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**2301 Telegraph Avenue, Oakland, CA 94612**

**Koreatown Northgate Community Benefit District**

**Annual Report to the City Council – 2018**

## Proposed Changes in boundaries of the BID/CBD. None

## Improvements and activities provided in 2018 calendar year After operating for a successful ten years (2007-2017) in the KONO district, the KONO CBD 501c3 association was approved for another ten years through a voting ballot which included an expansion of the geographic boundaries. An overwhelming majority of the district property owners agreed to pay the special assessment for the next ten years (2018-2028). KONO now has a total of 362 property owners and 449 parcels.

Now in our eleventh year, the association has successfully proven its value as an economic regenerator for the district on Telegraph Avenue between 20th and 35th Streets in Oakland, CA. The expanded boundaries now include 25th, 26th, ant 27th Streets between Telegraph and Broadway; Thomas L. Berkeley Way (20th St.), 21st, 22nd, W. Grand Ave, and 23rd St between Telegraph Ave and MLK Jr. Way and San Pablo Ave; and the West side of San Pablo Ave between 19th and 20th Street (See map in appendix).

We have been excited to see new businesses arrive, existing businesses thrive and property valuations improve. We are now eager to witness the building of over eight development projects within our boundaries including a seven story hotel, 1135 new residential units, 100,000 sq. ft. of retail commercial space, and 880,000 sq. ft. of office space. Also, just outside the KONO boundaries, there are 21 more development projects which include over 3,300 more residential units, over 201,000 sq. ft. of retail space, and 23,000 sq. ft. of office space. These projects, once completed, will dramatically transform KONO and the city of Oakland’s downtown landscape. The projected increase of foot traffic from almost five thousand new, much needed, residential units within one half a mile of the center of the KONO district will radically enhance the districts economic vitality.

In the first ten years of the CBD, the KONO district transformed from a state of urban blight with mostly vacant commercial storefronts to one of Oakland’s premier shopping, dining and living destinations as well as a tourist destination for the art venues and for the monthly arts, craft and music event, the Oakland First Fridays events, which attracts between 30,000 to 50,000 attendees each month. This transformation is attributable to the CBD’s work in business attraction and retention through marketing efforts, beautification projects, security and maintenance of the area and a fixed contribution to the production of the Oakland First Fridays monthly community event.

For the next ten years, KONO will continue to work towards developing an informed, green and safe community. We also aim to continue to support the districts cultural diversity and promote economic inclusiveness. We have already begun implementing district services including the expanded areas. These services include garbage pickup, weed abatement, graffiti removal, and marketing businesses in the district. We also connect homeless citizens with resources, produce community events, advocate for KONO businesses, and create more public beautification projects and preserve and grow our community partnerships.

About The CBD  
The KONO nonprofit 501c3 association is funded by a special property tax approved by the property owner’s votes with a plan to accelerate the economic development and improve the quality of life in the district. The CBD (Community Benefit District) works to ensure the district is safe, clean and promoted. The non-profit Board of Directors is property owners (2/3), business owners, and community residents within the district and all serve a two year term as volunteers.

As evidenced by the renaissance of this community, the association has been extremely successful in its efforts. KONO is eager to work with the community to continue the revitalization work in the district.

Accomplishments

## Best Bay Area Cultural Arts Event – Fixed Contribution by CBD to Oakland First Fridays Events

Oakland First Fridays is the winner of the 2018 East Bay Express Best of Award. KONO has successfully produced the Oakland First Fridays Event since 2013 (5 years) and the CBD made a fixed contribution to the event in 2018. This community event started in 2006 (12 years ago) on one small block at 23rd Street by Rock Paper Scissors. The event now spans 10 city blocks and is still growing in popularity. KONO has been successful working with the community to maintain their vision and mission; to strive to be the premier Oakland First Fridays Event as the epicenter for the community to come together to celebrate, sustain & support the arts. To preserve Oakland First Fridays as an all-inclusive, safe and vital community-driven platform to showcase the emerging artists, makers, gourmet food vendors, musicians, cypher circles (dance battles, spoken word), drumming circles, acrobats, magicians, and many uniquely talented street performers.

In an effort to keep the event affordable for the local arts and crafts vendors, KONO has strived to find various funding sources to cover the event’s expenses.

