

ANNUAL REPORT

20
20



Photo by Pete Rosos

TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

2020 ACCOMPLISHMENTS

ORGANIZATION

- Increased email campaigns to inform BID stakeholders of COVID regulations and resources.
- Held first ever virtual Annual Meeting on April 24th, 2020
- Created Temescal BID Merchant Support & Outreach Committee
- Transitioned all Committee and Board meetings to Zoom

ECONOMIC DEVELOPMENT

- Held the first ever small business resources Open House for Temescal businesses
- Surveyed businesses on the affect of COVID-19 on their business in Spring 2020 and requested feedback on federal and local support programs, as well as suggestions for desired business support programs
- Provided individualized technical assistance and support in applying for grants and permitting to over 50 small at-risk Temescal businesses
- Held sector-specific zoom meetings with fitness businesses, salons, and restaurants/bars to provide information and answer questions on COVID safety, new permitting programs and changing regulations during the pandemic.
- Guided Temescal businesses through the Flex Street permitting process, resulting in over 15 approved applications.

CLEAN/SAFE

- Established the Pilot Community Engagement Program as a permanent BID program, and increased use of the Hotline number to de-escalate disruptive situations
- Formed and help lead the Cross-sector Coalition on Homelessness in Oakland
- Updated Temescal-specific resource card to reflect changes due to COVID and distributed to Temescal's unsheltered residents



DESIGN

- Applied for, and secured free permits from the City to install 10 pedestrian lights on the East side of Telegraph Ave from 51st Street to Aileen St.
- Secured \$133,000 lien fund contribution from the 5110 Telegraph Ave development to help fund those lights.
- Conducted outreach and supported businesses through the repaving and redesign of Telegraph Ave.
- Initiated Volunteer adopt-a-planter program to replace plants and maintain the BID's 80 planters, led by Temescal residents.



PROMOTION

- Organized a Virtual Experiences in Temescal campaign, promoting virtual workshops/classes offered by Temescal businesses
- Held first ever Picnic on Telegraph Open Streets Festival, with 25 participating Temescal businesses, on Telegraph from 39th to 51st St, attracting 5,000+ socially distanced attendees to eat, shop and discover the Temescal District & open businesses.
- Expanded the online business directory and updated the printed Dining and Shopping Guide to include all service businesses in the district.
- Created a website and social media campaign about "Ways to support Temescal Businesses during COVID-19"
- Implemented the third annual Holiday Promotion campaign, #DiscoverTemescal, on social media and with a Cross-Telegraph Banner, to encourage shoppers to patronize local Temescal businesses - both on-line and in-store.



