



Fiscal Year 2021-2022 Annual Report
Temescal Telegraph Business Improvement District
Oakland, California

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OVERVIEW:

The Temescal Telegraph Business Improvement District (TTBD) mission is to create, promote and nurture 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. The TTBD is guided by its Board of Directors and three committees: (1) Promotion & Safety, (2) Design & Economic Development, and (3) Executive Committee, all of which meet monthly via Zoom. All Board and committee meetings are open to the public. This past year, the TTBD's longtime Executive Director, Shifra de-Benedictis-Kessner announced that she would be moving on to work at the Oakland Chamber of Commerce. After much consideration, the TTBD Board of Directors selected Katie Larson, TTBD Program & Marketing Assistant, to become the new Executive Director, effective November 1, 2021. The TTBD also promoted former Block-by-Block Operations Supervisor, Joey Harrison, to the role of Operations Director as TTBD staff. Longtime Block-by-Block Temescal Ambassador Jamar Leonard was promoted to Operations Manager, and Jaymee Rayford was hired as the new part-time Program & Marketing Assistant.

Section 1: Proposed Boundary Changes

There are no proposed changes to the boundaries of the Business Improvement Management District.

Section 2: Improvements and activities provided in 2021

Going into 2021, our organization's overarching goal was to promote businesses in the industries hit hardest by the COVID-19 pandemic and shelter-in-place orders of 2020. The industries we identified as most impacted were (1) food service, (2) gyms and fitness studios, (3) self-care services, and (4) retail. Our events and promotions reflect those categories directly.

a. 2021 Events + Advertising Campaigns:

11th Annual Taste of Temescal: Tuesday, May 18th

Taste of Temescal is our annual culinary crawl, highlighting more than 20 local restaurants each year, and introducing hundreds of attendees to their various cuisines. In 2021, we put on the largest Taste of Temescal yet, with the goal of promoting food service businesses in the District. The socially-distanced edition of Taste of Temescal on Tuesday, May 18th, 5-9pm, sold out the 600 available tickets and filled all 70 volunteer slots. The event, produced and organized by BID staff, cost approximately \$20,000 and raised over \$30,000 in revenue from ticket sales and \$5,000 in outside sponsorship. With the BID's contribution of \$5,000 for enhanced promotional videos and interactive online content, the 2021 Taste of Temescal raised over \$15,000 to be donated to Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. Taste of Temescal was featured in 7x7 Magazine's "22 Fun Things to Do the Week of May 17th," Diablo Magazine's weekly food column, "Diablo Dish," and Berkeleyside Nosh's weekly bite column before the event. KPIX Channel 5 Evening News covered Taste of Temescal on May 18th with live segments at 5:30pm and 6:30pm. 24 Temescal restaurants participated in the event.

Temescal Wellness Week: June 12th - June 20th

This week-long promotion was designed with the intention of highlighting local businesses in another hard-hit industry: gyms and fitness studios, whose business models were upended by the shelter-in-place orders of the past year. Temescal Wellness Week included four in-person events, five social media engagement contests, and highlighted 15 fitness and wellness businesses throughout the week. The in-person events were held at Kasper's Plaza, where the BID has a flex street permit for community programming and events. From June 12-20, staff created 12 Instagram Posts and 20 stories, in addition to 12 Facebook posts, which focused on dynamic videos and photos to market each business's services to new potential clients. In total, Temescal Wellness Week resulted in 9,038 Story Views, and 288 likes and 86 comments on Instagram Posts. The Facebook posts reached 1,154 people and the Instagram Campaign reached 3,880 people. Feedback from participating businesses has been positive, although events and contests for businesses with small social media followings attracted significantly less engagement and attendance than those involving businesses more active on social media. In addition to introducing a wider audience to Temescal's fitness and wellness businesses, this promotion notably established and grew positive relationships with many Temescal Businesses that had not previously participated in BID events or promotions.

