



Temescal Telegraph Business Improvement District

Annual Report 2021

**TEMESCAL
TELEGRAPH**
BUSINESS IMPROVEMENT DISTRICT

Introductions: **TTBID Staff**



Katie Larson

Executive Director

katie@temescaldistrict.org



Joey Harrison

Director of Operations

joey@temescaldistrict.org

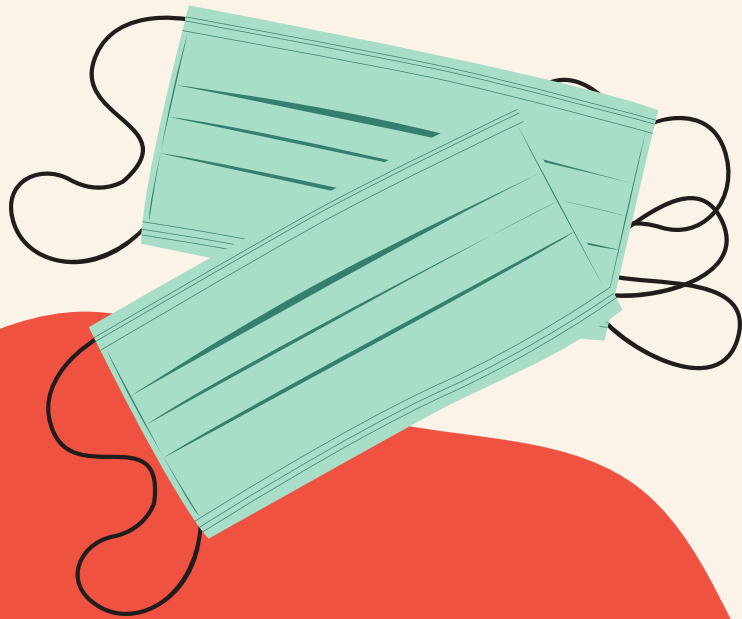


Jaymee Rayford

Marketing & Program Assistant

jaymee@temescaldistrict.org

2021 RECAP: CHALLENGES & ACCOMPLISHMENTS



YEAR 2 OF THE COVID-19 PANDEMIC

CHANGING STATE & COUNTY REGULATIONS

BUSINESS & DINING RESTRICTIONS

NEW COVID VARIANTS & SURGES

GLOBAL SUPPLY CHAIN CHALLENGES

20+ NEW BUSINESS OPENINGS

APERTURE OPTIX

BIG HOUSE BEANS

BLEU HONEY BEAUTY BAR

CULT BUREAU

DAYTRIP

DEBONAIR HAIR STUDIO

DON BLANC KOREAN BBQ

ER REAL ESTATE GROUP

KAARI BRAID STUDIO

LA DOLCE VITA BAKERY & DELI

OLD SALT MERCHANTS

SLANT VINTAGE

SNAIL BAR

TAILOR IT! BY GABRIEL ESCOBAR

TANNERY ON TELEGRAPH

TELEGRAPH MINI MARKET

TEMESCAL FITNESS & MOVEMENT

UNDERSTORY

WHOLE FOODS MARKET

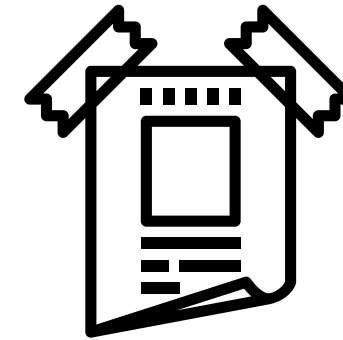
2021 RECAP: CLEANING & HOSPITALITY ACCOMPLISHMENTS



3 Person Team
120 Hours a Week
5 Miles of Sidewalks



2,491
Graffiti Removal



1,223
Stickers Posters & Flyers Removed



1,201
Bags of Garbage



2,848
Logged Resident Contacts



2,320
Planters Watered



115
Broken Auto Glass Clean-Up



276
Power Washing Hours

Going into 2021, our 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 reflected those categories directly!

2021 Recap: PROMOTION

2021 EVENT SCHEDULE

11th Annual Taste of Temescal: May 18th

1

Temescal Wellness Week: June 2021

2

Temescal Summer Spa Promotion: July 2021

3

Picnic on Telegraph: August 20th

4

Picnic on Telegraph: October 17th

HEAD WEST Holiday Marketplace: December 4th

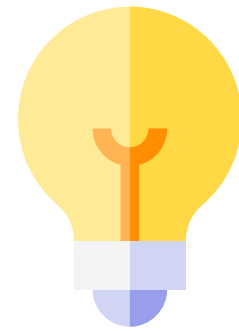
2021 RECAP: COMMUNITY ENGAGEMENT & CAPITAL IMPROVEMENTS

Community Engagement Pilot Program



Temescal BID Operations staff 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.