## Oakland First Fridays Testimonials

Oakland First Fridays has been an entrepreneurial incubator for Oakland and the Bay Area’s artists, craft makers and food vendors.

**Oakland First Fridays 2017-2018  
Vendor Testimonials**

**Mercedes Martin of Tres Mercedes, Retail Vendor**

“Oakland First Friday is a great event that creates an environment for creatives like myself to share with our Oakland community on a monthly bases. I don't have a brick and mortar location. This event allows a small business owner like myself - with only an Etsy online store and consignment at local boutiques - an opportunity to constantly talk face-to-face with my customers and get direct feedback on what they like and dislike, and well as reach new audiences. Being a constant vendor since 2014, I have business relationships turned friend relationships with vendors and customers. Being at First Friday I have networked with photographers, models, make-up artists, stylists, fellow-makers, lawyers and folks visiting from out of town who want to get some unique Oakland ‘souvenirs.’ My favorite is when someone who is hosting an event and needs vendors reaches out to me after stopping by my booth.”

**La Toya Allen of Regnum Mentis, Retail Vendor**

“FF has provided a venue that we can utilize to establish business to consumer exposure. We are able to interact and establish new client relationships. It is also another market analysis resource which allows us to understand whether we are providing a product that meets the needs of our clients.”

**Brittany Luby of Hey May Goods, Co., Retail Vendor**

“First Fridays has been a true lighthouse. It has demonstrated to me that one can make art and people will enthusiastically support it. It has shown me that community matters and that humans crave it, need it, thrive in it. I have learned that we can get funding, find our footing and weather just about any storm if we work together - and that there is beauty in the journey. First Fridays is an encouraging and affirming force within Oakland and I feel lucky to finally join in.”

**Vendor Testimonials  
Imani Baylor of "Eccentric Vibes", Retail Vendor**

“First Fridays has helped me build my brand so fast. I wasn't expecting to have returning customers or clients in such a short time. The atmosphere is amazing and the compliments I get on my merchandise and fashion sense makes me love what I do. First Fridays is a great place to network - and thankfully, it is, because my business wouldn't be successful without this platform.

**Shabnam Shirvani, Artist/Retail Vendor**

"I am grateful to First Fridays for the platform to show my work and for the opportunity to meet all the interesting people that attend.”

**Tori Hunter of BMJ Art Shop**

“When people talk about creating their own business no one ever talks about the financial side. First Friday has helped me get my brand out there. More people will be able to see my artwork and request commissions. Regulars will come and be able to find me and tell friends.”

How Oakland First Fridays Supports the Community   
**Music Artist and Art Installations**

* Hosted local music artist Fantastic Negrito for his first album release and he is recently nominated for a Grammy award.
* Paid local artists to perform and set up interactive art installations through a grant from the Cultural Arts Organization City of Oakland.

**Violence Prevention Program**

* Partnered with "Stop the Violence" program in Oakland with a performance by Old Town Passions.

**Increasing diversity and promoting Inclusive**

* Partnered with Mario B Productions - LGBT+ fashion show
* Partnered with Oakland Pride Woman's Stage and donated $500.00 in exchange for volunteers to work the event.
* Provides vendor space for mobile HIV testing

**Help Reduce Recidivism**

* Partnered with the Day Reporting Center (Center Point) in KONO to provide jobs for their clients for the past 8 months.
* Partnered with St. Vincent De Paul twice to provide a $500.00 donation each time to their program in exchange for volunteers at our event.

**Support and Partnerships with diverse Youth Programs**

* SAE (Sound Arts Institute) (merged with Expressions College) - we provide opportunity for live sound experience and mentorship
* College Fund Street Band- we provide opportunity to collect funds for college expenses for the youth.
* Nomadic Press, Oakland Youth Poet Laureates - we provide these youth groups with a performance platform
* Turf Inc. was provided space to perform and collect funds for their program which works to provide positive platform for Oakland Youth Dancers.
* Partnered with the non-profit EOBA (East Oakland Boxing Association) to help fund a new roof for their space and donated $500.00 in exchange for volunteers at the event.
* Works with the Lao Family Community Development organization helping low income families with job placement for the past two years - we hired 6 interns and one has been hired on as an employee.