2020 **CLEANING AND HOSPITALITY** ACCOMPLISHMENTS



3 person team
120 hours a week
5 miles of sidewalks



1,065
Bags of trash
removed



452
Auto glass
cleanups



213
Hours spent
pressure washing



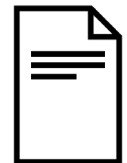
3,672
Graffiti tags
removed



3,014
Community
contacts



131
Hygiene kits
distributed



2,247
Stickers, flyers,
and posters
removed

YEARLY MARKETING METRICS



@TEMESCALDIST

3,905 FOLLOWERS

406 MENTIONS

64,723 TWEET IMPRESSIONS



@TEMESCALDISTRICT

3,469 NEW FOLLOWERS

896 COMMENTS

18,380 LIKES

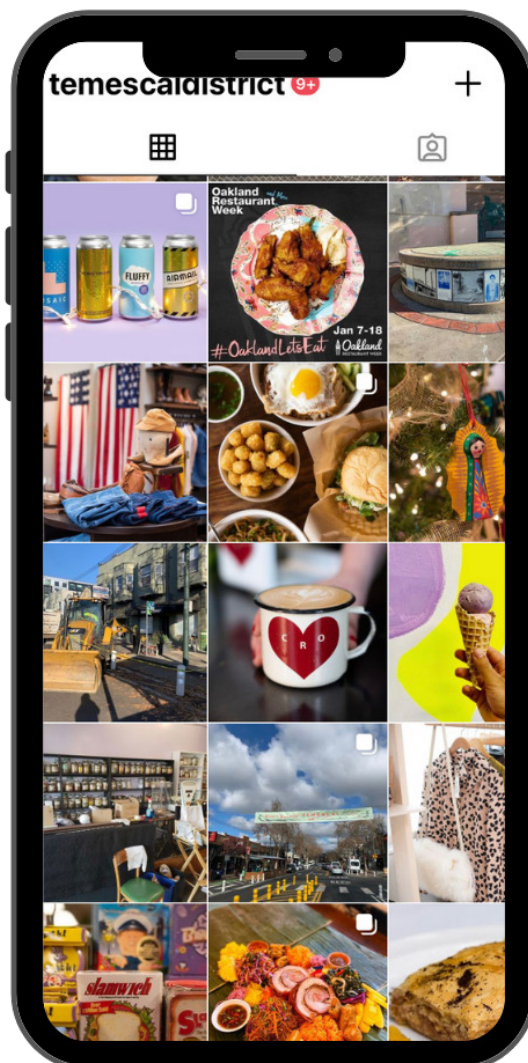


TEMESCALDISTRICT.ORG

23,004 USERS

42,382 PAGE VIEWS

28,208 SESSIONS



@TEMESCALDIST

3,547 FOLLOWERS

3,130 LIKES

131,135 TOTAL REACH



ENEWS

3,842 CONTACTS

36,230 EMAILS OPENED

7,420 CLICKS

57 EMAILS SENT

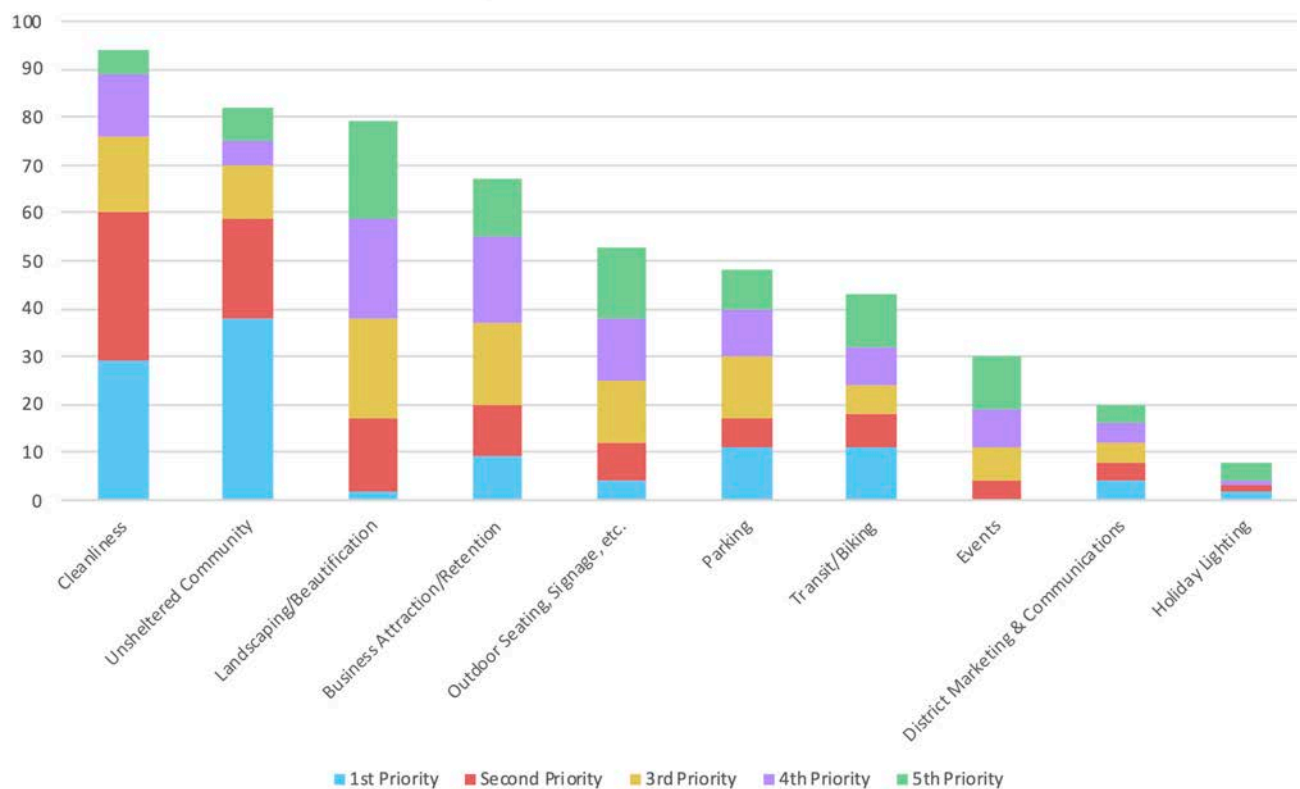
TEMESCAL **STAKEHOLDER** **SURVEY RESULTS**