Pedestrian Lights Installation



BID secured funding for the installation of 10 additional pedestrian lights to enhance safety and visibility. Since 2004 the TTBID has overseen the installation of more than 100 pedestrian lights throughout the District.

Weekly Pop-Up Care & Resource Village



Partnered with Village of Love to provide a weekly resource village for unsheltered individuals at Kasper's Plaza. In 2021, this program provided food, clothing, and resources to ~560 men, women, and children, as well as 127 hot showers to people in need.

Adopt-a-Planter Program



Board Member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful throughout the year.

Holiday Lights Program



BID offers free strands of holiday lights to local businesses to display in their storefront window displays. 20 businesses signed up and received free holiday lights from the BID to display for the duration of the holiday season.

2021 RECAP: COMMUNITY ENGAGEMENT PT. II

Freedom Farmer's Market



July 2021 - TTBDID launched a weekly farmers market in Kasper's Plaza in partnership with Farms to Grow, a local nonprofit organization. FTG developed Freedom Farmers Market to specifically highlight Black Californian farmers, and provide them a regular marketplace to sell their produce and support their businesses. In November, FTG switched to hosting a monthly market on Second Saturdays the winter season. FTG regularly provides community programming alongside the farmers market, with past events including film screenings, chess tournaments, speaker panels, and other family-friendly programming.



2021 RECAP: DIGITAL MARKETING



6,462 Followers (+2,993 since 2021)



3,947 Followers (+400 since 2021)



3,964 Followers (+59 since 2021)



3,899 Contacts (+163 since 2021)

Link to sign up for eNews:

<https://bit.ly/ttbidnews>



TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

City of Oakland Adopts Emergency COVID-19 Vaccine Ordinance



CITY OF OAKLAND

Oakland City Council adopted an emergency ordinance requiring all patrons 12+ show proof of vaccination beginning February 1st, 2022. The mandate takes effect at public indoor locations where food and drinks are served, entertainment venues, gyms, and more. A full list of affected businesses can be found [here](#).

FAQs, protocol template for businesses and other details at: www.oaklandca.gov/VaxOrdinance.

Temescal BID, Board Members, and Volunteers Come Together Beautify Telegraph



On January 29th, a team of BID staff and board members organized a Planter Refresh Volunteer Day event along Telegraph Avenue. An incredible group of 30+ volunteers signed up in advance, and another 10 or so neighbors joined day-of. Board member and local business owner Jordie Bornstein also re-launched the Adopt-a-Planter program, which allows residents and local businesses to adopt and maintain of the 100+ planters in Temescal. The next event will be a Planter Refresh Day for Upper Telegraph in April, followed by one along 40th Street in July.

Email Jordie@urbanhabitat510.com to get involved or adopt a planter!

New Marketing & Program Assistant at TTBD



Join us in welcoming Jaymee Rayford our new Marketing and Programs Assistant. Jaymee is an Oakland native whose local expertise and authentic love for the district make her an incredible addition to the BID staff. Jaymee previously worked with [Visit Oakland](#), and has been creating innovative campaigns to promote small business since 2017. She's excited to share her knowledge and experience and looks forward to connecting with all of our amazing partners.

Connect with Jaymee and welcome her to the District at jaymee@temescaldistrict.org



temescaldistrict

Edit Profile

943 posts 6,531 followers 401 following

Temescal District
Neighborhood

Temescal is a vibrant neighborhood, full of innovative & diverse people creating small independent thoughtfully-curated shops, restaurants & services
linktr.ee/temescaldist