Temescal Summer Spa Promotion: July

The Treat Yourself in Temescal hashtag-based social media campaign included plans for weekly giveaways to contest entrants that purchased a self-care service or product in Temescal and posted a photo on Instagram featuring the #TreatYourselfTemescal in July. However only one person entered the first weekly contest. The campaign included 12 Instagram posts, with each post focused on a specific personal care business in the district, and 25 stories that were viewed a total of 9,061 times. Businesses featured in the posts didn't attend to engage with the posts or the contest, although some reposted the stories. The campaign posters were distributed to all participating businesses; however most salons didn't display them. Midway through the month, when low participation was evident, the BID partnered with Yelp Bay Area on a giveaway that didn't require a purchase, but rather asked contest entrants to follow both the BID and Yelp on Instagram, like the post and tag a friend in the comments. The Yelp contest was significantly more successful than the BID's original promotion, resulting in 355 post likes, and 419 contest entrants.

Picnic on Telegraph (evening): Friday, August 20th

Picnic on Telegraph is a street festival designed in 2019 as a scaled-back and COVID-safe version of our larger annual event, Temescal Street Fair. The primary difference between Picnic and the Street Fair is that Picnic on Telegraph is not open to outside vendors - so only Temescal businesses are highlighted, in an effort to promote retail and dining in the district. The first Picnic on Telegraph of 2021 was held on Friday, August 20th, 4-8pm on Telegraph from 40th to 51st Street, and had about 2,000 attendees. Over forty Temescal businesses, developments, and nonprofits participated with expanded outdoor dining, sidewalk sales, live music and DJs, extended opening hours, and informational booths. The Temescal BID rented additional tables and chairs for restaurants to expand their outdoor seating and had an information booth staffed by volunteers. The Oaklandside featured Picnic on Telegraph as a recommended event for the weekend, and 510 Families, SF Funcheap, 7x7, Broke Ass Stuart and BARTable also recommended the event.

Picnic on Telegraph (daytime): Sunday, October 17th

The second Picnic on Telegraph of 2021 was held on Sunday, October 17th, 11am-7pm, on Telegraph from 40th to 51st and had 4,000-5,000 attendees. Over forty Temescal businesses, developments, and nonprofits participated with expanded outdoor dining, sidewalk sales, entertainment, live music, and informational booths. The Temescal BID hired additional DJs and musicians to provide music and draw attendees to walk the entire event footprint. Unfortunately, on October 14th, the City of Oakland informed BID staff that their already approved Flex Street permit was no longer valid, and required the BID to apply for a special event permit and temporary encroachment permit through Oakland Police Department, and Fire Department Public Assembly permit, as well as requiring 4-6 licenses security guards during the event. The additional permits cost \$500 and the security guards cost \$1,120. The Temescal BID rented additional tables and chairs for restaurants to expand their outdoor seating and had an information booth staffed by volunteers. Jean Paul Zapata, former PR Director for Visit Oakland wrote and sent out a press release for Picnic on Telegraph, and followed up with TV and radio

outlets to increase media coverage. 7x7 and ABC 7 news online featured Picnic on Telegraph as a recommended event for the weekend.

HEAD WEST Holiday Marketplace : Saturday, December 4th

The HEAD WEST Temescal Holiday Marketplace is scheduled for Saturday, December 4th, 10am-4pm, on two blocks of 49th Street, from Telegraph to Webster Street. Event attendance significantly exceeded our expectations, and Jimmy estimated that between 3,000 and 4,000 people were in attendance over the course of the day. Neighborhood and business outreach prior to the event resulted in zero cars needing to be towed from the event footprint. The circus performers, Coventry & Kaluza, were a big hit with the families in attendance. Jimmy and his team were a pleasure to work with and left the street in pristine condition. Very positive feedback from neighbors, business owners, attendees. Katie met with Jimmy last week to debrief the December 2021 event and plan for 2022 collaboration. Jimmy agreed to provide booth space at a discounted rate for Temescal businesses to encourage participation.

