

# TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

## **2023 Annual Report** **Temescal Telegraph Business Improvement District** Oakland, California

Prepared by Katie Larson  
Executive Director, TTBD  
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### OVERVIEW:

The Temescal Telegraph Business Improvement District (TTBD)'s mission is to create, promote, and nurture an engaging destination for Bay Area residents, workers, and visitors to experience Oakland's Temescal District. We do so through strengthening our thriving economic base of both longtime and new businesses, celebrating the diverse cultures of the District, promoting its events, and enhancing Temescal Telegraph's physical environment and public safety. The TTBD is guided by a Board of Directors and three committees: (1) Promotion & Safety, (2) Design & Economic Development, and (3) the Executive Committee. All meetings convene monthly at Temescal Works (490 43rd Street) and have a Zoom option. All Board and committee meetings are open to the public. In 2022, Executive Director Katie Larson brought on Jaymee Rayford as the BID's Marketing & Program Assistant. Joey Harrison serves as the BID's Director of Operations, and Jamar Leonard is the Operations Manager. Jamar oversees two Street Ambassadors.

## 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 2022

### *a. 2022 Events & Advertising Campaigns*

#### **12th Annual Taste of Temescal: Tuesday, March 29th**

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 event took place on Tuesday, March 29th from 6-9pm, and featured a street closure along Telegraph between 40th and 51st St. Tri Cal was contracted to carry out the street closure, Event Magic provided furniture rentals, and VMA provided security guards. Live music was featured throughout the event. Total revenue from ticket sales was \$31,227 for 600 tickets. Proceeds were donated to Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. UCSF Children's Hospital, The Oaklandside, and Waste Management sponsored the event.

#### **17th Annual Temescal Street Fair: Sunday, June 12**

The 17th Annual Temescal Street Fair (TSF) was held on Sunday, June 12, following a two-year hiatus due to the COVID-19 pandemic. With the endorsement of the Promo/Safety Committee, BID staff produced TSF in-house for the first time in over 15 years, which resulted in significant savings. Other major changes that were implemented into the existing TSF model were to (1) prohibit outside food vendors, to encourage patronage of TTBID restaurants in the vicinity, (2) to provide free space at the event to any and all interested TTBID businesses, and (3) reduce the amount of outside vendors, to encourage patronage of (and decrease competition for) TTBID Retail businesses. These three decisions were made with the unifying intention of ensuring that TSF was beneficial to TTBID businesses first and foremost. Katie developed an interactive event map, which was printed onto event signage, and allowed her to track its usage. In turn, this provided a new and effective gauge of event attendance, as the QR code was scanned over 5,000 times over the course of the day. Katie brought in \$12,000 in event sponsors, with Park Day School, UCSF Benioff Children's Hospital, and The Village of Love coming in as Presenting Sponsors. Root'd in the 510, Temescal Brewing, The Skylyne, MacArthur Commons, Canventa Life Sciences, The Oaklandside, and Temescal Works also sponsored the event. Oakland

Venue Management was brought in to coordinate the stages, sound, and rentals for the event, and Katie contracted TC rentals to carry out the street closure.

### **Temescal Roots Project (ongoing)**

In 2022, the Temescal Roots Project received a grant from the Kenneth Rainin Foundation to develop a concept for an art installation at Kasper's Plaza that will honor the roots and legacy of the Black Panther Party in Temescal and North Oakland. The project is a partnership between the TTBID and Made in Color, with the Dr. Huey P. Newton Foundation serving as a fiscal sponsor and guiding force. Together the Temescal Roots Project (TRP) team hosted a kickoff event, three public "Community Conversations", and posted a Call for Artists. The Kenneth Rainin Foundation grant allowed the BID to make all the events free and open to the public, to maximize community participation and input.

### **Temescal Trick-or-Treat: Sunday, October 30th**

Temescal Trick-or-Treat returned on Sunday, October 30th, and invited all Temescal businesses to participate in this beloved event for the first time since 2019. A total of 25 businesses signed up to formally participate, and several more joined in over the course of Halloween weekend. Katie produced an interactive map that received over 500 views. The event was an overall success based on attendance, business participation, and website traffic.

### **Freedom Farmers Market (recurring)**

In partnership with Farms to Grow, the TTBID has hosted Freedom Farmers Market in Kasper's Plaza on a monthly (Winter season) and weekly (Summer season) basis. Freedom Farmers Market centers around Black farmers and supporting their businesses, as well as lifting up farmers from other minority groups, and provides access to fresh, organic produce to the local Temescal community. The BID has funded the required ADA-compliant restroom on-site year round, and supported the market via online marketing and social media promotions.

