



# Table of Contents

---

Introduction	03
Our Vision	04
District Map	05
The Numbers	06
Clean & Safe	08
Events & Marketing	10
Looking Forward	15



# NEW TERM. NEW LOOK. NEW FOCUS.

***" We have worked to retain the culture and atmosphere that has set Oakland apart from other East Bay cities."*** – Steve Snider, Executive Director

On July 24th, 2018, the Downtown Oakland Association (DOA) and the Lake Merritt-Uptown District Association (LMUDA) received overwhelming stakeholder support for the renewal of the Community Benefit Districts (CBDs). After tallying all votes, Oakland City Council officially authorized the renewal of both organizations for another 10-year term. This mandate is a validation of the important and essential work we have done over the last decade and we are excited and fully prepared to build on this great foundation in the coming years.

Based on thoughtful input from our community and stakeholders, our organization continues to supplement and enhance essential City clean and safe services as well as create a strong and vibrant downtown through our Oakland Central marketing and events programs. During our first term, our jointly-managed CBDs invested over \$24 MM into improving the quality of life in downtown Oakland and now, with the successful expansion of our boundaries from 55 square blocks to 82 square blocks, we have increased our annual assessment budget from \$2.3 MM to \$3.4 MM.

With the increase of our annual assessment budget, we added 6 full-time Ambassadors to our Clean & Safe Program, hired a full-time Digital Marketing Coordinator to maximize our marketing efforts and also launched AMP Oakland, our new arts, music, and performance initiative.

Over the past decade, as our districts have grown and evolved, we have worked to retain the culture and atmosphere that has set Oakland apart from other East Bay cities. We look forward to our continued partnership with you as an engaged stakeholder in the next

decade as we refine and focus our mission of creative placemaking and intentional place-keeping.

In Community,

Your CBD Staff





# OUR VISION

The guiding vision of the Uptown Downtown CBDs is to create a thriving 24/7 business, retail, entertainment, and residential district in the heart of Oakland for the betterment of the Uptown and Downtown districts and the greater Oakland community.

In 2019 and beyond, we will focus our placemaking energies on growing our revenue and impact, refining and streamlining our essential clean and safe services, furthering the reach of our Oakland Central

marketing campaign, and creating additional support services for our local small business and residential communities.