148 Total Responses

23 Business Owners

33 Property Owners

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



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



63%
YES



23%
MAYBE



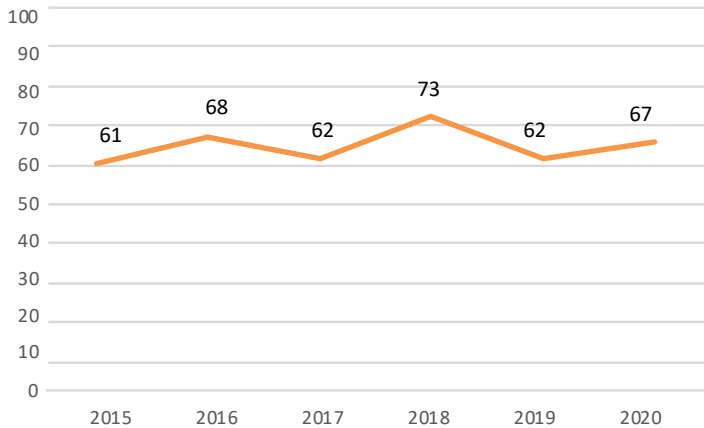
13%
NO

*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.

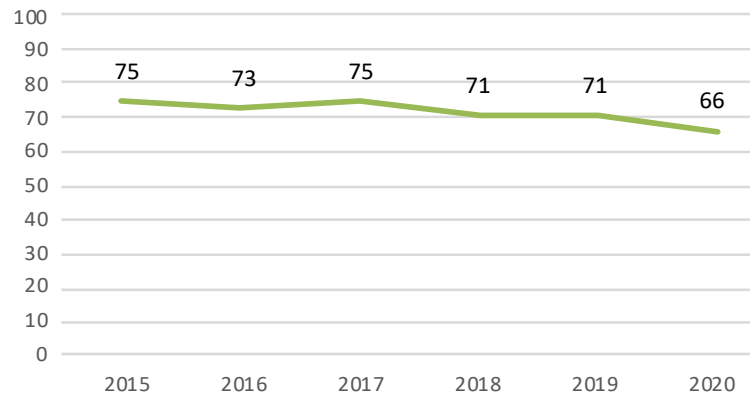
How would you rate these services provided by the Temescal Telegraph BID*?

How would you rate these Temescal District characteristics*?