Freedom Farmers Market: Every Saturday (Summer), monthly during Winter

In July 2021, the TT BID launched a weekly farmers market in Kasper's Plaza, in partnership with a local nonprofit organization called Farms to Grow (FTG). Their organization's focus is on supporting Black farmers, and other historically disadvantaged groups, who have been systematically marginalized in California agriculture and farming. FTG developed Freedom Farmers Market (FFM) to specifically highlight Black Californian farmers, and provide them a regular marketplace to sell their produce and support their businesses. Prior to the launch of FFM at Kasper's Plaza, there was not a regular farmers market within TT BID boundaries, so this partnership also enabled us to bring fresh, local, sustainably sourced produce to the local community. FFM took place every Saturday at Kasper's, using the TT BID's Flex Street Permit for the space, through November 2021, when it switched to being monthly on second Saturdays for their 6 month winter season. FTG regularly provides community programming alongside the farmer's market, with past events including film screenings, a chess tournament, speaker panels, and other family-friendly programming.

b. Capital Improvements

Pedestrian Lights Project Completion

During 2021, the BID secured funding for and oversaw the installation of 10 pedestrian lights in the District, with the intention of increasing visibility and safety in the affected areas.

c. Cleaning/Maintenance/Security Services

In 2021, our Operations team, led by Joey Harrison and contracted through Block By Block, stepped up cleaning and maintenance in the District in response to the increased frequency of trash, illegal dumping, and tagging that we saw as a result of the pandemic. The departure of our longtime Executive Director, Shifra de Benedictis-Kessner, prompted several staffing transitions and some internal restructuring, which included Programs & Marketing Assistant, Katie Larson, to rise to the ED position, and Operations Supervisor from Block by Block, Joey Harrison, to be promoted to Operations Director, and brought onto the TT BID staff. Jamar Leonard, one of our Ambassadors, was promoted to Operations Manager, and now supervises

Block By Block operations in the District. In total, the Ambassador team removed 2,491 instances of graffiti and 1,223 stickers/posters/flyers from public spaces in Temescal. Additionally, they cleaned up 115 instances of broken auto glass, provided 276 hours of power washing, and watered 2320 planters over the course of 2021. Trash collection totalled 1,201 bags, and Ambassadors made contact with residents and stakeholders in the District approximately 2,848 times. On the security front, we added an ambassador to increase our presence and engagement with the community, and to provide an additional layer of security during business hours.

d. Community Engagement

Weekly Village of Love Pop-Up Care Village

Beginning in April 2021, the BID partnered with local nonprofit organization, Village of Love, to provide a weekly pop-up care and resource village at Kasper's Plaza, using the TT BID's existing Flex Street Permit for the space. The pop-up has been held every Tuesday since April 2021, and in 2021 alone, the program provided food and clothes to 560 unsheltered individuals in need. The program served approximately 300 men and 250 women, as well as 18 children. Village of Love has received dozens of donations of clothes, food, and resources over the past year from members of the community. From April through September 2021, Village of Love partnered with LavaMaex to provide free, hot showers to unsheltered residents that attended the pop-up, totalling 127 showers provided. TT BID Operations Director, Joey Harrison, oversees the program, and has brought in various additional resources and services to the Village, including free COVID-19 vaccinations, masks, and other provisions.

Community Engagement Pilot Program

For our pilot Community Engagement Program, the Temescal BID Operations Manager and ambassadors engage with all members of the Temescal Community and provide a sense of hospitality, safety and assistance to deal with quality of life issues, as well as providing a welcoming presence in the Temescal District. Joey Harrison, the Temescal BID Operations Director, has years of experience and training, working with individuals experiencing mental health issues, substance abuse issues and homelessness. While cleaning remains the team's first priority, the Operations Director utilizes his experience and training to communicate with, and build relationships with all members of the Temescal Community. The ambassadors will also receive training on compassionately and respectfully interfacing with people experiencing homelessness and mental health issues, de-escalation training, and business relations.

Adopt-a-Planter Program

The TT BID has approximately 100 planters located throughout the District to enhance curb appeal and greenery at the street level. While our Ambassador team oversees the watering of these planters, TT BID Board member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful. Prior to the pandemic, Jordie had developed an Adopt-A-Planter program to encourage local businesses and neighbors to adopt individual planters and handle planting, weeding, and upkeep in between Ambassadors watering them. The program had been heavily

impacted by the Shelter-in-Place orders of 2020, so Jordie spent the second half of 2021 reaching out to volunteers and planning for a Volunteer Planting Day in January 2022.