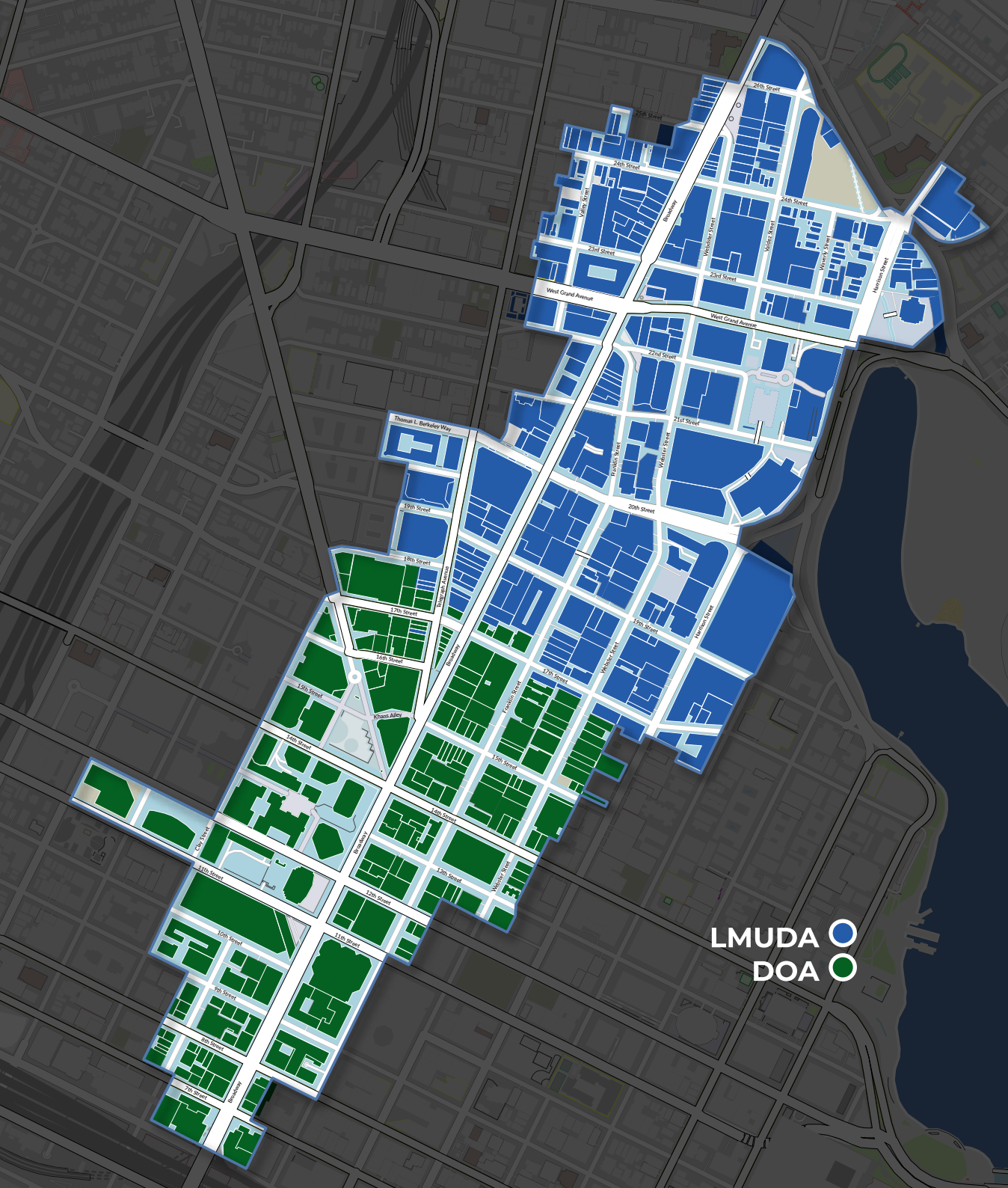
We are proud to say that, by working with passionate and dedicated community partners, we have helped foster an ecosystem that allows for the economic growth of our districts while supporting, maintaining, and celebrating the culture that makes Oakland unique.

## A NEW LOOK

With the input and endorsement of the CBDs' Joint Marketing and Branding Committee, we are pleased to present the Uptown Downtown CBDs unified brand and our new brand identity!

Our refreshed district website, [downtownoakland.org](http://downtownoakland.org), and other marketing collateral, now feature this new, unified identity representing our two benefit district organizations working in tandem to maximize impact.