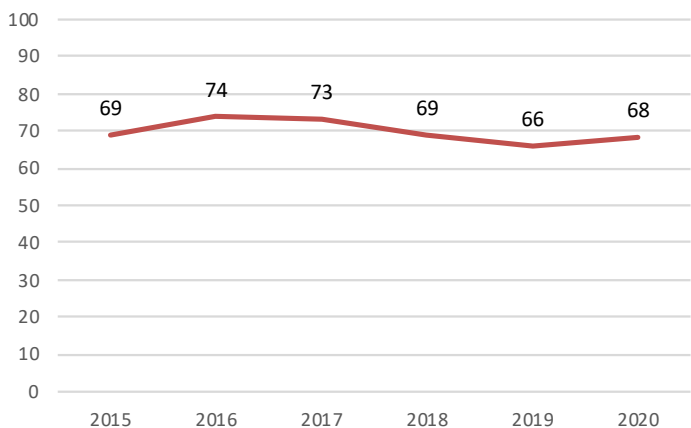
Litter Removal



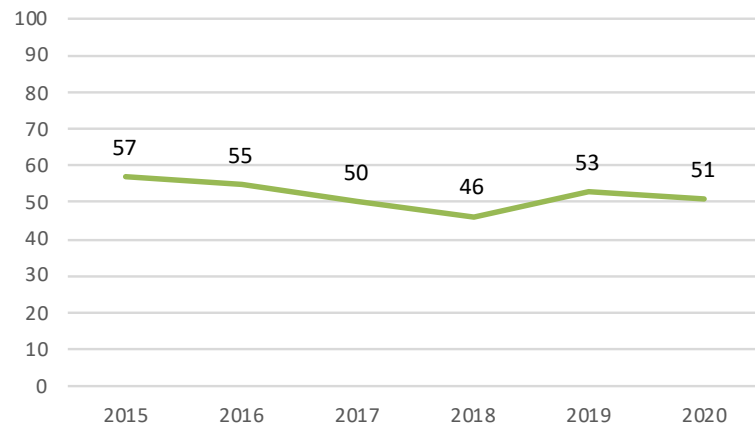
Economic Vitality



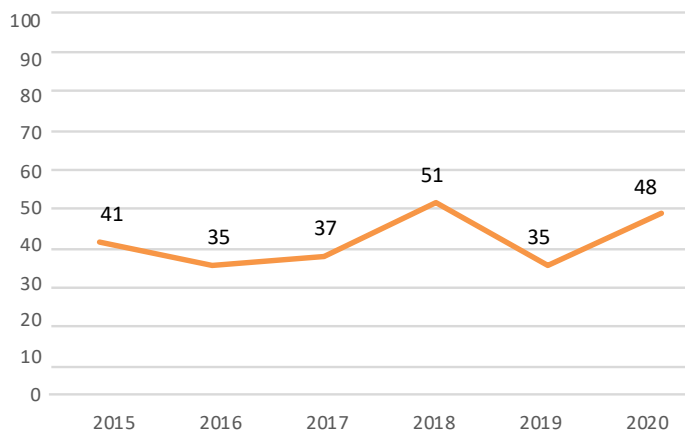
Streetscape Improvements



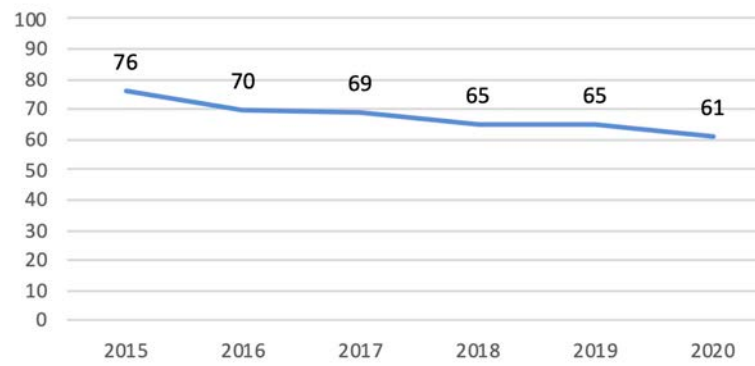
Parking



District Advocacy



Transit



2020 FINANCIALS

Balance Sheet As of December 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 Comm Bank of The Bay-ck- 5579	44,663.58
1006 Comm Bank of The Bay-MM- 5077	158,338.40
1007 Comm Bank of The Bay -loan-6189	15,914.22
1008 Temescal Street Fair Bank Account	2,130.05
1010 Paypal	725.20
Total Bank Accounts	\$221,771.45
Other Current Assets	
Security Deposit	750.00
Total Other Current Assets	\$750.00
Total Current Assets	\$222,521.45
TOTAL ASSETS	\$222,521.45
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	0.00
CA SUI / ETT	-48.50
Federal Taxes (941/944)	2,615.24
Federal Unemployment (940)	84.00
Total Payroll Liabilities	2,650.74
PPP Loan	21,209.70
Total Other Current Liabilities	\$23,860.44
Total Current Liabilities	\$23,860.44
Long-Term Liabilities	
Community Bank Loan	419,699.17
Total Long-Term Liabilities	\$419,699.17
Total Liabilities	\$443,559.61
Equity	
3010 Fund Balance	-403,335.09
Net Income	182,296.93
Total Equity	\$ -221,038.16
TOTAL LIABILITIES AND EQUITY	\$222,521.45

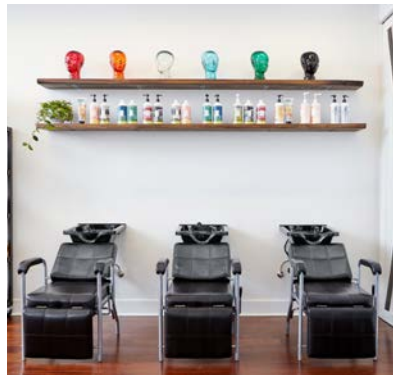
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Budget vs. Actuals 2020