DINE



SHOP



REPAVE

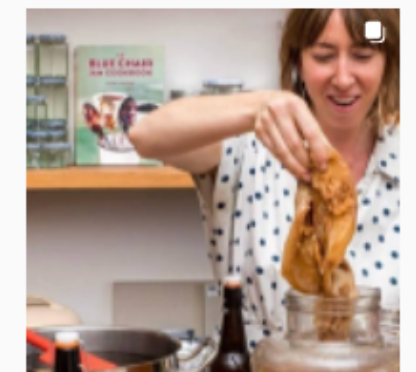
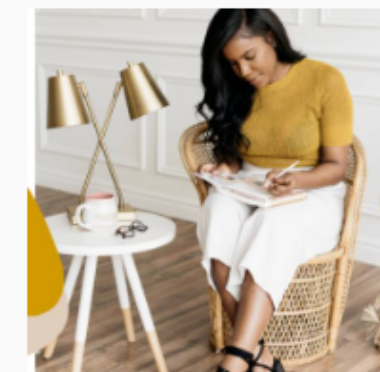
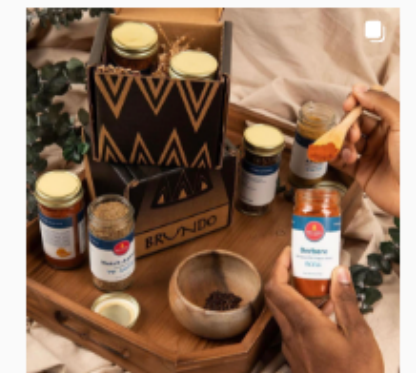
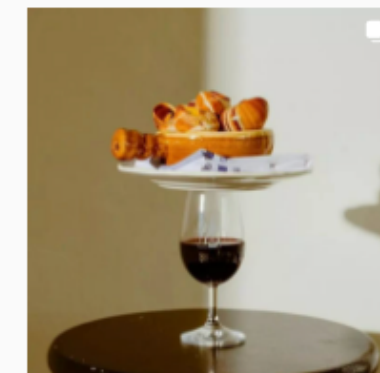
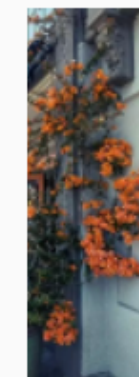
POSTS

REELS

VIDEOS

SAVED

TAGGED



2021 RECAP: FINANCIALS

TTBID BALANCE SHEET AS OF 12/31/21

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 Comm Bank of The Bay-ck- 5579	51,829.33
1006 Comm Bank of The Bay-MM- 5077	184,328.68
1007 Comm Bank of The Bay -loan-6189	15,891.02
1008 Temescal Street Fair Bank Account	2,130.05
1010 Paypal	-725.20
Bank of the West	0.00
Total Bank Accounts	\$253,453.88
Accounts Receivable	
1110 Accounts receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
1299 Undeposited Funds	0.00
1450 Prepaid expenses	0.00
AMT DUE FM GRANTS	0.00
FRANCHISE TAX REFUND	0.00
Pedestrian Lighting	0.00
Security Deposit	750.00
Uncategorized Asset	0.00
Total Other Current Assets	\$750.00
Total Current Assets	\$254,203.88
TOTAL ASSETS	\$254,203.88

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2111 Direct Deposit Liabilities	0.00
2210 Customer Deposits	0.00
Charges to be refunded	0.00
Deposit for Benches	0.00
Direct Deposit Payable	0.00
Payroll Liabilities	0.00
CA PIT / SDI	0.00
CA SUI / ETT	120.20
Federal Taxes (941/944)	0.00
Federal Unemployment (940)	0.00
Total Payroll Liabilities	120.20
PPP Loan	21,209.70
Total Other Current Liabilities	\$21,329.90
Total Current Liabilities	\$21,329.90
Long-Term Liabilities	
Community Bank Loan	316,349.22
One PacificCoast Bank- Loan	0.00
Total Long-Term Liabilities	\$316,349.22
Total Liabilities	\$337,679.12
Equity	
3010 Fund Balance	-221,586.66
Net Income	138,111.42
Total Equity	\$ -83,475.24
TOTAL LIABILITIES AND EQUITY	\$254,203.88