LMUDA  
DOA

# BOARD OF DIRECTORS

## Lake Merritt-Uptown District Association

### DEBORAH BOYER

Swig Co.  
President

### RUTH SIMON

Broadway Grand/Resident  
Treasurer

### DON ROGERS

CIM Group

### CHRIS KWEI

2424 Webster Street

### NICOLE PRICE

Starwood Capital Group

### KIM BARDAKIAN

Kapor Center  
Vice President

### ELISSE DOUGLASS

Signature Development  
Group/The Hive

### DAN PITCOCK

RECO / 2406 Webster  
Street

### RAMSEY WRIGHT

Colliers International  
Community-at-large

### TERRY WOOD

Kaiser Foundation  
Health Plan

### SARA DE LA RIVA

Rubicon Point Partners

### YVETTE MCCOY

BART

### KE NORMAN

Nailphoria/Business  
Tenant

### GRANT ROCKWELL

Kaiser Foundation  
Health Plan

### JAMIE CHOY

Signature Development  
Group  
Secretary

## Downtown Oakland Association

### MICHELLE LANE

CBRE  
President

### TANICIA JACKSON

1111 Broadway  
Treasurer

### SARA MAY

Metrovation

### ADAM CHALL

TMG Partners

### GREG PASQUALI

Carmel Partners

### LAURIE BERBERICH

Embarcadero Realty Services  
Vice President

### CHARISE FONG

EBALDC

### KARISSA OBESO

CBRE

### COURTNEY BELANGER

Shorenstein

### SHIRIN RAZA

Bar Shiru/Business  
Tenant

### MIKE GUERRA

Lincoln University  
Secretary

### MATT KLIMERMAN

Tidewater Capital

### NANCY SARPA-SAMUELSON

Visit Oakland

### JAMIE FLAHERTY-EVANS

Colliers International  
Community-at-large

## DISTRICT STAFF

### STEVE SNIDER

Executive Director

### ANDREW JONES

Program Director

### TORI DECKER

Operations Director

### TAMIKO GARNER

Marketing Coordinator

### AARON SEVERAL

Program Coordinator

### MAUTON AKRAN

Digital Media Coordinator



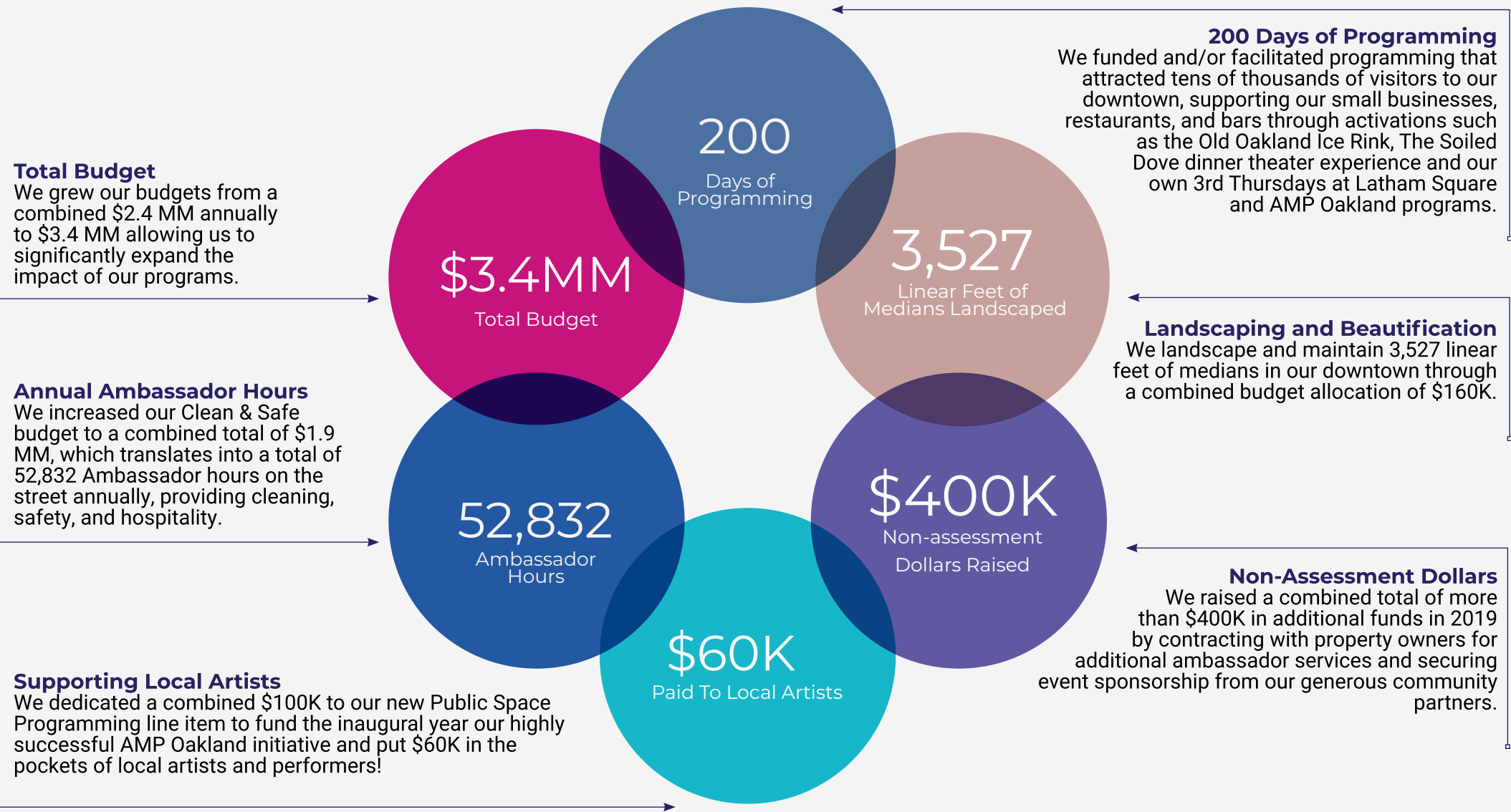
# ***THE NUMBERS***

The core purpose of the CBDs is to create and sustain a vibrant and thriving downtown by producing a consistently clean and welcoming experience for residents, employees, and visitors.