	Actual	Budget	over Budget	% of Budget
Income				
40th Street Event Income	0.00	5,000.00	-5,000.00	0.00%
BID Assessments	610,910.73	601,910.27	9,000.46	101.50%
Interest Income	411.25	0.00	411.25	
Picnic on Telegraph Income	1,486.64	0.00	1,486.64	
Taste of Temescal	1,000.00	16,560.00	-15,560.00	6.04%
Temescal Street Fair	692.00	77,625.01	-76,933.01	0.89%
Unsheltered Support Income	540.00	0.00	540.00	
Welcome Booklet	1,155.87	0.00	1,155.87	
Total Income	\$616,196.49	\$701,095.28	-\$ 84,898.79	87.89%
Gross Profit	\$616,196.49	\$701,095.28	-\$ 84,898.79	87.89%
Expenses				
100 PROWSO	0.00	0.00	0.00	
40th St Median Maintenance	1,294.00	2,587.50	-1,293.50	50.01%
Cleaning/maintenance contract	228,086.56	251,010.00	-22,923.44	90.87%
Pedestrian Lights for City Inventory	0.00	7,068.00	-7,068.00	0.00%
PR1 - Executive Director Fees	19,998.21	19,909.48	88.73	100.45%
PROWSO Ped Lighting Debt Service	75,020.06	75,000.00	20.06	100.03%
Trash Can Door Maintenance	1,604.67	2,070.00	-465.33	77.52%
Upper Telegraph Planters	849.53	1,000.00	-150.47	84.95%
Total 100 PROWSO	\$326,853.03	\$358,644.98	-\$ 31,791.95	91.14%
200 Mktg & Identity Enhancement	0.00	0.00	0.00	
40th Street Event	0.00	10,000.00	-10,000.00	0.00%
Art Support	1,140.00	1,140.00	0.00	100.00%
Cross - Telegraph Banner	2,872.13	2,970.00	-97.87	96.70%
Executive Directors Fees	16,188.85	16,116.19	72.66	100.45%
Halloween Event	0.00	266.51	-266.51	0.00%
Holiday Decorations	0.00	500.00	-500.00	0.00%
Holiday Event	0.00	1,330.00	-1,330.00	0.00%
Mktg Ped Lighting Debt Service	47,903.14	47,900.00	3.14	100.01%
New Pole Banner	2,253.31	3,000.00	-746.69	75.11%
Ped lights 51st Aileen	2,748.80	19,000.00	-16,251.20	14.47%
Picnic on Telegraph	3,424.29	2,450.00	974.29	139.77%
PR2 - Admin Assistant	18,056.51	20,000.00	-1,943.49	90.28%
Taste of Temescal	1,572.26	15,990.76	-14,418.50	9.83%
Temescal Street Fair	6,113.75	69,293.24	-63,179.49	8.82%
Website, Logo, Walking Map, Dining & Shopping Guide	2,673.25	4,709.01	-2,035.76	56.77%
Welcome Booklet	1,038.95	0.00	1,038.95	
Total 200 Mktg & Identity Enhancement	\$105,985.24	\$214,665.71	-\$108,680.47	49.37%
300 Admin & Corp Operations	0.00	0.00	0.00	
BID Storage Container	2,466.76	2,359.80	106.96	104.53%
Food for Meetings	883.84	3,200.04	-2,316.20	27.62%
Insurance	2,406.11	3,198.15	-792.04	75.23%
Legal & Accounting	6,752.72	7,995.07	-1,242.35	84.46%
Office	0.00	0.00	0.00	
Bank Charges	108.05	0.00	108.05	
Office Programs	5,837.96	0.00	5,837.96	
Parking/Travel	103.33	0.00	103.33	
Printing	446.82	0.00	446.82	
Supplies	317.61	3,000.00	-2,682.39	10.59%
Total Office	\$ 6,813.77	\$ 3,000.00	\$ 3,813.77	227.13%
Phone, Internet & Utilities	1,352.58	1,304.10	48.48	103.72%
PR1 -Executive Director Fees	58,946.10	58,780.35	165.75	100.28%
PR2- Admin Assistant	4,514.04	6,000.00	-1,485.96	75.23%
Professional Development	1,758.62	1,599.07	159.55	109.98%
Rent	12,617.40	12,730.79	-113.39	99.11%
Total 300 Admin & Corp Operations	\$ 98,511.94	\$100,167.37	-\$ 1,655.43	98.35%
400 Contingency Expenditures	0.00	0.00	0.00	
Contingency Expenditure Not Allocated	0.00	18,095.51	-18,095.51	0.00%
Ped Lights 51st Aileen Contingency	0.00	12,000.00	-12,000.00	0.00%
Total 400 Contingency Expenditures	\$ 0.00	\$ 30,095.51	-\$ 30,095.51	0.00%
Unsheltered Support	540.00	0.00	540.00	
Total Expenses	\$531,890.21	\$703,573.57	-\$171,683.36	75.60%
Net Operating Income	\$ 84,306.28	-\$ 2,478.29	\$ 86,784.57	-3401.79%
Other Expenses				
Ped Lights 51st Aileen Reserves	0.00	13,000.00	-13,000.00	0.00%
Total Other Expenses	\$ 0.00	\$ 13,000.00	-\$ 13,000.00	0.00%
Net Other Income	\$ 0.00	-\$ 13,000.00	\$ 13,000.00	0.00%
Net Income	\$ 84,306.28	-\$ 15,478.29	\$ 99,784.57	-544.67%

NEW BUSINESSES IN 2020

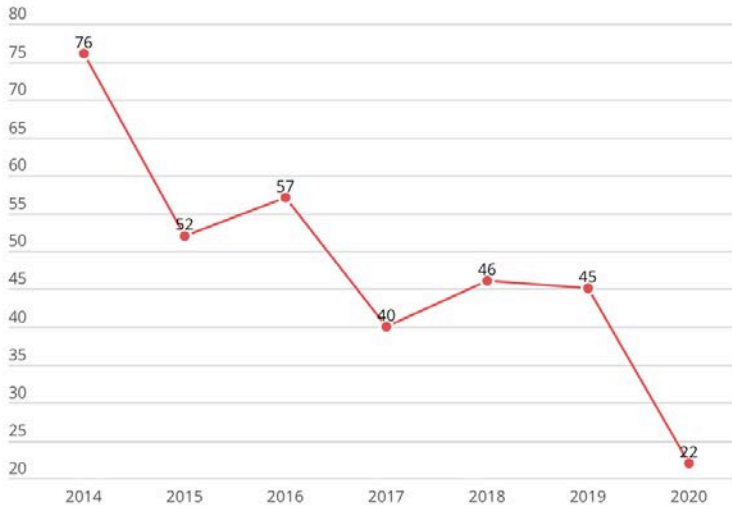
BETWEEN THE BUN
PHOSHO DOUGH
BIRTHLAND
PONY SALON
IZZA
VON'S CHICKEN
THE BHODI INITIATIVE
STATES COFFEE
BURMA BITES
CREEP MUSTACHE
SKATE SHOP
& MORE!