**Assist Veterans**

* Provides disabled veterans with jobs and discounted vendor space

**Volunteer Opportunity**

* In 2016 Oakland First Fridays has had over 70 volunteers totaling over 600 hours as of Dec 21, 2016.

Korean CultureFest 2018  
KONO successfully held our annual Korean Culturefest within the Oakland First Fridays event in June 2018. This event within an event was well attended and well received by the community. It showcased many traditional Korean performances to folk dance, folk songs, drumming, martial arts, etc. Many local dignitaries addressed the audience, including the Korean Deputy Consul General and the District 3 Councilmember, Lynette Gibson MacElhaney.

Alliance  
KONO’s Executive Director has participated in the Oakland BID/CBD Alliance, whose members are the ED and Managers of the Oakland Business Improvement Districts and whose mission it is to share resources, assist with communications, and create a unified voice for Oakland’s small businesses and property owners in order to advocate and facilitate two way communication with the city government and other private and public entities. In January 2018 the Oakland BID Alliance (OBA) held a meeting with 34 different city government department heads in an effort to create a smoother working relationship between the BID/CBD directors and the City of Oakland.

B-Shuttle Funding Meeting with Councilmember Kaplan  
KONO ED participated in a meeting with Councilmember Kaplan and other stakeholders to discuss new ideas on funding sources for the Free Broadway Shuttle.

Marketing  
The CBD assisted a KONO property owner in advertising the residential spaces in their new development, Town 29, including posting their banner on the KONO website and sending out the information in a newsletter to the database as well as on social media.

The CBD’s ED and Marketing Director participated in a podcast interview on “The Round Table” podcast for Black History Month and the theme of Black Arts. It aired on February 24, 2018.

The CBD collaborated with *Visit Oakland* to install Art Month street banners in KONO district for May 2018.

The CBD created and distributed monthly newsletters which featured KONO businesses.

## Beautification in Public Right of Way

## **Mosaic Art on Litter Containers**

KONO has been successful in obtaining two grants, two years in a row from the Flieshackker Foundation in the amount of $5,000.00 each year to place mosaic art on the litter containers. In 2018, the CBD organized a community group, The Street Art Committee, to decide on the images for the art. After getting approval through the Adopt a Spot program in the City of Oakland, KONO hired a local artist, Juan Lopez, to place the mosaic art on six litter containers on Telegraph Ave. This is in addition to our existing five mosaic litter containers from 2017. KONO also held two fundraisers and received two business sponsors (Commonwealth Café and Blind Tiger) to help fund the work.

## Greening KONO Tree Wells

KONO partnered with another local nonprofit organization, Planting Justice, a non-profit food justice organization based in Oakland whose mission is to empower people impacted by mass incarceration and other social inequities with the skills and resources to cultivate food sovereignty, economic justice, and community healing. KONO has signed a one year contract for watering and weeding. PJ has planted native shrubs, pollen friendly and drought tolerant plants and utilized free grey water through EBMUD and placed mulch in the tree wells between 20th and 27th Street on Telegraph Ave and maintains the tree wells on a regular basis.

## Planter Boxes Disaster

City of Oakland, DOT, placed 70 self-watering planter boxes strategically in the beige areas of the protected bike lanes to improve the safety of the bike lane design by preventing autos from parking in restricted areas. KONO obtained a maintenance contract for these planter boxes with Peralta Services. Unfortunately this project did not work out as planned. The planter boxes, which weighed 900 lbs. with the water, were pushed out of the beige zones and ended up scattered all over the streets. KONO had to work with the DOT to have the planter boxes removed.

## Protected Bike Lane Changes and Challenges

The new protected bike lane impacted both the KONO businesses and the Oakland First Fridays event space.