PRESENTED BY:
EMIL PEINERT, *TREASURER*

TEMESCAL
TELEGRAPH
BUSINESS IMPROVEMENT DISTRICT

2021 RECAP: FINANCIALS

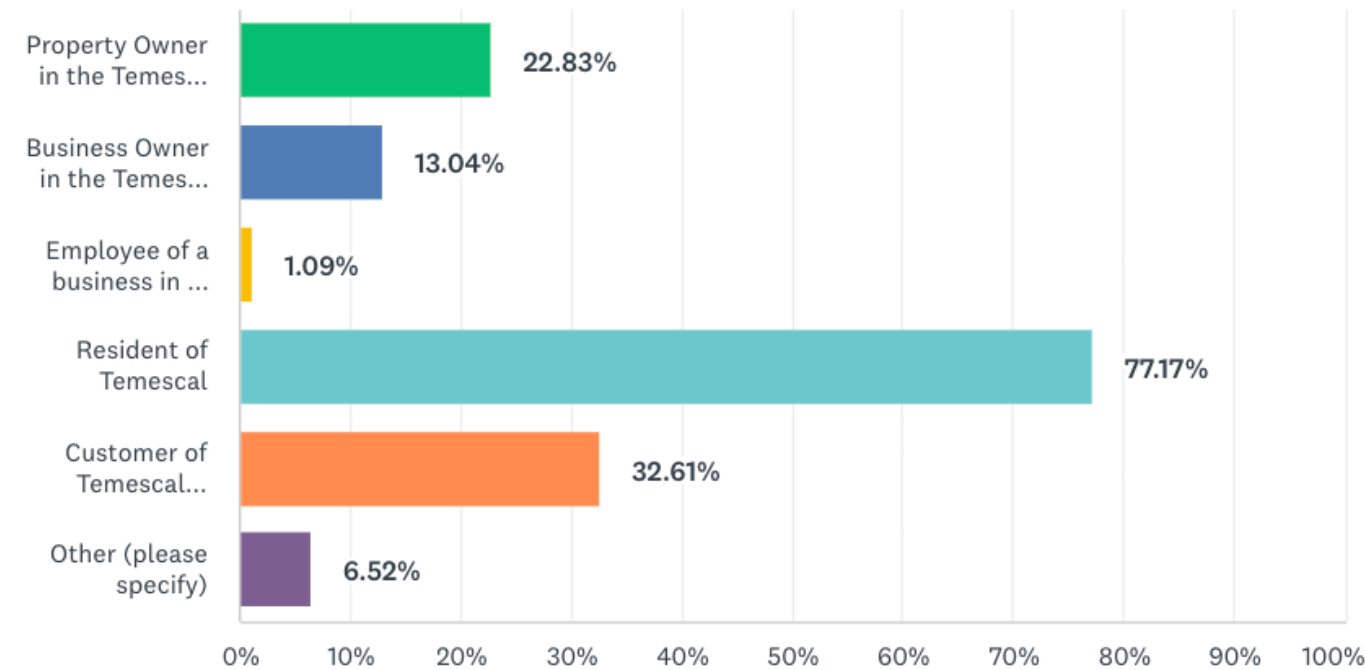
TTBID BUDGET VS. ACTUALS

	Actual	Budget	over Budget					
Income				Website, Logo, Walking Map, Dining & Shopping Guide	2,478.97	4,874.00	-2,395.03	
BID Assessments	668,546.28	662,731.00	5,815.28	Total 200 Mktng & Identity Enhancement	\$ 138,167.18	\$ 170,051.00	-\$ 31,883.82	
Contingency Revenue	0.00	34,880.00	-34,880.00	300 Admin & Corp Operations	0.00	0.00	0.00	
Interest Income	389.00	0.00	389.00	BID Storage Container	2,271.21	2,443.00	-171.79	
Picnic on Telegraph Income	17,375.00	4,000.00	13,375.00	Food for Meetings	525.77	931.00	-405.23	
Taste of Temescal	30,581.07	32,000.00	-1,418.93	Insurance	2,534.52	3,309.00	-774.48	
Temescal Wellness Week	0.00	1,501.00	-1,501.00	Legal & Accounting	5,954.13	8,276.00	-2,321.87	
Total Income	\$ 716,891.35	\$ 735,112.00	-\$ 18,220.65	Office	0.00	0.00	0.00	
Gross Profit	\$ 716,891.35	\$ 735,112.00	-\$ 18,220.65	Bank Charges	128.38	0.00	128.38	
Expenses				Office Programs	4,404.17	0.00	4,404.17	
100 PROWSO	0.00	0.00	0.00	Parking/Travel	200.61	0.00	200.61	
40th St Median Maintenance	1,350.00	4,050.00	-2,700.00	Printing	21.06	0.00	21.06	
Cleaning/maintenance contract	255,160.25	263,561.00	-8,400.75	Supplies	288.69	3,105.00	-2,816.31	
Homeless Services Support Center (Village of Love)	5,000.00	5,000.00	0.00	Total Office	\$ 5,042.91	\$ 3,105.00	\$ 1,937.91	
Ped Light Capital Reserves	0.00	39,000.00	-39,000.00	Phone, Internet & Utilities	1,298.25	1,350.00	-51.75	
PR1 - Executive Director Fees	20,683.33	20,905.00	-221.67	PR1 -Executive Director Fees	61,065.21	63,719.00	-2,653.79	
PR2 - Operations Director	2,879.43	0.00	2,879.43	PR2- Admin Assistant	8,413.86	12,200.00	-3,786.14	
PROWSO Ped Lighting Debt Service	11,945.56	81,004.00	-69,058.44	Professional Development	2,830.91	1,655.00	1,175.91	
Trash Can Door Maintenance	165.13	3,501.00	-3,335.87	Rent	12,762.93	13,175.00	-412.07	
