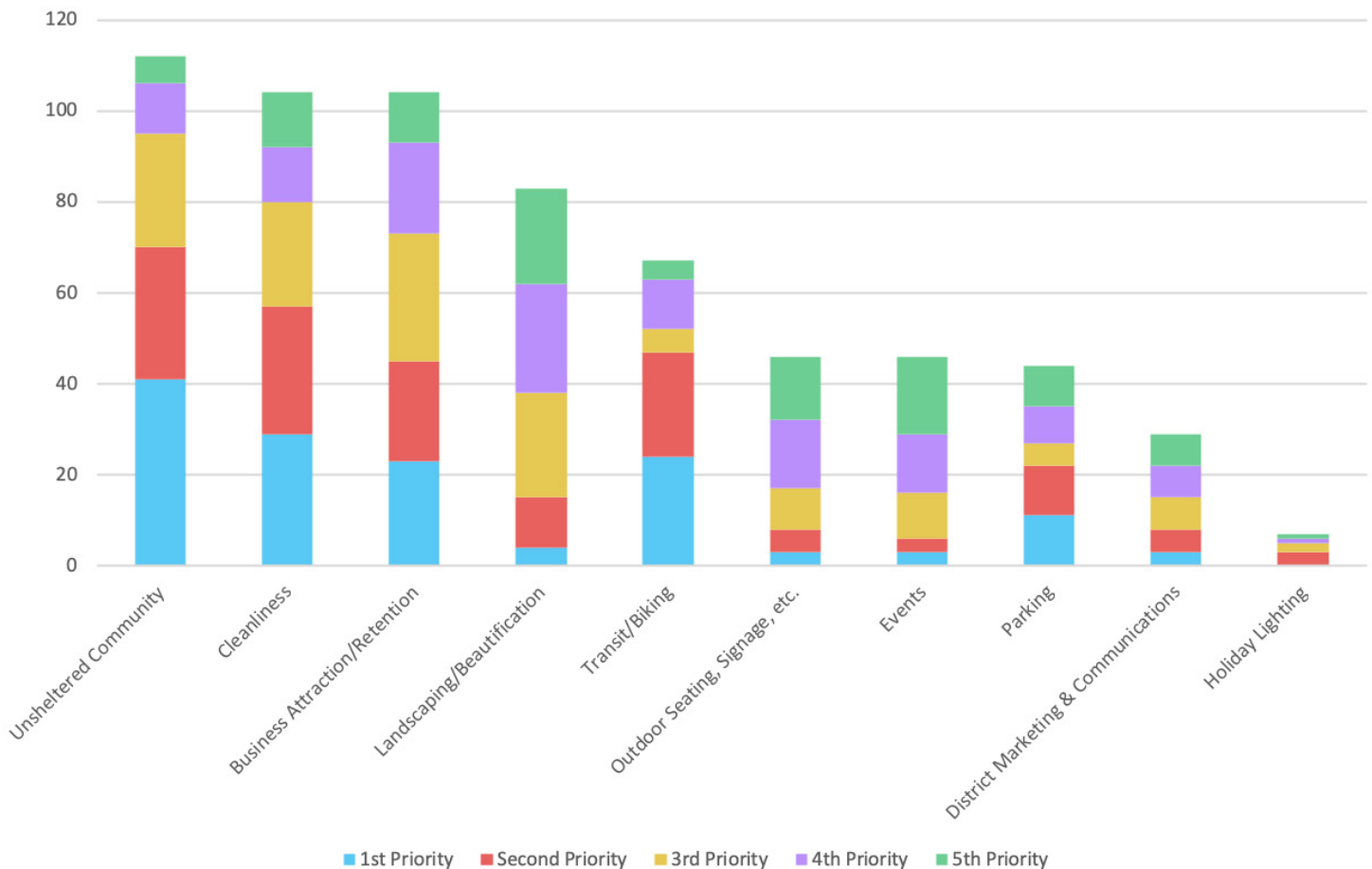
13,000 TOTAL ATTENDEES

\$80,937 SPONSORSHIP, BEER SALES & VENDOR FEES RAISED TO FUND BID EVENTS & PROGRAMS

TEMESCAL **STAKEHOLDER** **SURVEY** RESULTS

145 Total Responses
27 Business Owners
40 Property Owners

What are your top five priorities that you think need to be addressed by the Temescal Telegraph BID?



