



AGENDA REPORT


TO: Jestin D. Johnson
City Administrator

FROM: Ashleigh Kanat
Director, Economic &
Workforce Development
Department

SUBJECT: Property BID Annual Reports And
Assessment Payment Approval

DATE: June 24, 2025

City Administrator Approval


Jestin Johnson (Jun 26, 2025 21:03 PDT)

Date: Jun 26, 2025

RECOMMENDATION

Staff Recommends That The City Council And The Oakland Redevelopment Successor Agency (ORSA) Governing Body Adopt The Following Pieces of Legislation:

1) A City of Oakland Resolution:

A. Approving The Fiscal Year 2024-25 Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District Of 2022 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District), And The Chinatown Community Benefit District 2021 (Chinatown District) Advisory Boards;

B. Confirming The Continuing Annual Assessment For Each Said District And Levying Said Assessments, With The Exception Of The Laurel District That Is Expiring, For Fiscal Year 2025-26;

C. Increasing the 2025-26 Assessment By 5 Percent For The Jack London District, Temescal District, Koreatown District, Lakeshore District And Lake Merritt-Uptown District And By 3.2 Percent For The Downtown Oakland District;

D. Authorizing Payment Of The City of Oakland Cumulative Fiscal Year 2025-26 Fair Share Assessment In An Approximate Amount Of Four Hundred Eighty-Three Thousand Two Hundred Five Dollars And Seventy-Four Cents (\$483,205.74) For City of Oakland-Owned Properties In The Jack London District, The Temescal District,

CED Committee
July 8, 2025

The Koreatown District, The Downtown Oakland District, The Lake Merritt-Uptown District, And The Chinatown District; And

E. Renewing The Agreements With The Districts For Administration And Disbursement Of Funds; And

2) Successor Agency Resolution Authorizing Payment Of The Oakland Redevelopment Successor Agency's Cumulative Fiscal Year 2025-26 Fair Share Assessment In An Approximate Amount Of Three Thousand Two Hundred Sixty-Six Dollars And Seventy-Nine Cents (\$3,266.79) For One Oakland Redevelopment Successor Agency-Owned Property In The Downtown Oakland Community Benefit District 2018

EXECUTIVE SUMMARY

Adoption of the proposed City resolution would approve the fiscal year (FY) 2024-25 annual reports submitted to the City of Oakland (City) for the following property based Business Improvement Districts (BIDs): Lakeshore District, the Jack London District, the Temescal District, the Laurel District, the Koreatown District, the Oakland Tourism District, the Downtown Oakland District, the Lake Merritt-Uptown District and the Chinatown District; confirm the continuing annual assessment for each district for FY 2025-26, with the exception of the Laurel District which is expiring and seeking renewal through separate City Council actions; and authorize payment of a cumulative fair share assessment of approximately \$483,205.74 on City property located within the above districts. Adoption of the proposed Oakland Redevelopment Successor Agency (ORSA) resolution would authorize payment of a cumulative fair share assessment of approximately \$3,266.79 on ORSA property located in the Downtown Oakland District.

In FY 2025-26, the special assessment districts (and not including the Laurel District) will collectively generate an estimated \$12,116,305 of special assessment revenues, as detailed below in **Table 1**.

Table 1. Total Projected Assessments by Business Improvement District, FY 2025-26

Business Improvement District	Projected Assessments FY 25-26
Chinatown	\$1,443,100
Downtown Oakland	\$2,740,982
Koreatown	\$738,074
Lake Merritt-Uptown	\$2,310,689
Temescal	\$832,610
Jack London	\$1,747,951
Lakeshore	\$250,718
Oakland Tourism	\$2,052,181
Total	\$12,116,305

Funds generated will be used to pay for special benefit services outlined in each district's approved Management Plan (on file with the Office of the City Clerk) and annual report (contained in Exhibit A to the proposed City resolution). Services include, but are not limited to, security ambassadors, sidewalk cleaning, public right of way beautification, as well as marketing and promotions, including sponsorship of seasonal special events.