Holiday Lights Program

The TT BID continued its annual Holiday Lights Program, which offers free strands of holiday lights to TT BID businesses to display in their storefront windows. 20 businesses signed up for and received free holiday lights from the BID to display in their windows for the duration of the holiday season.

Section 3: Improvements and activities to be provided for 2022

A. 2022 Events Schedule:

12 Annual Taste of Temescal: Tuesday, March 29

Taste of Temescal is our annual culinary crawl, highlighting more than 20 local restaurants each year, and introducing hundreds of attendees to their various cuisines. In 2022, we put on the largest Taste of Temescal yet, with the goal of promoting food service businesses in the District. The 12th edition of Taste of Temescal sold out the 600 available tickets and filled all 80 volunteer slots. The event, produced and organized by BID staff, cost approximately \$20,000 and raised over \$30,000 in revenue from ticket sales and \$2,500 in outside sponsorship. Proceeds from this event will be donated to Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. The TT BID is also providing \$500 reimbursement for food costs for participating restaurants, in recognition of the financial hardships faced by the food service industry during the COVID-19 pandemic.

Temescal Street Fair: Sunday, June 12

Temescal Street Fair is one of Temescal's premier street festivals and community events, and has been on hiatus since 2019 due to the COVID-19 pandemic. After two years of holding scaled-down "Picnic on Telegraph" events in its place, the TT BID has decided to bring back the Temescal Street Fair in 2022. This event will feature a street closure, dozens of local Temescal businesses, live music and entertainment, and family-friendly and community-centric programming.

Temescal Trick-or-Treat: Monday, October 31

Temescal Trick-or-Treat is another event that was postponed in 2021 due to the pandemic. The TT BID is looking forward to bringing back this event in 2022, which will encourage locals and visitors alike to bring their children Trick-or-Treating throughout the District, going door-to-door between local businesses to receive their treats. The BID also intends to host a costume contest, family-friendly programming, and to install temporary place-making decor, such as balloons and signage, to advertise the event. This event is a favorite of both our merchants and local families, who enjoy the opportunity to connect with the community and take advantage of the walkability and variety of our business district.

HEAD WEST Holiday Market: Saturday, December 3

The TT BID plans on partnering with HEAD WEST to put on our second annual HEAD WEST Holiday Marketplace on 49th Street between Telegraph and Temescal Alley. The goal of the event is to attract people to the District for holiday shopping, specifically to Temescal Alley, which is the epicenter of retail in Temescal. HEAD WEST will again offer discounted rates for booths for Temescal businesses, in an effort to specifically highlight small businesses and retail in the District.

Freedom Farmers Market at Kasper's Plaza

The BID will continue its partnership with local nonprofit organization, Farms to Grow, to continue to host Freedom Farmers Market at Kasper's Plaza in Temescal. The goals of this collaboration are to provide fresh, local produce to the community, and to elevate and provide support to historically marginalized and underserved communities, specifically Black farmers in California. The farmers market will take place monthly, on second Saturdays through May 2022, when it will transition back to being held weekly through November 2022, for their Summer season. This event also provides programming and purpose to a central and historical Temescal landmark site (Kasper's Hot Dogs), which has been vacant for several decades. The TT BID will continue to facilitate the success, growth, and expansion of the Freedom Farmers Market in Temescal.

B. Cleaning/Maintenance/Security

Operations Director Joey Harrison oversees the cleaning and maintenance contract with Block-By-Block, and provides guidance to Operations Manager Jamar Leonard and the team of Cleaning Ambassadors. The team takes care of graffiti removal, power washing, removing stickers/posters/flyers, cleaning up auto glass, watering District planters, and litter collection. On the security front, the ambassadors increase our presence and engagement with the community, and to provide an additional layer of security during business hours. The team also staffs a hotline for District stakeholders, and reports local issues such as illegal dumping to OAK 3-1-1.

C. Community Engagement

Business Outreach Task Force

In early 2022, the BID decided to ramp up in-person outreach to local businesses and property owners, which had been difficult to carry out during the height of the COVID-19 pandemic. Volunteers from the TT BID Board worked with BID staff to determine a plan for conducting in-person outreach to stakeholders, with the goal of (1) increasing awareness of BID services and functions, (2) gathering feedback from stakeholders and (3) updating our business contact database.