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

**STREET REPAVE
AND REDESIGN**

28%



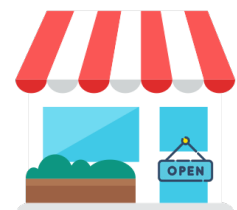
**IMPROVED SAFETY
AND SECURITY**

27%



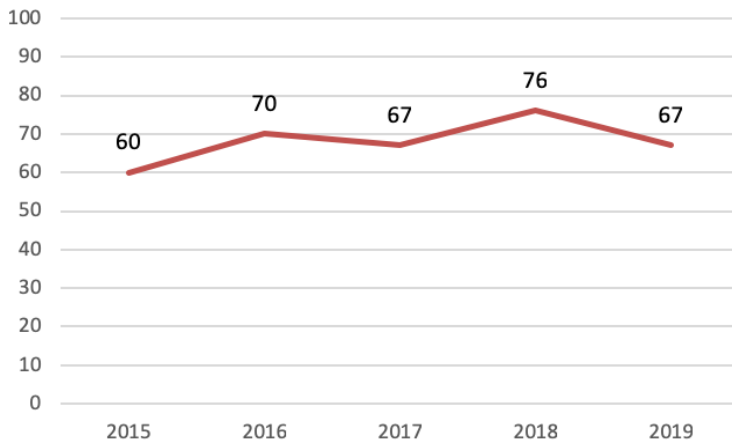
**BUSINESS SUPPORT,
ATTRACTION, AND RETENTION**

14%

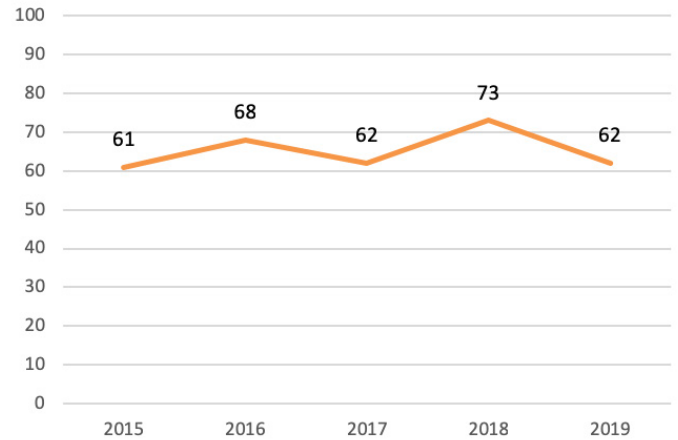


How would you rate these services provided by the Temescal Telegraph BID?

District Marketing & Communications

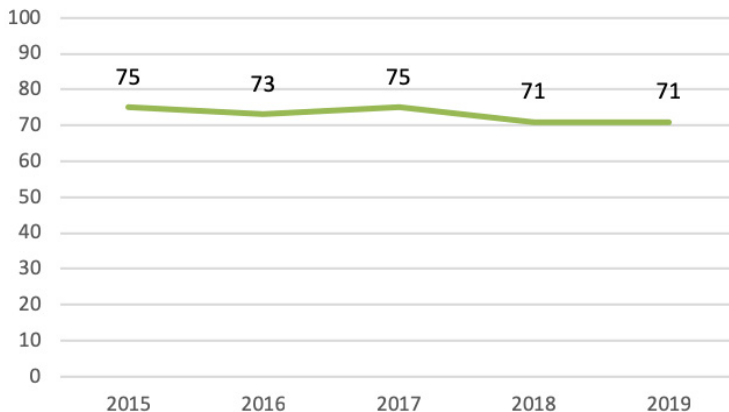


Litter Removal

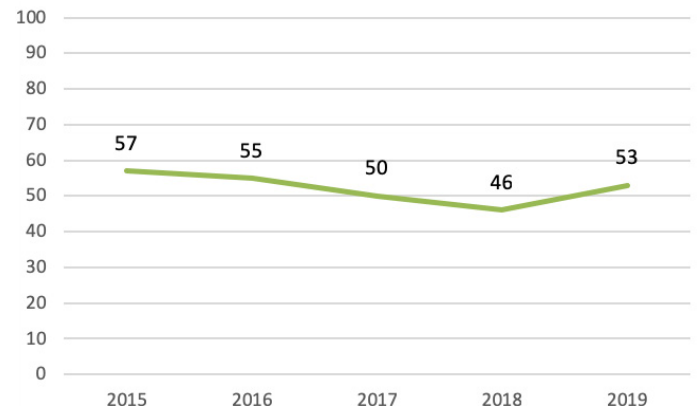


How would you rate these Temescal District characteristics?

