

# Ocean Avenue Association Community Benefit District Resolution of Intention



# *OAA History [Renewal Focus]*

- **January 2011:** Ocean Avenue Association (OAA) commences services.
- **January 2021:** OAA Strategic Plan Finalized (*Recommended and funded by OEWD*)
  - Designed to provide a roadmap to fix systemic and structural issues in preparation for 2025 renewal | Though this plan spurred some corrective action from OAA, progress was slow.
- **June 2021 – 2022:** Based on this slow progress and compliance concerns (and in consultation with Supervisor Melgar) – OEWD requested the Office of the Controller audit the organization in FY 22-23.
- **June 2023:** Report released finding Controller's Office produced 19 recommendations for OEWD to ensure OAA improved its control environment.
- **July 2024:** Per report-out from OEWD, Controller's Office confirmed close-out of 19 recommendations.
- **June 2024 – Current:** Ongoing outreach throughout the corridor around renewal including survey deployment, OAA-hosted open houses, merchant mixers and door-to-door information sharing.

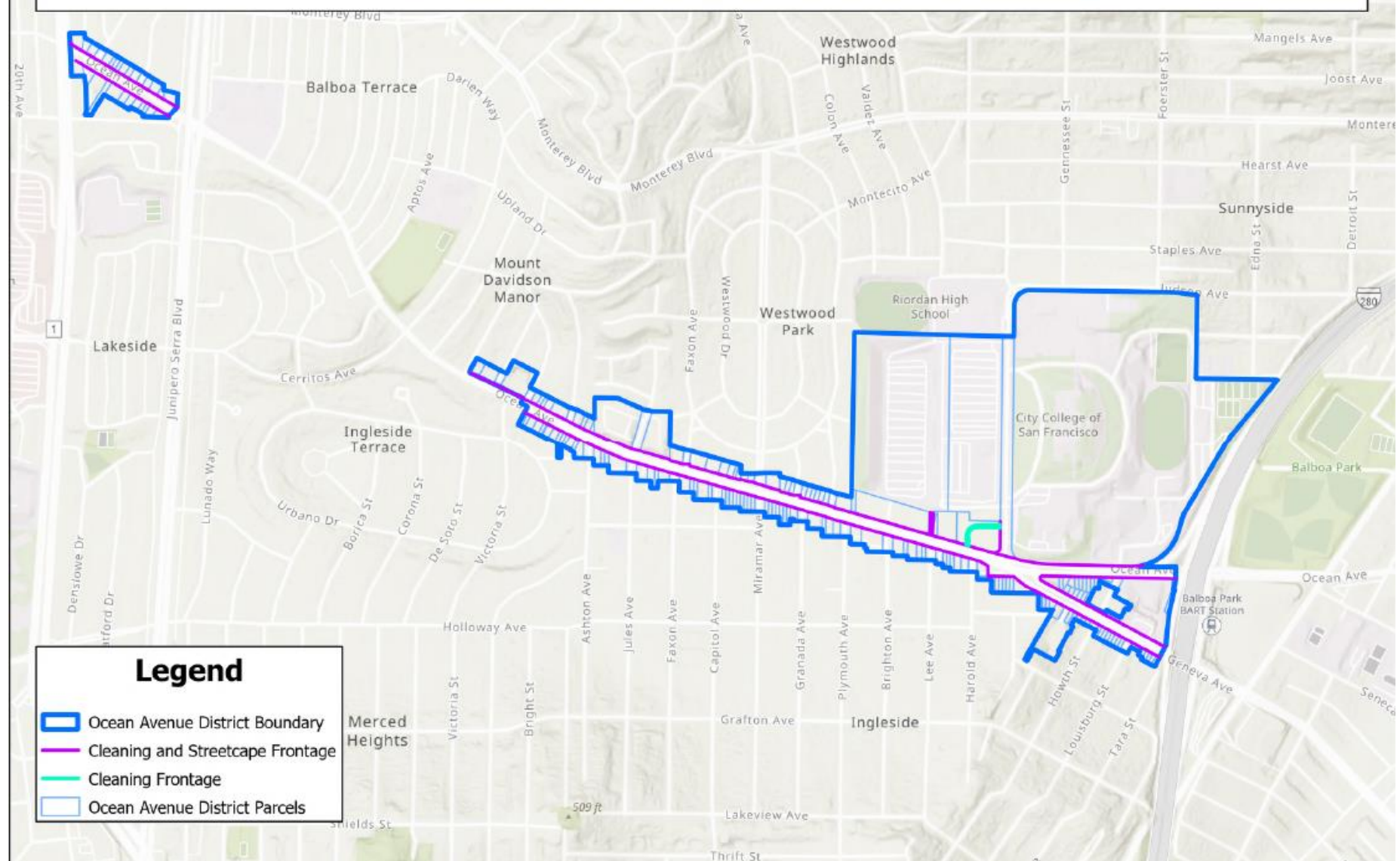


# *Renewal Process*

- 30% threshold reached in **March 2025**
- Resolution of Intention submitted and goes through legislative process [*authorizes the special balloting procedure*] **[Current Phase]**
- Ballots go out to ratepayers [**May 23, 2025**]
- Special ballot procedure ends [**July 8, 2025**]
- Services commence [**1<sup>st</sup> Quarter of 2026**]



# Ocean Ave CBD - Cleaning & Streetscape Frontages



# Basic Information – Proposed OAA Renewal

CBD Name	Type	Assessment Budget	Total Budget	# of whole/partial blocks	# of parcels	Expires
Ocean Avenue Association	Property-based	\$479,581.00	\$515,000.00	33	339	2040

Expenditures	Total Budget	% of Budget
Cleaning & Maintenance	\$200,850.00	39.00%
Streetscape Improvements & Beautification	\$139,050.00	27.00%
Marketing & Economic Development	\$113,300.00	22.00%
Management & Operations	\$61,800.00	12.00%
<b>Total Expenditures</b>	<b>\$515,000.00</b>	<b>100.00%</b>
<b>Revenues</b>		
Assessment Revenues	\$479,581.00	93.12%
Other Revenues	\$35,419.00	6.88%
<b>Total Revenues</b>	<b>\$515,000.00</b>	<b>100.00%</b>

# Thank you!

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