Economic Development

* Parking: The creation of the protected bike lane reduced the number of parking spaces in the district by 30. In addition, the demand for parking has increased due to the reduction in commercial vacancies and the development of new housing. KONO is currently working with a property owner (Kaiser) and the city of Oakland to encourage them to open up a parking structure in the district that has not been utilized for many years and has over 500 spaces.
* KONO District Development Projects in the Pipeline: As mentioned above, there are currently over eight development projects within our boundaries including a seven story hotel with Tidewater Investments, 1135 new residential units, 100,000 sq. ft. of retail commercial space, and 880,000 sq. ft. of office space. One of these housing units is 100% affordable housing (62 units) for veterans. Also, just outside the KONO boundaries, there are 21 more development projects which include over 3,300 more residential units, over 201,000 sq. ft. of retail space, and 23,000 sq. ft. of office space. The KONO CBD has met with several of the developers and had them present their plans to the Board of Directors and any community members who decide to attend.
* Homeless Navigation Center (Northgate Community Cabins): KONO supported the City’s decision to open the homeless navigation center at 27th and Northgate and communicated with the district stakeholders.
* Assisted Business in Obtaining a new Loading Zone: KP Market and some residents were having issues with the delivery trucks double parking and blocking residents. KONO was successful in working with the owners, residents, Uptown CBD, and the City of Oakland’s DOT in getting a new Loading Zone for the business.
* Assisted Business to move a litter container for new outdoor seating: Commonwealth café was seeking to add outdoor seating and needed KONO’s assistance in moving a litter container and assistance in advocating for an encroachment permit. KONO ED submitted a letter of support and was successful in getting public works to relocate the litter container.
* Conducted a KONO Business Survey: Summer intern conducted a survey of all the KONO businesses including in the new expanded zones. The purpose of the survey was to obtain contact information for them and the property owners. The second purpose was to determine their top three concerns for their business and the top three things they would like to see improved in the district. The results showed that 42% of respondents listed parking as the number one concern. Some other concerns are cleaning & graffiti, safety and marketing.
* Protected Bike Lane Business Survey: KONO collaborated with Laurel BID to conduct a survey of the KONO businesses by a Mills College Student on the impact to the KONO small businesses of the new protected bike lane.
* Shared information and resources from the City of Oakland with KONO small businesses:
  + Shared survey questions with KONO businesses about Small Business week from the City of Oakland.
  + Assisted the City of Oakland in noticing our business owners about a tax payer appreciation Day (by email and door to door flyers).
  + Shared race disparity study survey with KONO businesses.
  + Shared employer workshop with KONO business presented by City of Oakland and business service providers.
  + Shared notice for a call for Food and Beverage Concessions (RFP) at the Oakland International Airport with our Oakland First Fridays vendor database.
  + Collaborated with City to bring in 10 Kiva recipients to the OakFF event in May for National Small Business Week.

Maintenance and Security: KONO CBD has continued to work with the locally owned company, Safety1st, for our security and maintenance work. From January to September 2018, Safety1st has collected over 118.5 yards of trash and abated over 488 incidents of graffiti on both public and private property. The amount of trash and graffiti abatement is projected for 2018 at 163.5 yards and 643 incidents of graffiti abatement based on the averages. The ambassadors also communicate with the businesses on a regular basis and attend the neighborhood community crime prevention meetings with the Oakland Police Department and the neighborhood residents.

KONO Neighborhood Clean Up Day: Pulled weeds and put down mulch on the tree wells from 27th Street to 35th Street on Telegraph Ave. on April 21, 2018.

Zero Waste Events: Worked with Oakland’s Recycle Department to make Oakland First Fridays a zero waste event.

Mandatory Recycling: KONO held free workshops for KONO businesses on mandatory recycling in collaboration with Waste Management and City of Oakland’s Recycle Department.

## Some Partnerships in the Community

1. Planting Justice: a non-profit food justice organization based in Oakland whose mission is to empower people impacted by mass incarceration – One year contract to maintain KONO tree wells.
2. **Day Reporting Center**: KONO works with this nonprofit program to pay a stipend to formally incarcerated citizens to work at the Oakland First Fridays event.
3. **CIEE:** A student study abroad program for internships
4. **AIC (Academic Internship Council) UC Berkeley**
5. **Lao Family**
6. Fundraiser for Flexi-funds for the homeless
7. **Oakland Street Team**: To plant more street trees in the district
8. **Peralta Services:** Maintain planter boxes (boxes were removed due to movement problems)
9. **Flax Art and Design:** In-kind Sponsor for Oakland First Fridays and collaborated on Oakland Art Month
10. **Art Murmur**: Collaborated on May Art Month in City of Oakland
11. **Visit Oakland:** Collaborated on May Art Month
12. **City of Oakland: Sierra Club:** Trees and Recycle program for OakFF event
13. **Waste Management**
14. **Keep Oakland Clean and Beautiful:** Held free workshops for KONO businesses on mandatory recycling.
15. **ATM’s Unlimited –** revenue share for OakFF event
16. **Bike East Bay:** Protected bike lane
17. **KPFA Radio** (in progress)
18. **LinkedIn** (in progress)

## Improvements and activities planned for 2019 calendar year.

## Update KONO Website

KONO is currently in search of a Marketing and Communications Coordinator staff person to fill the need for both KONO and the Oakland First Fridays monthly event. KONO will update both websites and get back to producing a monthly newsletter. This will help us keep our stakeholders updated on all the changes in the district.