CRIME IN TEMESCAL 2014-2020

Temescal crime statistics provided by Oakland Police Department

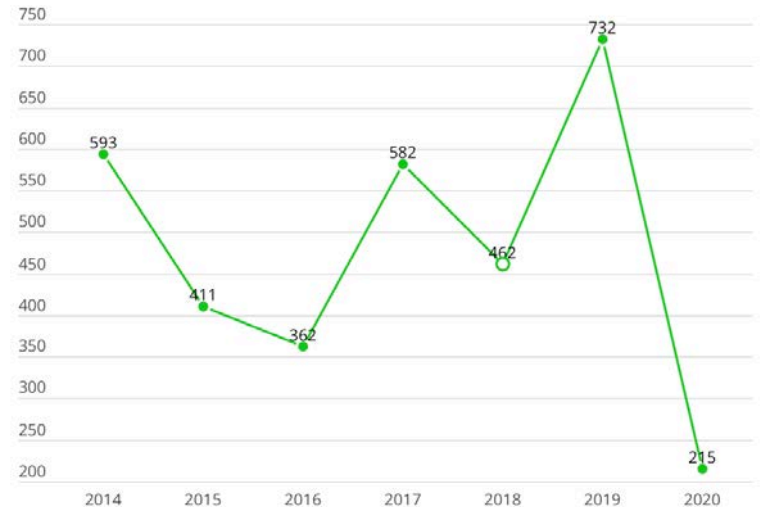
Robbery



22 robberies in 2020

71% decrease since 2014

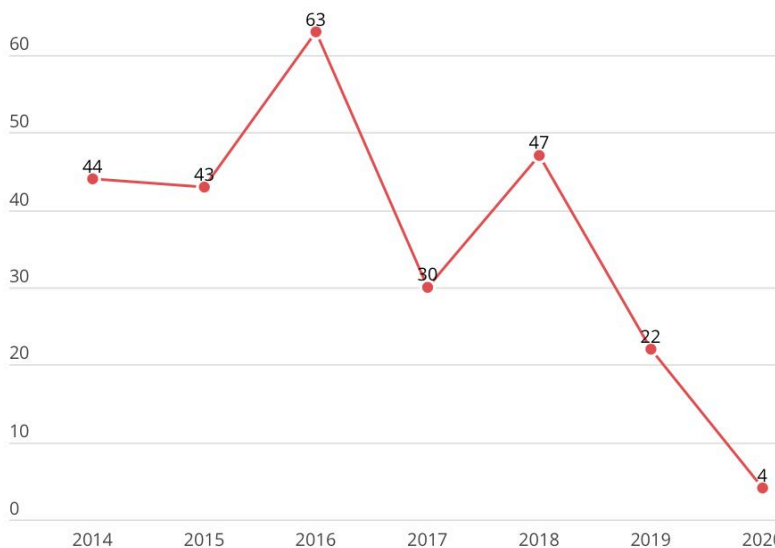
Auto Burglary



214 auto burglaries in 2020

64% decrease since 2014

Aggravated Assault/with Deadly Weapon



4 aggravated assaults in 2020

91% decrease since 2014

Commercial Burglary



6 commercial burglaries in 2020

67% decrease since 2014

Development

Establish and support the growth of the Temescal BID Merchant Outreach & Support Committee

**Construct 10
pedestrian lights on the
East side of Telegraph Ave, 51st
Street to Aileen St.**

Organize programing & install temporary design improvements

Provide funding and support to the new **Volunteer adopt-a-planter program** to refresh and replant all the BID's planters

Update the TTBID Strategic Plan

Modernize the BID's relational database & transition to Salesforce

Increase the Program and Marketing Assistant to a full-time position



Organization

Update the
TTBID Strategy

Modernize the B...
tional database & t...

clean & safety

Partner with Downtown Streets Team to provide enhanced cleaning, maintenance, and graffiti-removal services with Teamwork Oakland Fellows (ambassadors-in-training)

Increase cooperation and communication with County and City services to enhance services provided to Temescal's unsheltered residents