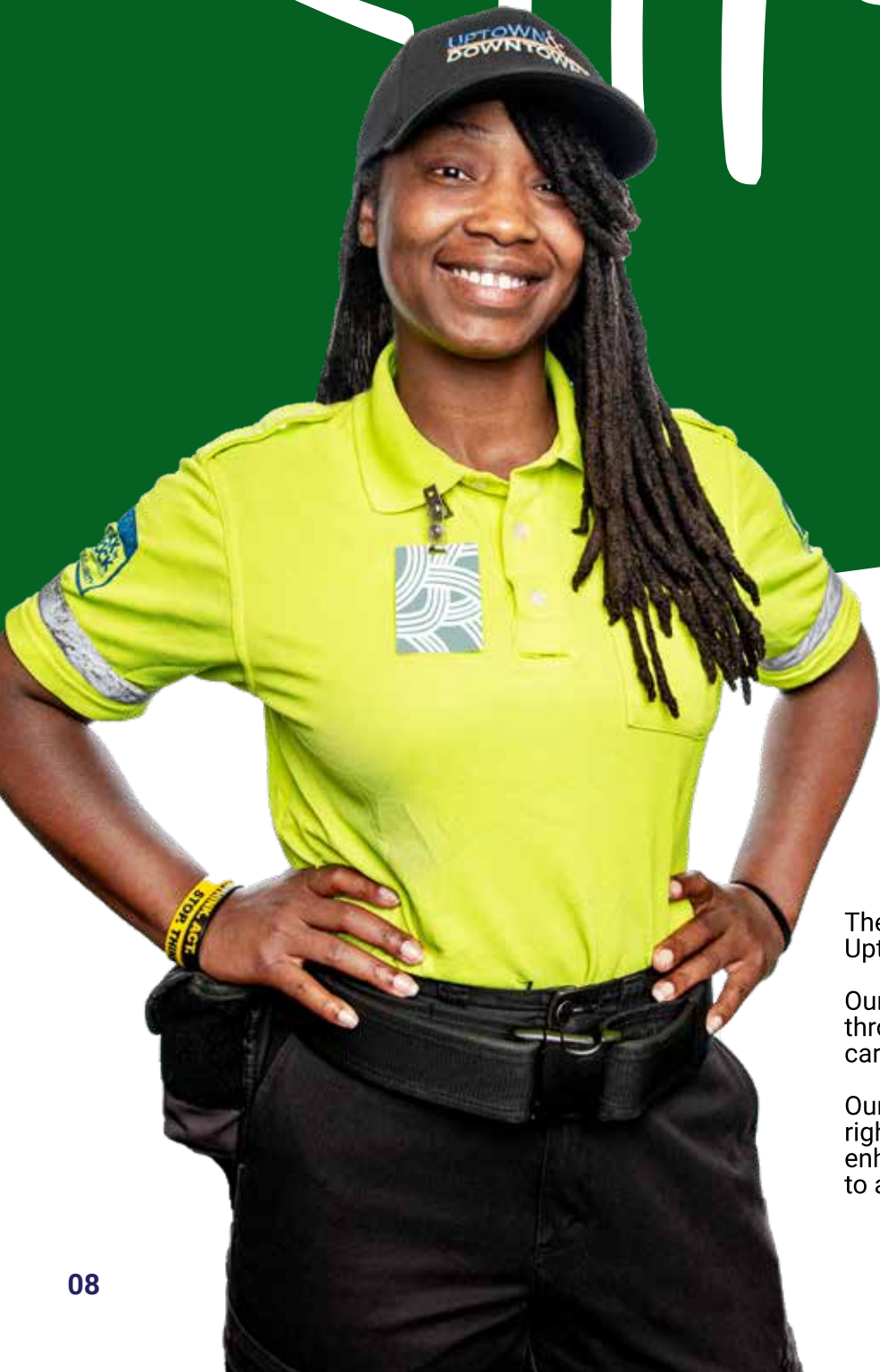
The CBDs are funded by property owners within our boundaries through an assessment levied by the county, collected by the city, and disbursed to the districts. Assessment is determined by a methodology that factors in building square footage, lot size, and linear frontage for commercial properties or building square footage alone for residential properties.