Economic Vitality



Parking



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.

2019

FINANCIALS

Temescal Telegraph BID Balance Sheet As of December 31, 2019

ASSETS

Current Assets

Bank Accounts

1005 Comm Bank of The Bay-ck- 5579	60,070.16
1006 Comm Bank of The Bay-MM- 5077	42,144.59
1007 Comm Bank of The Bay -loan-6189	5,693.82
1008 Temescal Street Fair Bank Account	10,628.36

Total Bank Accounts

\$ 118,536.93

Other Current Assets

1450 Prepaid expenses	423.77
Security Deposit	750.00

Total Other Current Assets

\$ 1,173.77

Total Current Assets

\$ 119,710.70

TOTAL ASSETS

\$ 119,710.70

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Liabilities	0.00
CA SUI / ETT	123.00
Federal Taxes (941/944)	2,406.64
Federal Unemployment (940)	118.20

\$ 2,647.84

Total Other Current Liabilities

\$ 2,647.84

Total Current Liabilities

\$ 2,647.84

Long-Term Liabilities

Community Bank Loan	517,689.82
---------------------	------------

Total Long-Term Liabilities

\$ 517,689.82

Total Liabilities

\$ 520,337.66

Equity

3010 Fund Balance	-658,572.37
-------------------	-------------

Net Income 257,945.41

Total Equity

-\$ 400,626.96

TOTAL LIABILITIES AND EQUITY

\$ 119,710.70

Temescal Telegraph BID				
Budget vs. Actuals				
January - December 2019				
	TOTAL			
	Actual	Budget	over Budget	% of Budget
Income				
40th Street Event Income	10,052.13	0.00	10,052.13	
BID Assessments	513,807.56	513,807.56	0.00	100.00%
Contingency Revenue	20,371.02	27,045.44	-6,674.42	75.32%
Holiday Event	1,125.00	0.00	1,125.00	
Interest Income	415.80	0.00	415.80	
Taste of Temescal	19,580.00	16,000.00	3,580.00	122.38%
Temescal Street Fair	67,347.52	75,000.00	-7,652.48	89.80%
Temescal Street Flicks	0.00	2,501.00	-2,501.00	0.00%
Unsheltered Support Income	1,501.88	0.00	1,501.88	
Upper Telegraph Event Income	2,413.03	0.00	2,413.03	
Total Income	\$636,613.94	\$634,354.00	\$ 2,259.94	100.36%
Gross Profit	\$636,613.94	\$634,354.00	\$ 2,259.94	100.36%
Expenses				
100 PROWSO	0.00	0.00	0.00	
40th St Median Maintenance	2,650.00	2,500.00	150.00	106.00%
Cleaning/maintenance contract	235,421.42	235,501.00	-79.58	99.97%
PROWSO Ped Lighting Debt				
Service	75,020.05	75,008.31	11.74	100.02%
PR1 - Executive Director Fees	18,961.26	18,961.00	0.26	100.00%
Trash Can Door Maintenance	1,980.26	2,000.00	-19.74	99.01%
Upper Telegraph Planters	261.98	0.00	261.98	
Total 100 PROWSO	\$334,294.97	\$333,970.31	\$ 324.66	100.10%
200 Mktg & Identity Enhancement	0.00	0.00	0.00	
40th Street Event	10,920.35	5,000.00	5,920.35	218.41%
Art Support	2,351.66	4,000.00	-1,648.34	58.79%
Cross- Telegraph Banner	1,436.07	2,000.00	-563.93	71.80%
Executive Directors Fees	15,349.63	15,349.00	0.63	100.00%
Halloween Event	259.16	257.00	2.16	100.84%
Holiday Event	4,506.15	5,150.00	-643.85	87.50%
Mktg Ped Lighting Debt Service	47,903.16	47,895.68	7.48	100.02%
New Pole Banner	1,999.90	2,000.00	-0.10	100.00%
Plaid Friday	0.00	550.00	-550.00	0.00%
PR2 - Admin Assistant	14,454.20	21,210.00	-6,755.80	68.15%
Taste of Temescal	19,250.74	15,451.00	3,799.74	124.59%
Temescal Street Fair	66,507.07	66,950.00	-442.93	99.34%
Temescal Street Flicks	0.00	10,557.00	-10,557.00	0.00%
Upper Telegraph Event	4,941.90	2,501.00	2,440.90	197.60%
Website, Logo, Walking Map	3,981.44	4,000.00	-18.56	99.54%
Total 200 Mktg & Identity Enhancement	\$193,861.43	\$202,870.68	-\$ 9,009.25	95.56%
300 Admin & Corp Operations	0.00	0.00	0.00	
Food for Meetings	2,251.55	2,421.00	-169.45	93.00%
Insurance	1,957.83	3,091.00	-1,133.17	63.34%
Legal & Accounting	7,920.96	7,724.00	196.96	102.55%
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	\$ 6,165.73	\$ 2,060.00	\$ 4,105.73	299.31%
Phone, Internet & Utilities	1,349.31	1,260.00	89.31	107.09%
PR1 -Executive Director Fees	55,981.26	55,981.00	0.26	100.00%
PR2- 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	12,360.00	-1,010.00	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	2,366.76	2,279.00	87.76	103.85%
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 Plaza Design	7,985.00	0.00	7,985.00	
Reserves - pedestrian lights	8,943.40	0.00	8,943.40	
Unsheltered Support	1,181.64	0.00	1,181.64	
Total Expenses	\$641,848.19	\$634,351.99	\$ 7,496.20	101.18%
Net Operating Income	-\$ 5,234.25	\$ 2.01	-\$ 5,236.26	-260410.45%
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 Other Income	\$170,000.00	\$ 0.00	\$170,000.00	
Net Income	\$164,765.75	\$ 2.01	\$164,763.74	8197301.00%
Monday, Feb 24, 2020 10:50:08 PM GMT-8 - 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