Village of Love Partnership

Support Village of Love in organizing **weekly pop-up services in the District** to provide showers and additional social services to Temescal's unsheltered residents

Support Village of Love **opening a Day Center in Oakland**, to increase Temescal unsheltered residents' access to and utilization of housing, health & social services



TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS

ALLISON FUTERAL - PRESIDENT

BUSINESS OWNER
CRIMSON HORTICULTURAL RARITIES

PAT SMITH - VICE PRESIDENT

PROPERTY OWNER

LYNN HOWE - 2ND VICE PRESIDENT

PROPERTY OWNER

TOM MURPHY - SECRETARY

PROPERTY OWNER

EMIL PEINERT - TREASURER

PROPERTY & BUSINESS OWNER
KINGFISH PUB & CAFE

CYNTHIA ARMOUR

COMMUNITY MEMBER-AT-LARGE

DANIEL CHUNG

BUSINESS OWNER
ROOT'D IN THE 510

DON MACLEAY

PROPERTY & BUSINESS OWNER
EAST BAY COMPUTER SERVICES

TONI SHOLES

BUSINESS OWNER
UNIVERSAL BEAUTY SUPPLY & STYLE CENTER

ADRIANA VALENCIA

COMMUNITY MEMBER-AT-LARGE

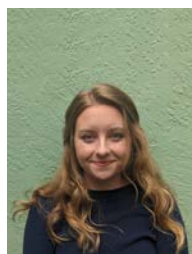
MARISOL VELA-CHIU

COMMUNITY MEMBER-AT-LARGE

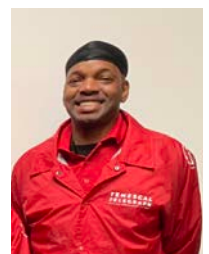
STAFF



SHIFRA DE BENEDICTIS-KESSNER
EXECUTIVE DIRECTOR



KATIE LARSON
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

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 via zoom.

MERCHANT SUPPORT & OUTREACH COMMITTEE

Improves BID outreach to Temescal merchants and discusses BID projects and District issues.

Meets every second Thursday from 3:30 to 5pm via zoom.

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 via zoom.

BECOMING A COMMITTEE MEMBER

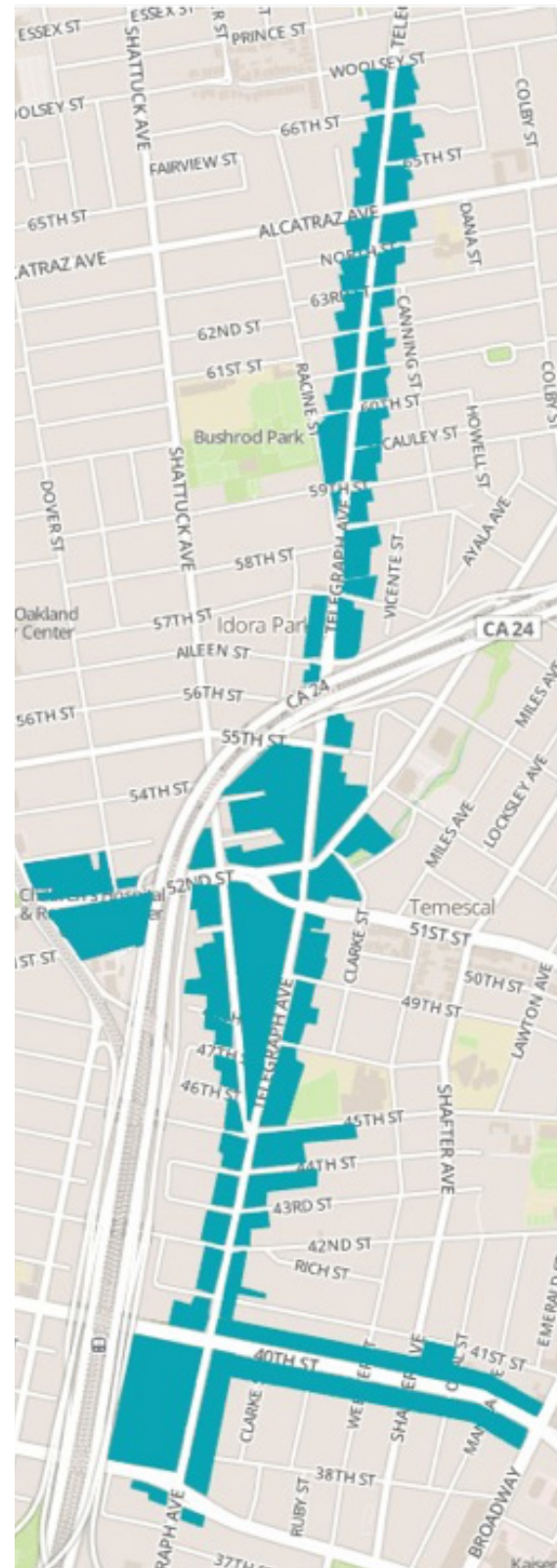
- Attend three meetings within 6 months to have a vote
- No financial requirement to participating
- If you are interested in participating but face barriers to participation (language, child care, time of meetings, other), please let us know and we'll try to accommodate you.