## More Mosaic Litter Containers

KONO has a total of 17 aggregate litter containers and will only have six more containers to place art on. The goal is to raise funds through grants, sponsorships, donations, and utilize some of the KONO assessment funds in order to complete the remaining six cans.

## Seek out more Partnerships

KONO plans to explore new community partnerships, including the possibility of working with CAP (Community Ambassador Program) who provide stipends to homeless people to help pick up litter.

Schedule Regular meetings with City Council member District 3  
As the KONO ED I plan to set up regular meetings with the district councilmember in order to communicate the districts progress and challenges.

## Special Street Sweeping Equipment

Due to the city of Oakland’s first protected bike lane design; the street sweeper truck cannot fit between the curb and the delineators for the bike lane. KONO will work with the appropriate city department to solve this issue.

Wayfinding Kiosk Ike: KONO is working with the creators of the IKE Kiosk, the Oakland BID Alliance and the Oakland Chamber to determine if we will install an IKE Wayfinding Kiosk in the district. The biggest concern for the BID Managers is the maintenance schedule for the kiosk.

KONO Board Recruitment: KONO ED and current Board members will strategically work to recruit more Board members October to December 2018.

Strategic Planning: In 2018 the KONO Board of Directors will attend a half day retreat with a hired consultant to work on a three year strategic plan for 2019-2021.

BRT Bus Platforms: KONO will work with AC Transit and the Department of Transportation to make sure the temporary platforms are maintained by reporting any damage to PW.

Paint Street Light Polls: KONO will utilize the adopt-a-spot program to paint the street light polls.

Art & Murals: KONO will continue to identify sites to add more art in the public right of way.

## Estimated costs of providing improvement and activities in 2019.

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| **KONO Community Benefit District** | |  |  |  |  |  |  |
| **CALENDAR YEAR 2019 BUDGET** | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| 2018 Assessments |  | $ 566,197 | $ 566,197.00 |  |  |  |  |
| Outside funds 4.47% of operating costs | | $ 18,982 | (percentage of funds required by MDP to fund general benefit services) | | | | |
|  |  |  |  |  |  |  |  |
| Total Revenue |  | $ 585,179 |  | $ 438,884 | Operating Costs | |  |
| Total Other Revenue |  | $ - |  | $ 146,295 | Incidental Costs | |  |
| **GRAND TOTAL REVENUE** |  | **$ 585,179** | **$ 585,179** | **$ 585,179** | **Total Operating and Incidental** | | |
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|  |  |  |  |  |  |  |  |
|  |  | ***Zone 1*** | ***Zone 2*** | ***Zone 3*** |  |  |  |
| **ALLOCATION PER 2018 MANAGEMENT PLAN** | | **66.00%** | **14.00%** | **20.00%** | **100.00%** |  |  |
| PROWSO | 55.0% | 36.3% | 7.7% | 11.0% | 55.00% |  |  |
| Marketing | 15.0% | 9.9% | 2.1% | 3.0% | 15.00% |  |  |
| Admin | 25.0% | 16.5% | 3.5% | 5.0% | 25.00% |  |  |
| Reserve | 5.0% | 3.3% | 0.7% | 1.0% | 5.00% |  |  |
| **Total** | **100.0%** | **66.0%** | **14.0%** | **20.0%** | **100.00%** |  |  |