Upper Telegraph Planters	688.88	3,000.00	-2,311.12	Total 300 Admin & Corp Operations	\$ 102,699.70	\$ 110,163.00	-\$ 7,463.30	
Total 100 PROWSO	\$ 297,872.58	\$ 420,021.00	-\$ 122,148.42	400 Contingency Expenditures	0.00	0.00	0.00	
200 Mktng & Identity Enhancement	0.00	0.00	0.00	Contingency Expenditure Not Allocated	0.00	34,880.00	-34,880.00	
Art Support	699.25	2,701.00	-2,001.75	Total 400 Contingency Expenditures	\$ 0.00	\$ 34,880.00	-\$ 34,880.00	
Artistic Trash Cans	167.87	0.00	167.87	Discretionary Spending	32.85	0.00	32.85	
Cross- Telegraph Banner	2,794.98	3,074.00	-279.02	Payroll Expenses	0.00	0.00	0.00	
Executive Directors Fees	16,743.63	16,923.00	-179.37	Taxes	0.02	0.00	0.02	
Farmers Market	2,388.24	0.00	2,388.24	Wages	0.00	0.00	0.00	
Halloween Event	0.00	276.00	-276.00	Total Payroll Expenses	\$ 0.02	\$ 0.00	\$ 0.02	
Holiday Decorations	0.00	518.00	-518.00	Reimbursements	0.00	0.00	0.00	
Holiday Event	1,153.18	1,376.00	-222.82	Total Expenses	\$ 538,772.33	\$ 735,115.00	-\$ 196,342.67	
Mktng Ped Lighting Debt Service	7,627.69	41,899.00	-34,271.31	Net Operating Income	\$ 178,119.02	-\$ 3.00	\$ 178,122.02	
New Pole Banner	9,972.63	10,000.00	-27.37	Other Income				
Online Marketing Support & Ads	19.89	1,200.00	-1,180.11	Pedestrian Lights Income	133,000.00	0.00	133,000.00	
Ped lights 51st Aileen	10,106.94	0.00	10,106.94	Total Other Income	\$ 133,000.00	\$ 0.00	\$ 133,000.00	
Pedestrian Plaza Improvements	0.00	1,501.00	-1,501.00	Other Expenses				
Picnic on Telegraph	12,542.71	7,451.00	5,091.71	Ped Lights 51st Aileen Reserves	173,007.60	0.00	173,007.60	
PR2 - Admin Assistant	33,655.68	37,856.00	-4,200.32	Total Other Expenses	\$ 173,007.60	\$ 0.00	\$ 173,007.60	
Printing	32.12	0.00	32.12	Net Other Income	-\$ 40,007.60	\$ 0.00	-\$ 40,007.60	
Taste of Temescal	37,274.41	37,501.00	-226.59	Net Income	\$ 138,111.42	-\$ 3.00	\$ 138,114.42	
Temescal Spa Day Promotion	300.00	400.00	-100.00					
Temescal Wellness Week	208.99	2,501.00	-2,292.01					