Our budget allocations, which fall into two categories, Clean & Safe Enhancements and Marketing & Economic Enhancements, honor the core purpose of the CBDs through the financing of improvements and activities that result in the most positive community impact.

# 2019 ANNUAL BUDGET OVERVIEW







# ***CLEAN & SAFE***

The Safety and Maintenance Ambassador Program is the flagship program of the Uptown Downtown Community Benefit Districts.

Our program consists of 35 full-time, highly visible Ambassadors that circulate throughout our downtown elevating the visitor experience and devoting extraordinary care to our public rights of way and to persons in need within our community.

Our friendly and approachable team works daily to; ensure the cleanliness of our public rights of way and public spaces, engage with visitors and storefront businesses to enhance the pedestrian experience, and provide information, directions and assistance to all users of our downtown.



# 2019 AMBASSADOR IMPACT

**5,573**

ILLEGAL DUMPING  
OCCURRENCES



I was 100% satisfied with the service of the Oakland Ambassadors - since this is my first visit to Oakland, I will always have a very good impression!

**43,437**

BUSINESS CONTACTS



Your Ambassador on duty during the AfroTech conference was very helpful and friendly. His pleasant demeanor made me feel welcome in your beautiful city.

**13,620**

BIO WASTE CLEAN UPS



I'm really impressed that the Uptown Downtown CBDs have hired individuals that really care about peace in our city. Thank you!

**354,020**

POUNDS OF TRASH COLLECTED



**24,440**

INSTANCES OF  
GRAFFITI ABATED

I would like to acknowledge the exemplary efforts of your Ambassador that works near my office - she has shown outstanding skill and effort in her dedication to keeping the streets of Oakland clean.

**31,171**

CITIZENS ASSISTED



**52,832**

AMBASSADOR HOURS



**43,437**

POWER WASHING HOT SPOTS





# ***EVENTS & MARKETING***

Oakland Central is the CBDs' destination marketing and events campaign that is designed to promote all the fabulous businesses, happenings and neighborhoods in our greater downtown area. The goal of Oakland Central is to build community and stimulate the local economy by supporting and promoting our local merchants and the local arts community.

2019 saw the fourth season of our 3rd Thursdays at Latham Square event series and the launch of our curated Arts, Music, and Performance initiative called AMP Oakland that features free lunchtime performances in several key public spaces in our downtown. In addition to our own events, the CBDs were proud to partner with Art & Soul, Vau de Vire Society, The Town Experience, Bike to Work Day, the Black Arts Movement and Business District (BAMBD), and others to further showcase the exciting and diverse events and activations that take place in our downtown throughout the year.

**3.2MM**  
MEDIA IMPRESSIONS



**350K**  
RAISED FOR PROGRAMMING  
AND ACTIVATIONS

**261,616**  
VIDEO PLAYS



**52,832**  
WEBSITE VISITORS

**14,606**  
SOCIAL MEDIA FOLLOWERS





# 3RD THURSDAYS AT LATHAM SQUARE

6

Events

20

Bands & DJs

1,475

Attendees

324k

Social Media  
Impressions

## 4 SEASONS AND COUNTING!

In 2019, we produced the fourth season of 3rd Thursdays at Latham Square, a summertime "Happy Hour" concert series held annually on each 3rd Thursday from May through October. 3rd Thursdays showcases top local talent as well as numerous neighborhood businesses and local organizations. Activating this beautiful and underutilized public square with live music, local vendors, and great food and drink attracts more people to our downtown and gives Oakland workers and residents a place to gather and socialize after work.