The FY 2024-25 annual reports indicate no changes to the boundaries of any of the districts or to the original method and basis of levying the assessments. The Jack London District, Temescal District, Koreatown District, Lakeshore District, and Lake Merritt-Uptown District are each requesting a five percent increase to the assessments for FY 2025-26, while the Downtown Oakland District is requesting a 3.2 percent increase to the assessments for FY 2025-26, all of which are increases within the allowable amount. The advisory board for the Chinatown District has not requested an assessment increase for FY 2025-26.

BACKGROUND / LEGISLATIVE HISTORY

In 1999, the City Council approved Ordinance No. 12190 C.M.S. (codified as [Chapter 4.48 of the Oakland Municipal Code](#), subsequently amended by [Ordinance No. 13322 C.M.S.](#), July 21, 2015), establishing the City of Oakland Business Improvement Management District Ordinance, which allows for the formation of property-based assessment districts to undertake a range of services within the assessment area, independent from government, to further the economic viability of affected commercial neighborhoods.

That same year, the City Council also authorized the initiation of the Neighborhood Business Improvement District Program (Resolution No. 75323 C.M.S.) to assist neighborhood representatives in their attempts to form business and property-based assessment districts.

Pursuant to the above legislative actions, the special assessment districts were formed as follows:

- The Lakeshore District on July 5, 2022, pursuant to [Resolution No. 89284 C.M.S.](#)
- The Jack London District, July 18, 2023, pursuant to [Resolution No. 89859 C.M.S.](#)
- The Temescal District, July 16, 2024, pursuant to [Resolution No. 90376 C.M.S.](#)
- The Laurel District, July 7, 2015, pursuant to [Resolution No. 85682 C.M.S.](#)
- The Koreatown District, July 18, 2017, pursuant to [Resolution No. 86864 C.M.S.](#)
- The Oakland Tourism District, June 4, 2024, pursuant to [Resolution No. 90291 C.M.S.](#)
- The Downtown Oakland District, July 24, 2018, pursuant to [Resolution No. 87323 C.M.S.](#)
- The Lake Merritt-Uptown District, July 24, 2018, pursuant to [Resolution No. 87324 C.M.S.](#)
- The Chinatown District, July 26, 2021, pursuant to [Resolution No. 88781 C.M.S.](#)

Each district was formed for a 10-year term, with the exception of the Oakland Tourism District which was formed for a term of 9 years and 11 months. The Laurel District is expiring this year. On April 14, 2025, the City Council adopted [Resolution No. 90684 C.M.S.](#), which declared an intention to renew the Laurel BID for a 20-year term, directed the distribution of a ballot to all affected property owners, and scheduled a public hearing for July 1, 2025.

Pursuant to Ordinance No. 12190 C.M.S., each district must submit an annual report to the City for review and approval.

ANALYSIS AND POLICY ALTERNATIVES

Adoption of the proposed resolutions will enable the special assessment districts to continue providing special benefit services such as enhanced cleaning, district beautification, private security, and marketing and promotional activities. These services are intended to improve the conditions and image of the affected business corridors and to stimulate ongoing economic revitalization within the surrounding commercial neighborhood.

The annual report form was redesigned in 2024 and converted to an online format, allowing for comparison of statistics across all BIDs reporting, including many new data points that are now being collected regarding the impact of BID activities. These new BID impact metrics include standardized cleaning, marketing and outreach metrics, as well as organizational information, such as updated BID board rosters. Summary statistics from the annual reports are provided in ***Attachment A***.

In 2024, the Oakland Tourism BID and the 8 property-based BIDs utilized and leveraged \$11.7 million in property and business-based annual assessments to employ 97 full-time employees (up from 92 in 2023) and utilize 371 volunteers throughout the year. Each week, the property-based BIDs provided 1,292 hours of cleaning services, with most BIDs cleaning their districts 7 days a week. Collectively in 2024, the BIDs removed 1.6 million pounds of trash from Oakland City streets, removed 23,473 stickers/posters and 48,024 pieces of graffiti, and provided 3,238 hours of pressure washing.