2022 ANNUAL STAKEHOLDER SURVEY RESULTS

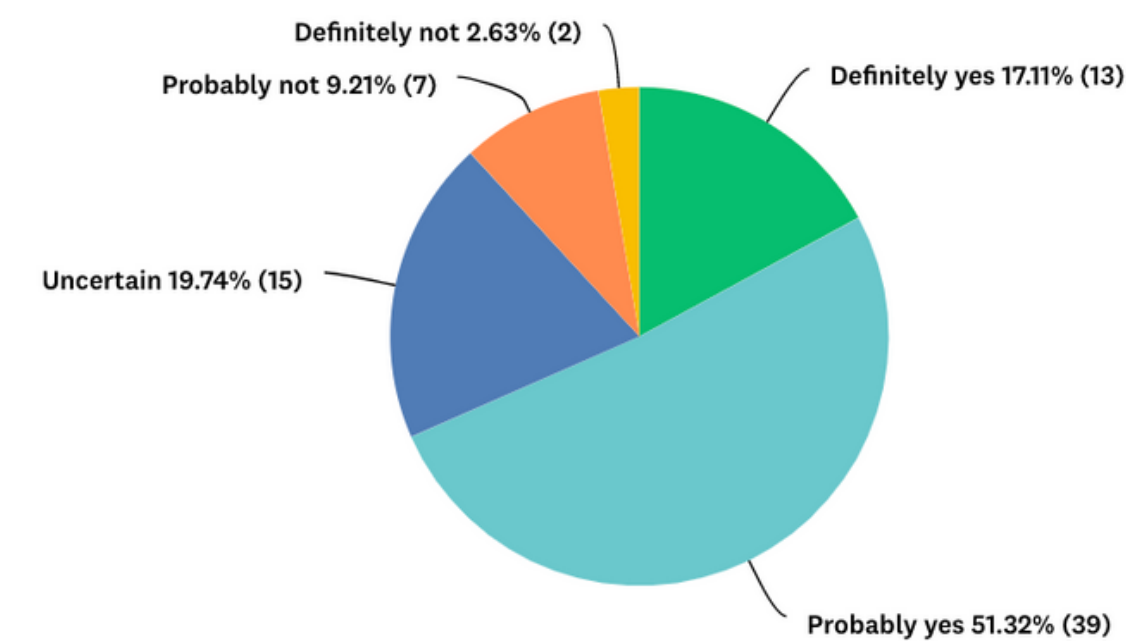
Please identify your affiliation with the Temescal District:

Answered: 92 Skipped: 0



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

Answered: 76 Skipped: 16



IS TEMESCAL HEADED IN THE RIGHT DIRECTION?

2022

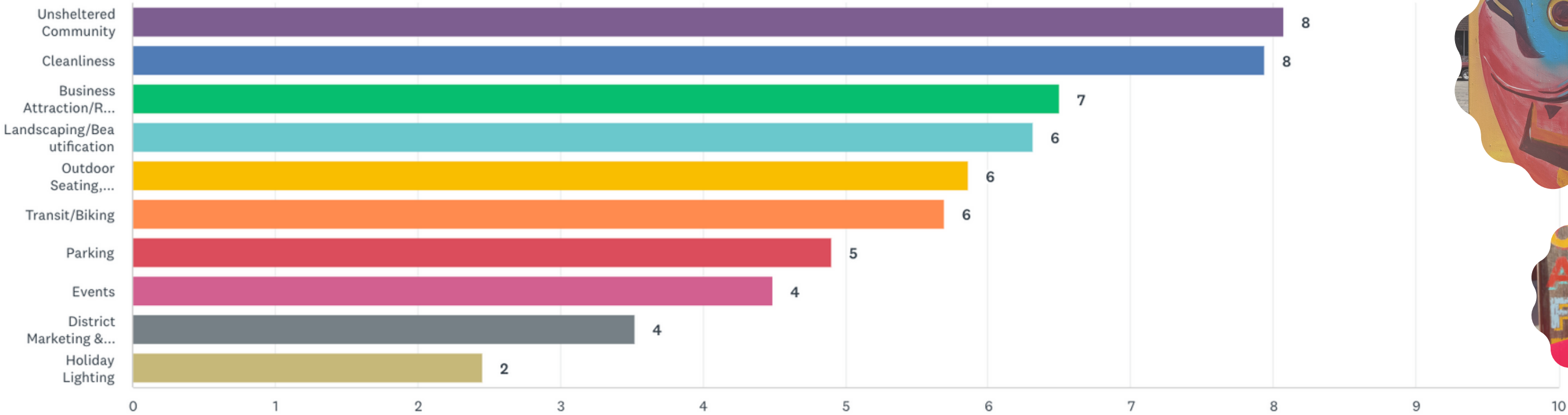
👍 YES - 68%

👎 NO - 12%

? UNSURE - 20%

How would you rank the following priorities that need to be addressed by the Temescal Telegraph BID?