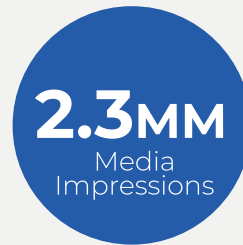


### HONORING A LEGEND

The CBDs partnered with Mayor Libby Schaaf to proclaim October 17th, 2019 "Pete Escovedo Day" in the city of Oakland. It was a true honor to host the legendary 84 year-old bandleader and percussionist at our final 3rd Thursdays event of the year, capping an already stellar 2019 season. Mr. Escovedo and his 10-piece, Latin-jazz orchestra drew an enthusiastic crowd and filled Latham Square with their smooth sounds - it was an unforgettable night in downtown Oakland. People were literally dancing in the street!







## ARTS, MUSIC, PERFORMANCE (AMP)

This curated street busker program offers free public performances during the lunch hour in multiple public plazas and private lobbies throughout downtown Oakland. Our launch event included a press conference led by Oakland's own Fantastic Negrito, a two-time Grammy winner, who spoke passionately about his own experience as a street performer in Oakland and the importance of supporting local artists. In addition to directly compensating over 300 local artists, AMP added much needed vibrancy to our downtown, helping us achieve our goal of public space activation and public arts engagement.



IVY HILL  
ENTERTAINMENT

### PARTNER SPOTLIGHT

The districts seek to partner with groups and individuals that are mission-aligned and share our values on all projects and initiatives we undertake. When the districts launched AMP Oakland this year, we didn't have to look far to find the ideal partner! Oakland-based Ivy Hill Entertainment's mission is to create paths for musicians to develop their craft and earn a living through the support of their community.

Under the passionate direction of Ivy Hill Entertainment team members (and talented musicians in their own right) Matt Roads and Rashida Chase, the AMP Oakland vision was brought to fruition.



# SPONSORED EVENTS AND PARTNERSHIPS



THE TOWN EXPERIENCE



LANE 8 CONCERT



BAMBD FEST 2019



OLD OAKLAND HOLIDAY ICE RINK



THE SOILED DOVE



ART & SOUL FESTIVAL



OAKLAND COCKTAIL WEEK



# LOOKING FORWARD

Effective public-private partnerships, such as CBDs, are essential cultural and economic development tools that help ensure that downtown Oakland remains a leading regional and global destination. We will continue to work with each of you, our stakeholders, and with the City of Oakland, to draw more businesses, residents, visitors, and activities to our downtown and improve the overall experience of our public realm. We aim to inspire more community participation in the work of the CBDs by proactively engaging the diverse residents and local artists and businesses that make the Oakland community so unique.

One of our top priorities is to strategically and consistently work with our elected officials, City of Oakland and Alameda County staff, and our community, to compassionately address the homelessness crisis in our city by connecting the unsheltered and mentally ill individuals living on our streets to essential social services and housing opportunities.

The next decade of work of the CBDs will be defined by collaboration and what we can achieve together as a community as we seek to provide business incubation opportunities and support services to small businesses, arts organizations, and local artists. We will work with the City of Oakland to achieve its goals of culture keeping and creating an equitable and inclusive community, a city defined by a feeling of belonging.

We encourage you to engage with our events, programs, and initiatives, to contribute your time, money and expertise, and to spread the word about the great work of the CBDs and all that downtown Oakland has to offer.

The DOA and LMUDA Boards of Directors and CBD Staff thank you for your continued support and look forward to a prosperous 10 years ahead!



## 13TH STREET COMMONS

The 13th St. Commons is envisioned as a public space that will support local merchants, visitors, and employees by radically reimagining the street as a community gathering space with ongoing events and programming - creating a welcoming space for all. You can anticipate regular activations of the street, including live music, arts and crafts fairs, and various other community-supported events.

We want to acknowledge the important work undertaken by the 13th Street Merchants Watch Group for being the creative force behind this transformational project and the generous sponsors for turning their vision into reality.

We anticipate a Grand Opening in the spring of 2020 but look forward to hosting a soft launch in early 2020.



**UPTOWN DOWNTOWN OAKLAND**  
COMMUNITY BENEFIT DISTRICTS

**[WWW.DOWNTOWNOAKLAND.ORG](http://WWW.DOWNTOWNOAKLAND.ORG)**

(510) 238-1122 | 388 19<sup>TH</sup> STREET OAKLAND CA 94612