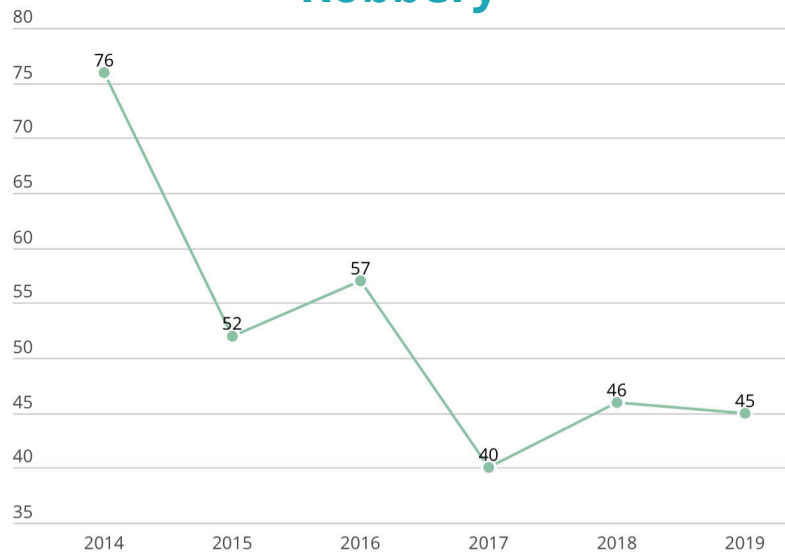
Workout Spot

+more!