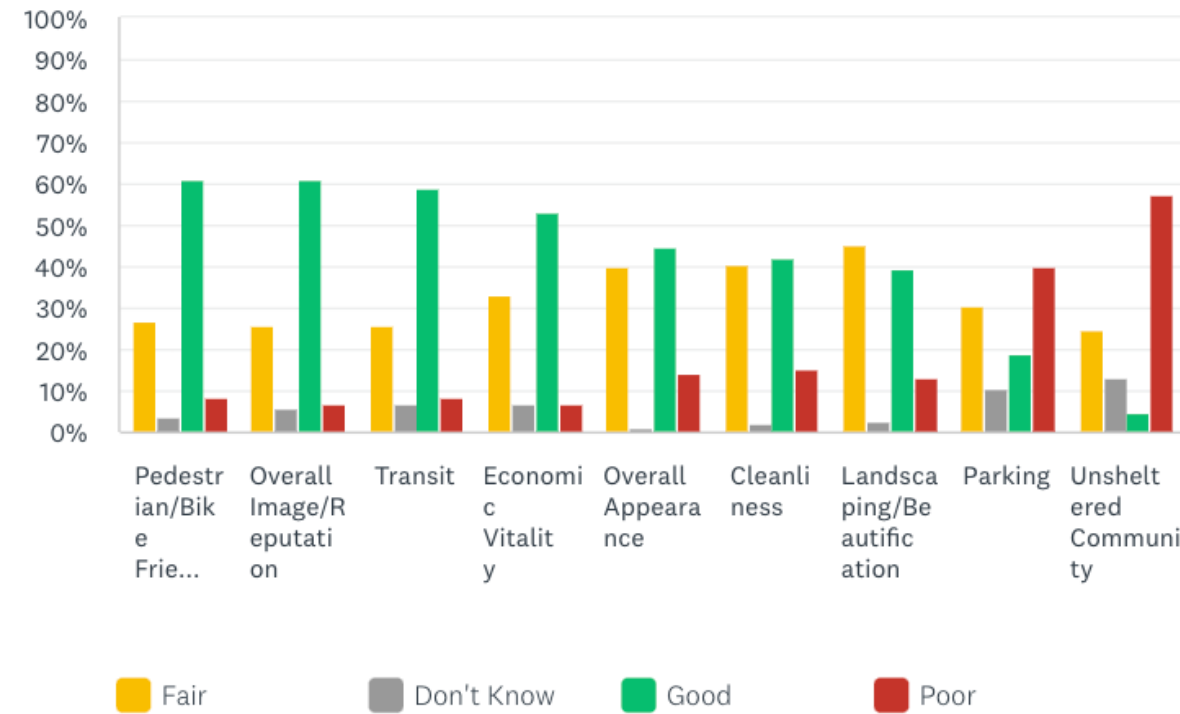
Answered: 76 Skipped: 16



2022 ANNUAL STAKEHOLDER SURVEY RESULTS

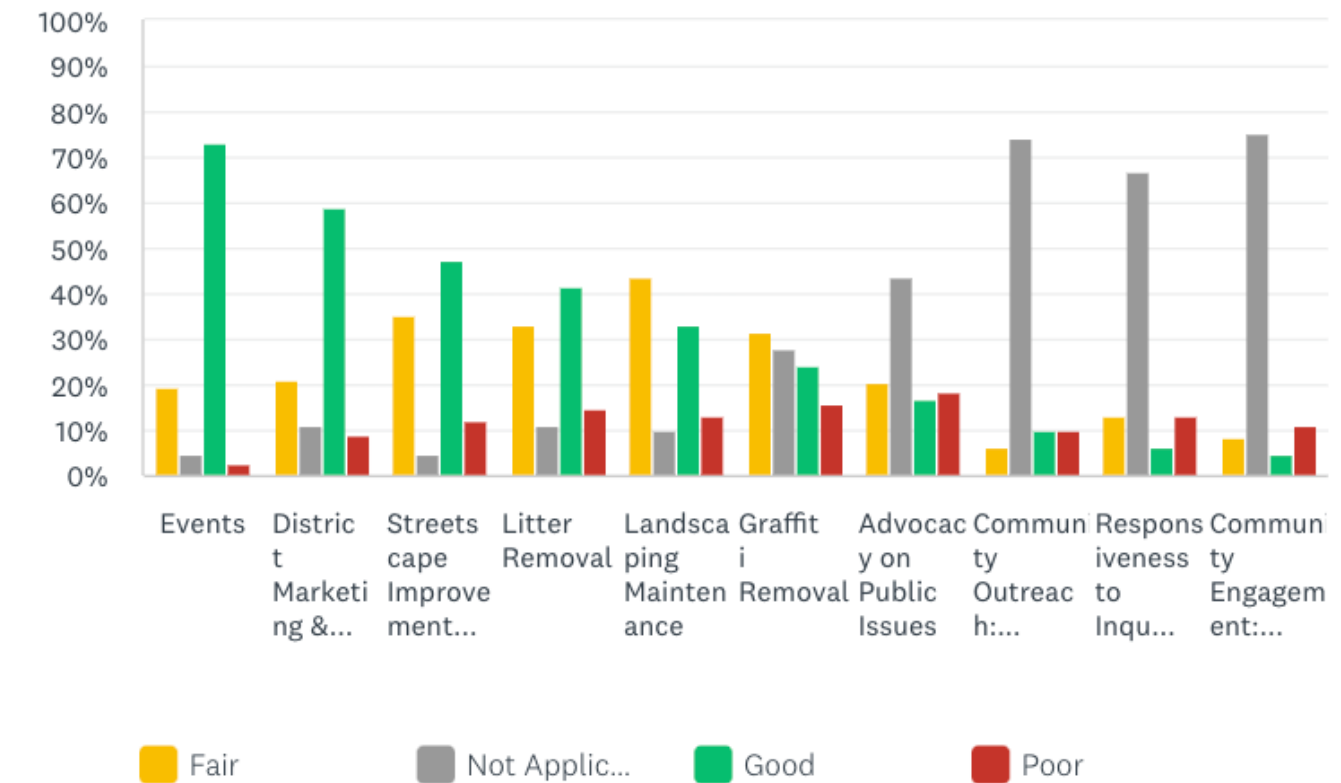
How would you rate these Temescal District characteristics?