### **HEAD WEST Holiday Market: Saturday, December 3rd**

HEAD WEST Holiday Market returned for a second year in Temescal on Saturday, December 3rd. Katie secured all necessary permits from the Fire Department and City Special Events, and petitioned the surrounding residences and business to notify them of the 12 hour street closure on 49th Street. The event took place, despite heavy rain, and saw significantly reduced foot traffic as a result of the poor weather conditions.

#### *b. Cleaning/Maintenance/Security Services*

In 2022, 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. Jamar Leonard, Operations Manager, supervises Block By Block operations in the District. In total, the Ambassador team removed 1,611 instances of graffiti and 1,372 stickers/posters/flyers from

public spaces in Temescal. Additionally, they cleaned up 560 instances of broken auto glass, provided 115 hours of power washing, and watered 967 planters over the course of 2022. Trash collection totalled 2,359 bags, and Ambassadors made contact with residents and stakeholders in the District approximately 2,063 times. The team received a total of 408 calls to the Ambassador Hotline in 2022. On the security front, we added an ambassador to increase our presence and engagement with the community during the holiday season, and to provide an additional layer of security during business hours.

### *c. Community Engagement*

#### **Pop-up events at Kasper's Plaza (multiple dates)**

The BID used the pedestrian plaza space at 45th and Telegraph to co-host a series of community events, in partnership with local businesses who could make use of the centrally located outdoor space. These events ranged from clothing swaps, gardening equipment exchanges, toy and costume giveaways, and more. The plaza also served as the location for volunteer events, such as the Adopt-a-Planter volunteer days.

#### **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 TTBDID 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, TTBDID Board member Jordie Bornstein spearheaded an organized effort to revive the planters and encourage community participation to keep them looking fresh and beautiful. Jordie worked to encourage local businesses and neighbors to adopt individual planters and handle planting, weeding, and upkeep in between Ambassadors watering them. The program launched with a Volunteer Planting Day in January and continued quarterly throughout the year, with each event tending to a different area within the District.

#### **Holiday Lights Program**

The TTBDID continued its annual Holiday Lights Program, which offers free strands of holiday lights to TTBDID 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.

### **Community Safety & Crime Prevention Roundtables**

In response to rising crime rates across the Bay Area, and spurred by interest from our Promotions/Safety Committee members, the BID began hosting and organizing a series of Community Safety & Crime Prevention Roundtable events. These discussions brought together local TTBD stakeholders, business owners, property owners, residents, and local officials together to share their experiences and voice their concerns. Councilmember Dan Kalb attended the first two of these events, along with some of his staff. Representatives from Oakland Police Department attended the second conversation, which was held via Zoom. Community members expressed appreciation for the BID's effort to bring attention to safety issues and facilitate productive dialogue with local officials.

### **Deescalation Training Workshop**

Operations Director Joey Harrison hosted a de-escalation training workshop for local businesses and community members in September 2022. The meeting was well attended and many businesses requested 1:1 follow up training for their employees.

### **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 TTBD 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. This informal task force has focused on door-to-door canvassing and direct outreach to business and property owners.

## **Section 3: Improvements and activities to be provided for 2023**

### *a. 2023 Events Schedule:*

#### **Community Clean-up Event: Earth Day 2023**

On April 22, the TTBD will be partnering with UCSF Children's Hospital and the Mayor's office to host an Earth Day Clean Up in Temescal. TTBD Operations Director Joey Harrison will speak at the event and help lead volunteers through parts of the District, cleaning up rubbish and litter to support a healthy, clean environment. Joey will also apply his years of experience in the field, by advising volunteers and organizers on proper safety protocols for dealing with potential needles and other hazardous materials they may encounter.

#### **Taste of Temescal: Autumn (date TBD)**

Due to an upcoming change in BID staffing, the Board has voted to postpone Taste of Temescal 2023, which had been scheduled for mid-April. The event is still set to take

place this year, but will likely occur in late Summer, once the new Executive Director is in place. This annual event is a culinary crawl spanning 11 blocks of Telegraph Avenue, introducing attendees to dozens of local restaurants, new and old. The event also raises over \$30,000 annually in ticket sales, which is donated to local schools and nonprofit organizations.

### **Temescal Roots Project**

Temescal Roots Project is pivoting into the Artist Call and Selection phase of development. In early 2023, the RFQ for the project was posted, and in March, a panel will meet to review applications and select semi finalists to further develop their ideas. There will be interview conducted by the panelists with finalists, and the final round of selection will include a public community feedback event on-site in the Plaza. Once an artist is selected, the BID hopes to secure funding to carry out the actual installation of the public art piece, which will honor the legacy and roots of the Black Panther Party in Temescal.