CRIME IN TEMESCAL 2014-2019

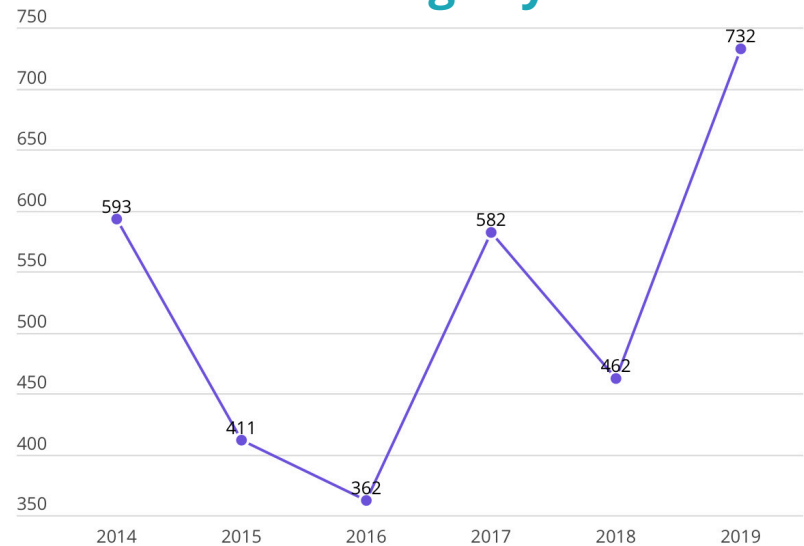
Temescal crime statistics provided by Oakland Police Department

Robbery



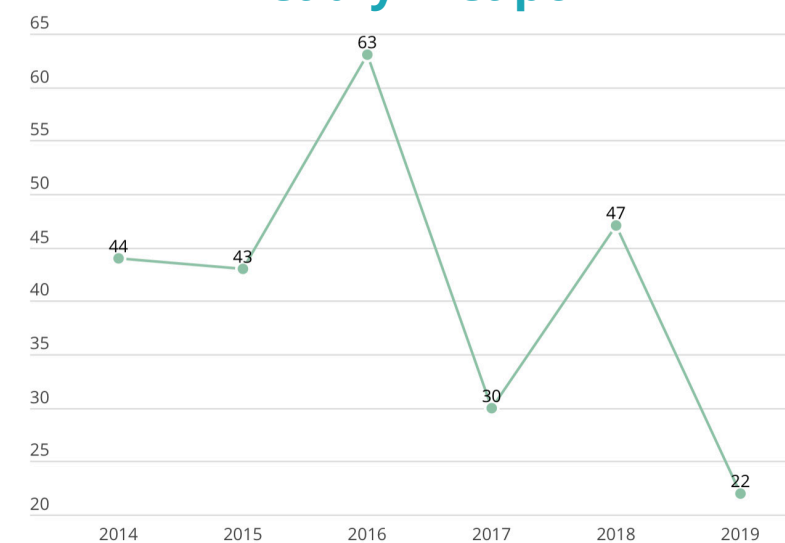
40% decrease in robberies since 2014

Auto Burglary



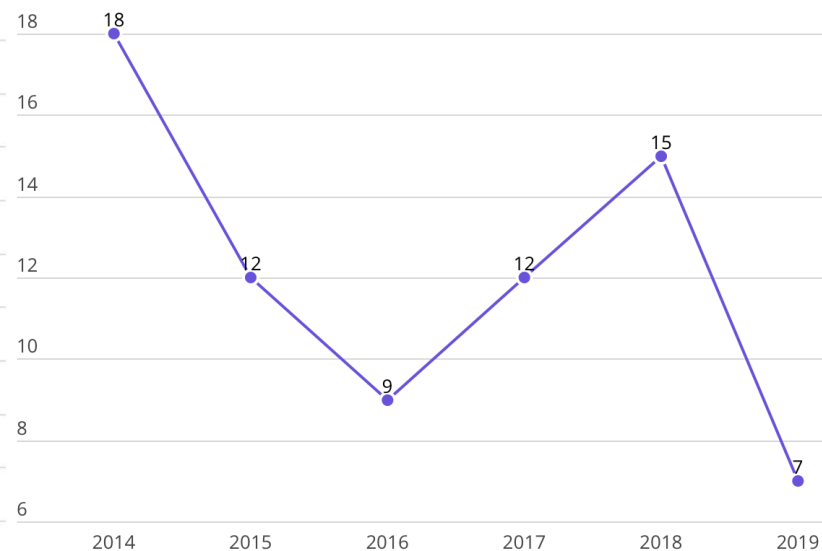
23% increase in auto burglaries since 2014

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)

organization

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

safety

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 part-
nerships with the **OPD Community
Resources Officer** and Temescal
beat cops to better prevent and
quickly respond to crime

clean & hospitality

Increase awareness of and
participation in the **Communi-
ty Engagement Program**, includ-
ing 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 un-
sheltered community members in
Temescal, especially in regards
to mental health



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.