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| --- | --- | --- | --- | --- | --- | --- |
| **PROWSO** |  | ***Zone 1*** | ***Zone 2*** | ***Zone 3*** |  | ***Total*** |
| Allocated PROWSO Revenue | | 212,420 | 45,059 | 64,370 |  | 321,848 |
| Total PROWSO Expenditures | | (204,660) | (43,944) | (63,146) |  | (311,535) |
| **PROWSO Pro Forma Surplus / (Deficit)** | | **$ 7,760** | **$ 1,115** | **$ 1,224** |  | **$ 10,313** |
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| **MARKETING AND IDENTITY** |  | ***Zone 1*** | ***Zone 2*** | ***Zone 3*** |  | ***Total*** |
| Allocated Marketing & ID Revenue | | 57,933 | 12,289 | 17,555 |  | 87,777 |
| Other Revenue – See Detail |  | - | - | - |  | - |
| Total Marketing and ID Expenditures | | (56,585) | (13,715) | (14,450) |  | (84,750) |
| **Marketing Pro Forma Surplus / (Deficit)** | | **$ 1,348** | **$ (1,426)** | **$ 3,105** |  | **$ 3,027** |

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| --- | --- | --- | --- | --- | --- | --- |
| **ADMINISTRATION** |  | ***Zone 1*** | ***Zone 2*** | ***Zone 3*** |  | ***Total*** |
| Allocated Administration Revenue | | 96,555 | 20,481 | 29,259 |  | 146,295 |
| Total Administration Expenditures | | (93,766) | (19,890) | (28,414) |  | (142,070) |
| **Administration Pro Forma Surplus / (Deficit)** | | **$ 2,788** | **$ 591** | **$ 845** |  | **$ 4,225** |
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|  |  |  |  |  |  |  |
| **CONTINGENCY** |  | ***Zone 1*** | ***Zone 2*** | ***Zone 3*** |  | ***Total*** |
| **Allocated Revenue** |  | **$ 19,311** | **$ 4,096** | **$ 5,852** |  | **$ 29,259** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **GRAND TOTAL REVENUE** |  | **$ 386,218** | **$ 81,925** | **$ 117,036** |  | **$ 585,179** |
| *Check* |  | *66.0%* | *14.0%* | *20.0%* |  | *100.0%* |
| **TOTAL PROPOSED EXPENDITURES** | | **$ (355,011)** | **$ (77,549)** | **$ (106,010)** |  | **$ (538,355)** |
| *Check* |  | *65.9%* | *14.4%* | *19.7%* |  | *100.0%* |
| **TOTAL PRO FORMA SURPLUS / (DEFICIT)** | | **$ 31,207** | **$ 4,376** | **$ 11,026** |  | **$ 46,824** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  | **Total** | **Zone 1** | **Zone 2** | **Zone 3** |  |
|  |  | $ 321,848.45 | $ 212,419.98 | $ 45,058.78 | $ 64,369.69 |  |
|  |  | $ 87,776.85 | $ 57,932.72 | $ 12,288.76 | $ 17,555.37 |  |
|  |  | $ 146,294.75 | $ 96,554.54 | $ 20,481.27 | $ 29,258.95 |  |
|  |  | $ 29,258.95 | $ 19,310.91 | $ 4,096.25 | $ 5,851.79 |  |
|  |  | $ 585,179.00 | $ 386,218.14 | $ 81,925.06 | $117,035.80 |  |

|  |  |
| --- | --- |
| ***Category of Special Benefit Service*** | ***2018 Budget*** |
| **Security & Operations** (Public Rights of Way and Sidewalk Operations) | $322,215 |
| **Marketing and Identity** | $87,876 |
| **Administration,** personnel and non-personnel | $146,461 |
| **Contingency** | $29,292 |
| **Total** | $585,845 |

## Method and basis for levying the assessment.

The method and basis for levying the assessment is outlined in the “Koreatown/Northgate Community Benefit District 2017 Management District Plan, April 2017. As Amended on May 16, 2017” (“Plan”).

The CBD Advisory Board is not requesting assessment increase for the 2018-2019 fiscal year. Therefore our 2019 operating budget will continue to be the same as the 2018 budget. A copy of the Plan is on file in the Office of the City Clerk.

## Surplus or deficit to be carried over from 2018 to 2019 calendar year.

The carry forward amount from 2018 to the 2019 year is anticipated to be approximately $151,122

## Amount of any contributions to be made from sources other than BID/CBD assessment to be levied.

Contributions from other sources include a combination of grants and donations (online and fundraiser).

Appendix: KONO MAP 2017-2027