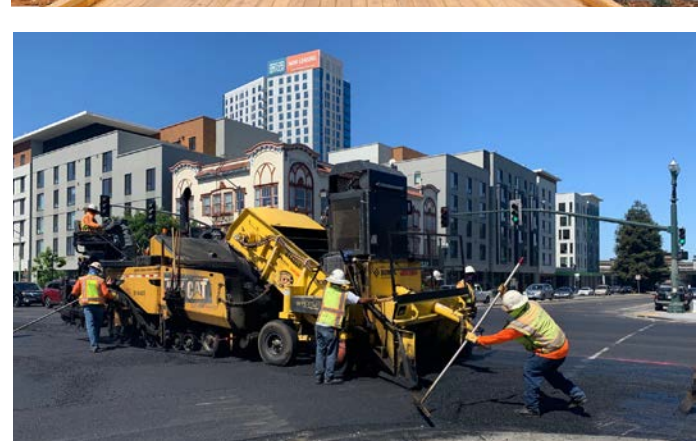
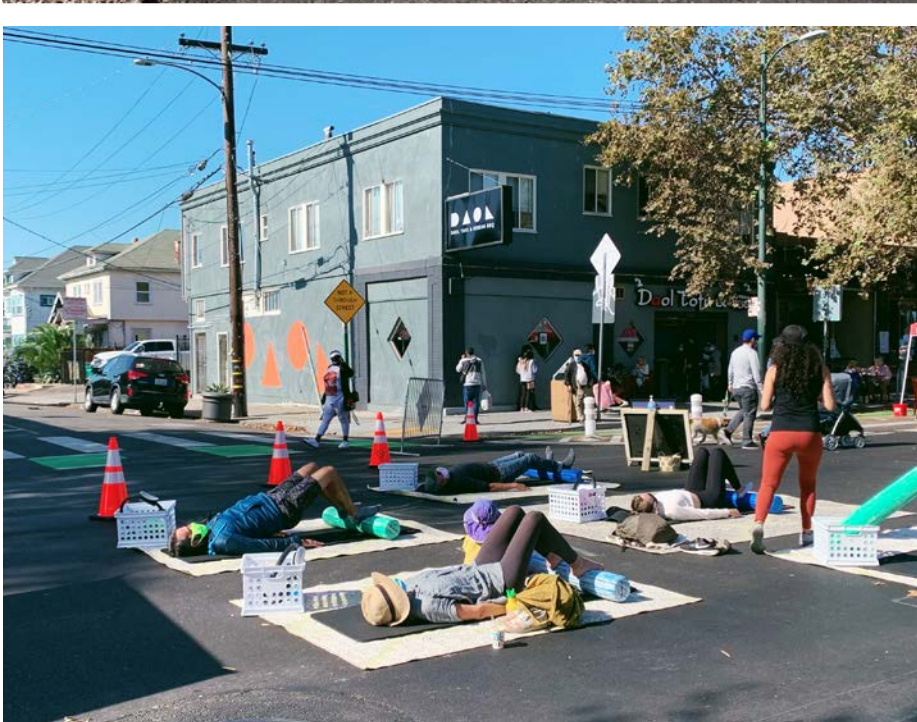
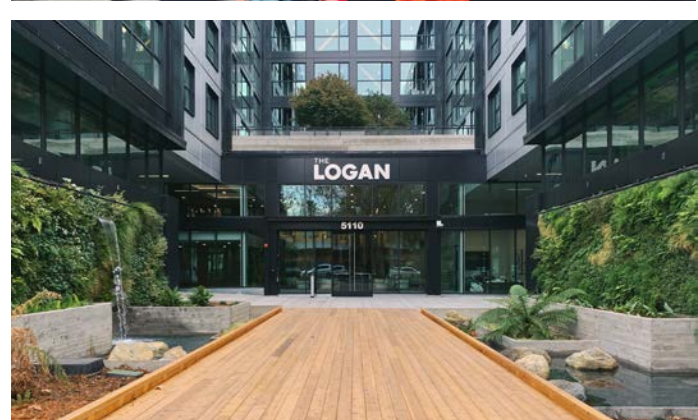
BOARD MEETINGS

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 via zoom.

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.





TEMESCAL
TELEGRAPH
BUSINESS IMPROVEMENT DISTRICT