Answered: 86 Skipped: 6



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

Answered: 83 Skipped: 9



Word Frequency Cloud Generated from All Suggested 2022 Improvements

removed broken glass make bollards need Garbage Telegraph
 bike lane street 40th business Telegraph Avenue parking new
 sidewalk

2022 EVENTS



12 Annual Taste of Temescal: Tuesday, March 29

In 2022, we put on the largest Taste of Temescal yet, with the goal of promoting food service businesses in the District. This year's event sold out the 600 available tickets and raised over \$15K for local schools and nonprofit organizations.

Temescal Street Fair: Sunday, June 12

Temescal Street Fair, our street festivals and community events, has been on hiatus since 2019 due to the COVID-19 pandemic. After two years, the TTBD is excited to bring back the Temescal Street Fair in 2022. More information coming soon!

Temescal Trick-or-Treat: Monday, October 31

This event encourages locals and visitors alike to bring their children Trick-or-Treating throughout the District, The BID also hosts a costume contest, family-friendly programming, and will install temporary festive decor.

HEAD WEST Holiday Market: Saturday, December 3

The TTBD will host the second annual HEAD WEST Holiday Marketplace on 49th Street between Telegraph and Webster. HEAD WEST will offer discounted booth rates for Temescal businesses, in an effort to specifically highlight the many small businesses and retail in Temescal.

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.



2022 PLANS



Temescal Illumination Project: Exploring the History of the Black Panther Party in Temescal

The TTBID was recently awarded 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 is fiscally sponsored by the **Dr. Huey P. Newton Foundation**. The project aims to highlight history, roots, and contributions of the Black Panther Party in Temescal, and will feature panel discussions, community events, and collaborations with local artists.



SCAN ME

New Business Outreach Task Force

The TTBID is committed to increasing our communication with and constantly improving our service of businesses and stakeholders in the Temescal District. This year, we have established a special task force dedicated to conducting in-person and virtual outreach to update our contact database and gather feedback. **Scan the QR code** on this screen to **make sure we have the most up-to-date contact information for you and your business!**

PARTICIPATE IN THE TTBD!

BECOMING A COMMITTEE MEMBER

- Attend **3 meetings within 6 months** to vote
- If interested in participating but facing barriers to participation (language, child care, time of meetings, etc.), please let us know and we'll try to accommodate you.

BECOMING A BOARD DIRECTOR

Interested persons must attend at least **3 committee meetings, and 2 board meetings.**
No financial requirement to participate.

EMAIL
KATIE@TEMESCALDISTRICT.ORG
TO SIGN UP TO RECEIVE MONTHLY
REMINDERS AND MEETING
AGENDAS!

TTBD Board

Meets 4th Wednesday at 6pm

Promotion/Safety Committee

Meets 1st Wednesday at 9:30am

Design/Economic Development

(DE/ED) Committee

Meets 3rd Thursday at 4:30pm,

Executive Committee

Meets 2nd Tuesday at 5pm



Temescal Telegraph Business Improvement District

Annual Meeting 2022

Questions & Answers

**TEMESCAL
TELEGRAPH**
BUSINESS IMPROVEMENT DISTRICT