

PROTECTING OUR INVESTMENT

Your community needs your help to continue the tremendous success of the KONO (Koreatown Northgate) Community Benefit District! Learn about the phenomenal accomplishments we've achieved through your support. Your help is still needed to take our community into the next phase of economic growth.



Dear Neighbor,

In the last nine years, KONO has come a long way. The KONO mandate will expire in December 2017. Its renewal depends on you! KONO's track record is impressive as you'll learn from reading more. Find out why are we seeking to renew and expand now.

KONO's Past

Do you remember when KONO's vacancy rate was over 47%? When it wasn't easy to get market rate leases? When there was barely any retail activity between 20th to 35th? After dark, did you feel safe? Were families comfortably strolling in the neighborhood? Was the district consistently maintained and did it have unique events and eclectic art?



What We've Accomplished

Since the BID's formation, **sales tax revenues in the district have risen 58%.**



"I've been a part of KONO since 2009, and I've witnessed the renaissance on Telegraph Avenue. We have decreased business vacancy from 47% to 1%. KONO has added over 100 trees and provided services for graffiti abatement."

Charles Hahn - Property Owner

"I'm excited to be a 8th year resident and watch KONO emerge as a vibrant, artsy neighborhood with popular restaurants and shops. I am so pleased that I supported the KONO Community Benefit District formation."

Michael Thaler - Residence Owner

"It is a pleasure to be a 16 year resident. I have watched KONO emerge as an exciting, creative neighborhood with popular restaurants and shops. The quality of life has increased dramatically, in large part, I believe because of the existing CBD."

Phil Porter - Resident, Property & Business Owner

Accomplishments Continued...

- ✓ **Successfully planted over 100 trees** in the district through partnerships with **Sierra Club** and local property and business owners, funded through the City of Oakland's redevelopment grant.
- ✓ **Transformed 5 trash cans** into mosaic art projects funded by The Fleishhacker Foundation. More to come!
- ✓ **17 utility boxes** painted by local artists to abate graffiti utilizing a community voting process.
- ✓ **Installed 140 branded pole banners** throughout the district. New ones coming soon!
- ✓ **Sidewalk sweeping** on a regular schedule; regular removal of illegal dumping and graffiti on public property.
- ✓ **Successfully installed protected bike lanes** with a grant through a partnership with the Oakland Department of Transportation and Bike East Bay.
- ✓ Successfully produces the monthly arts and culture street festival called **Oakland First Fridays**, bringing over 30,000 people to the district each month.
- ✓ **District website** created and enhanced to optimize social media marketing opportunities and let emerging businesses know of occasional commercial vacancies.
- ✓ **Cohesive management and advocacy** to ensure the District receives baseline City services to the fullest extent possible.



KONO's Future

Continue the scheduled maintenance of sidewalks, planters and tree wells; regular removal of graffiti from public property and maintenance of KONO funded public art projects

Continue to install more streetscape enhancements, including district signage, planters, mosaic trash cans, public murals, artistic bike racks and community kiosks for posting flyers

Continue to respond to public safety needs, advocating for more pedestrian street lights, and grants for business to install security cameras that cover public spaces

Continue collaboration with local partners and organizations to increase access to services and resources for houseless community members

FAQ

How did the KONO CBD come to be?

In 1999, the Oakland City Council approved the Oakland Property Business Improvement District Ordinance (Ord. No. 12190 C.M.S). This legislation allows for the formation of property-based assessment districts (CBDs) to undertake a range of services within an assessment area, independent from government, to further the development and economic viability of an area.

Property owners along Telegraph Avenue from 20th to 35th Streets in Oakland voted to approve forming a CBD for that area in July of 2007. They were unhappy about the long economic decline of the area and wanted to band together for positive change. The goal was to create a strong advocacy group that would bring resources and attention and make the area more attractive for visitors. The small residential population could not support widespread economic revitalization. The KONO CBD works to build stronger community relationships among property owners, merchants and residents.

How Much Will It Cost?

The assessment for each property is based on location and parcel type. All properties are assessed on a combination of street frontage and building square footage. There are three benefit zones in the District (see map), and each zone has its own benefit assessment factors. Refer to the chart on the right for details of the assessment within each benefit zone. Contact us if you have a question about your specific contribution.

The KONO CBD creates a fair and equitable method of collecting the financial support from everyone in the district who is benefiting from its work. All stakeholders pay and have a voice - and all of the funds received are put to work right here in the district. The Alameda County Tax Collector collects the assessments. The assessment rate per Special Benefit Point is \$98.06. Please see the enclosed petition for the Special Benefit Points assigned to your property.

Annual Operating Budget Summary

First Year Operation Budget

Sidewalk Operations Program	\$357,500.00
Marketing and Identity Enhancement Program	\$97,500.00
Operating Reserve	\$32,500.00
Program Management	\$162,500.00
Total	\$650,000.00

First Year Revenues

Assessment Revenue Zone 1	\$417,749.04
Assessment Revenue Zone 2	\$87,376.03
Assessment Revenue Zone 3	\$123,083.38
Non-Assessment Revenue	\$21,791.55
Total	\$650,000.00



Ribbon cutting ceremony for the Telegraph Ave protected bike lanes with Council Member D-3 Lynette Gibson McElhane & Mayor Libby Schaaf

A petition to renew the CBD is included with this brochure. If the petition threshold is met, assessment ballots will be mailed out in late May, and a public hearing on the renewal will be held on July 18, 2017, at which time the assessment ballots will be tabulated. If you have questions, please contact:

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Darlene Rios Drapkin - Consultant darlene@urbantransformation.com 510-459-7780

KONO CBD Renewal Steering Committee

Sonja Brooks - Resident (businessvibes@gmail.com). Phil Porter - Resident, Property & Business Owner (phil@interplay.org). Keun Bae Yoo - Property & Business Owner (keunbae4989@gmail.com). Joseph Jung - Property Owner (jjung@jungandassociates.com). Charles Hahn - Property Owner (cnetrealty@yahoo.com). Barbara Turner - Representative Property Owner (barbara@mpfcorp.com). Alex Hahn - Property Owner (hahndev999@gmail.com). **For details on the assessment calculation, please email Tim Seufert or Nick Dayhoff at NBS at: tseufert@nbsgov.com or ndayhoff@nbsgov.com.**