Weekly Village of Love Pop-Up Care Village

The BID will continue its partnership with local nonprofit organization, The Village of Love, to provide a weekly pop-up care and resource village at Kasper's Plaza. This program began in April 2021, and served over 500 individuals in its first year. The pop-up provides clothes, food,

housing resources, information, and access to services, and is led by TTBID Operations Director Joey Harrison.

Community Engagement Pilot Program

Temescal BID Operations Manager and ambassadors engage with all members of the Temescal Community and provide a sense of hospitality, safety and assistance to deal with quality of life issues, as well as providing a welcoming presence and familiar face to neighbors. The ambassadors will also receive training on compassionately and respectfully interfacing with people experiencing homelessness and mental health issues, de-escalation training, and business relations. The Temescal BID Operations Director uses his years of experience and training, working with individuals experiencing mental health issues, substance abuse issues and homelessness.

Adopt-a-Planter Program

The TTBID has approximately 100 planters located throughout the District to enhance curb appeal and greenery at the street level. While our Ambassador team oversees the watering of these planters, TTBID Board member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful. In collaboration with BID staff, the Adopt-a-Planter Program launched a series of quarterly volunteer events, intended to bring neighbors together to refresh and maintain District planters. The event series launched in January 2022, and each quarter the volunteers focus on a different portion of the District: Upper Telegraph, Lower Telegraph, and 40th Street. Beyond the quarterly volunteer events, residents and businesses are encouraged to adopt a planter year-round.

Holiday Lights Program

The TTBID will continue its annual Holiday Lights Program, which offers free strands of holiday lights to TTBID businesses to display in their storefront windows. In 2021, 20 businesses signed up for and received free holiday lights from the BID to display in their windows for the duration of the holiday season.

Section 4: Estimated Costs for Providing Improvements and Services in 2022

See attached 2021-2023 Budget

Section 5: Method and basis for levying the assessment

In accordance with the TTBID Management Plan, “the proposed method and basic of levying the assessments to be levied against each property in the District are based on the lot size, building size, and linear frontage of properties located within the District.” (Management Plan, Page 2, Item 8). As outlined in the document, “a maximum 5% increase per year in the amount of the assessment on each property shall be allowable (Management Plan, Page 2, Item 10).

After voting to NOT increase tax assessments in FY 2021/2022, the TT BID Executive Board voted unanimously to recommend a 5% increase in tax assessments for FY 2022/2023. The vote took place during our October 2021 Executive meeting, and the recommendation was placed on the October 2021 Board Meeting Agenda for discussion and approval. The October Board meeting was well attended and the conversation resulted in the 5% increase being approved unanimously, with the exception of one abstention. In accordance with Brown Act Section 54954.6, the TT BID will provide written notice, via First Class mail, to all property owners within the District, in June 2022. The notice will include all fields outlined in the aforementioned section of the Brown Act, as well as an invitation to attend our Annual Meeting, and an invitation to complete our annual stakeholder survey.

Section 6: Surplus or Deficit for 2022 to be carried over from previous fiscal year

As outlined in the **attached budget**, the Surplus for FY 21/22 was \$5,001, which was added to our Cumulative Reserves from the previous year, bringing the total reserves to \$227,001. In FY 22/23, our surplus is estimated to be \$0, as a result of not increasing tax assessments this past year.

Section 7: The amount of any contribution to be made from sources other than BID assessments to be levied

The TT BID raised \$1,500 in sponsorships, plus \$1000 in-kind media sponsorship for Taste of Temescal 2022. We will be seeking event sponsorship for our upcoming Temescal Street Fair as well. Prior to her departure, Executive Director Shifra de Benedictis-Kessner applied for a \$16,000 Development Grant from the Kenneth Rainin Foundation to conduct a feasibility study for a permanent art installation at Kasper's Plaza. The project is titled "Temescal Illumination Project: Exploring the History of the Black Panther Party in Temescal", and is fiscally sponsored by the Huey P. Newton Foundation. We received notice in early 2022 that the grant had been awarded to our proposed project, and the funds have been dispersed to our fiscal sponsor, the Huey P. Newton Foundation, as we plan next steps for this project.