### **Temescal Trick-or-Treat: Date TBD**

Temescal Trick-or-Treat will return in 2023, encouraging 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 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.

### **Freedom Farmers Market**

Freedom Farmers Market is set to return with their weekly Saturday Farmers Markets in Kaspers Plaza for their Summer 2023 season. The Winter 2022/23 season was cut short due to crop failures and other environmental challenges to the historically Black farmers that the market supports.

### **Holiday Lights Program**

The TT BID will continue its annual Holiday Lights Program, which offers free strands of holiday lights to TT BID businesses to display in their storefront windows. In 2022, 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, and several opted to keep the lights up longer, citing their positive impact.

#### *b. Cleaning/Maintenance/Security Services*

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**

The Business Outreach Task Force plans to continue their work of direct outreach to TT BID business and property owners, and ramp up efforts in alignment with the BID's upcoming renewal in 2024. This task force is primarily composed of TT BID Board and committee members, who volunteer time to canvas the district and conduct digital and in-person outreach to connect with stakeholders. The task force has also been involved with the planning and recruitment of attendees for the BID's Community Safety Conversations, which began in 2022.

**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 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. This program also includes a public hotline that goes directly to the BID Operations Manager, who can dispatch Ambassadors as needed to tend to urgent, non-emergency situations that require cleaning or de-escalation support.

**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 continues to spearhead an organized effort to refresh the planters and encourage community participation to help maintain healthy, thriving greenery. Jordie works to encourage local businesses and neighbors to adopt individual planters and handle planting, weeding, and upkeep in between Ambassadors watering them. The program hopes to continue quarterly Volunteer Days throughout the year, with each event tending to a different area within the District.

**Pop-up Events at Kasper's Plaza**

The BID will use the pedestrian plaza space at 45th and Telegraph to co-host a series of community events, in partnership with local businesses who can make use of the

centrally located outdoor space. These events include community swaps, giveaways, and other engaging and family friendly programming.

### **Community Safety & Crime Prevention Roundtables**

These events were developed in response to rising crime rates across the Bay Area, and spurred by interest from our Promotions/Safety Committee members. The BID began hosting and organizing a series of Community Safety & Crime Prevention Roundtable events in 2022, and has continued these events into the new year. These discussions bring together local TT BID stakeholders, business owners, property owners, residents, and local officials together to share their experiences and voice their concerns. In March, the BID's Business Outreach Task Force proposed hosting an "internal" version of these discussions, which meant inviting the same stakeholders to share and discuss their needs and experiences without City or Police officials present. The group plans to follow this conversation with another public event, which will have City and Police officials present, now that a list of immediate needs and concerns has been developed. Community members have expressed appreciation for the BID's effort to bring attention to safety issues and facilitate productive dialogue with local officials.

### **Deescalation Training Workshops**

Operations Director Joey Harrison intends to bring these free de-escalation training sessions back to a quarterly occurrence in 2023. The BID invites all business owners, staff, property owners, and residents to attend these free workshops to learn vital skills for de-escalating and navigating difficult situations, such as encounters with individuals experiencing mental health crises or disruption of their business operations. Joey uses a combination of role playing, informational handouts, and sharing his own experiences to teach community members best practices for complex situations that arise.

### **2024 BID Renewal Process & Outreach**

The TT BID's 10-year term is set to expire in December 2024, so the Board and staff are beginning the process of renewal. This process will include the selection of an engineering firm to guide the process, and provide an opportunity to revise various fixed aspects of the organization, such as boundaries, services, and the equation used to calculate BID assessment amounts for property owners.

## **Section 4: Estimated Costs for Providing Improvements and Services in 2023**

Attached: 2023 Budget

## **Section 5: Method and basis for levying the assessment**

In accordance with the TT BID 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). **See attached Management Plan for reference.**

The TT BID Board voted in favor of a 4% increase in tax assessments for FY 2023/2024. The vote took place at the March 2023 board meeting. Board members cited inflation and rising costs as need for the increase, but reduced the amount to 4% in acknowledgement of current economic challenges. All board members present at the meeting voted in favor of this increase except for one, who opposed. 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 April 2023. 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 2023 to be carried over from previous fiscal year

The Surplus for 2022 was \$14,142.46 which was added to our Cumulative Reserves from the previous year, bringing the total reserves to \$270,750.14. Our target reserve is 100k. Extra reserves will be used for renewal and then we are targeting the installation of the next round of pedestrian lights.

### Section 7: The amount of any contribution to be made from sources other than BID assessments to be levied in 2023

The BID plans to seek event sponsorship of Taste of Temescal, which will be revenue neutral, per our 2023 budget. We also received a security grant of \$20,000.