The property-based BIDs also support workforce development initiatives through their partners like Unity Council and District Works, providing a pathway to good quality jobs for those who face barriers to employment. Specifically, the eight property-based BIDs collectively employed 64 full time employees who walk the districts, doing business outreach, cleaning and providing hospitality and/or security services. During 2024, these ambassadors and staff provided 43,588 annual patrol hours by public safety officers, ambassadors, and other personnel as part of their safety programs, supporting the maintenance of 525 cameras—a 78% increase from 2023—as well as use of camera footage by the police/merchants/insurance companies in 229 incidents during the year. The BIDs made 3,047 merchant contacts during the year, holding or supporting 78 business support events, and in total supporting the 1,984 occupied storefronts, 16,573 residents and 5,119 parcels in the BID-represented areas. The PBIDs installed and maintained 279 new planters and hanging baskets in their districts, 970 tree wells, and 496 street pole banners.¹

In 2024, the BIDs provided robust marketing, communications and events programs benefitting their assessed businesses, property owners and residents as well as Oakland as a whole. BIDs utilized place-based marketing strategies through media outreach, websites, email communications, social media platforms, print-based marketing materials, and more. They had 35,735 email subscribers. The BIDs utilize a variety of social media platforms including

¹ These statistics are compiled from the 2024 BID annual report form submissions contained in Exhibit A to the proposed City resolution.

Instagram, Facebook, TikTok, YouTube, WhatsApp and Twitter, and collectively reached 7.8 million accounts—a 79% increase from 2023—through social media communications in 2024. BIDs organized 198 community events, in addition to sponsoring 152 more events organized by other community orgs and residents, drawing approximately 350,000 people to the BID areas.

The City Council may approve the BID annual reports as filed by district Advisory Boards (contained in Exhibit A to the proposed City resolution) or may modify any particulars in the reports and approve them as modified.

There is no anticipated adverse impact related to the adoption of the attached resolutions; however, there would be a negative impact to the districts if the proposed resolutions are not adopted and the assessments are not levied. Without a new infusion of assessment funds in the upcoming fiscal year, special benefit services paid for by the assessments would be curtailed or terminated in FY 2025-26. However, if City Council adopts the attached City resolution, the FY 2025-26 assessment levy will be approved and special benefit services in each district will continue uninterrupted in FY 2025-26, as they have for the past 20 years.

Levying the BID assessments for special benefits services advances the Citywide Priority of **housing, economic and cultural security**. BIDs provide additional resources (e.g., public safety, marketing, and cleanliness) that help make commercial corridors vibrant places that are consistently active, better serving the needs of Oakland's business owners and residents.

FISCAL IMPACT

BIDs are self-initiated, self-funded, and self-administered entities. There are limited fiscal impacts to the City associated with the continuance of the above-referenced BIDs other than the costs of staff time to manage the BID program that are only partially recovered by the City's administrative fee, as well as payment of fair share assessments on City and ORSA property located within the districts \$483,205.74 and \$3,266.79, respectively). Details of those payments appear below.

Pursuant to State Proposition 218, the City and ORSA must pay their fair share of assessments on City- and ORSA-owned property within the above-referenced special assessment districts. This is because public as well as private properties are considered to derive special benefits from the activities of the districts.

Given the approximate \$11,629,833 of private funds that will be leveraged (not including the Laurel District), the above-mentioned City and ORSA payments of \$483,205.74 on City properties and approximately \$3,266.79 on ORSA properties may be considered a reasonable and productive expenditure of public funds.

Affected City and ORSA properties are listed in **Table 2** below.

Table 2: List of City and ORSA properties subject to FY 2025-26 BID Assessment Levies

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Chinatown	1-177-1	City	163 9th St	\$7,809.04	1
Chinatown	1-179-1-1	City	822 Alice St	\$1,069.92	1
Chinatown	1-179-1-2	City	Alice St	\$329.92	1
Chinatown	1-183-1	City	640 Harrison St	\$13,528.80	1
Chinatown	2-71-1	City	250 10th St	\$14,053.85	1
Chinatown	1-177-1	City	163 9th St	\$8,607.60	1
Chinatown	1-179-1-1	City	822 Alice St	\$1,179.58	1
Chinatown	1-179-1-2	City	Alice St	\$282.86	1
Chinatown	1-183-1	City	640 Harrison St	\$14,915.50	1
Chinatown	2-71-1	City	250 10th St	\$15,494.36	1
Chinatown	2-89-1	City	125 14th St	\$13,743.20	1
Chinatown	2-91-1	City	Oak St	\$7,529.68	1
Chinatown	2-100-11	City	1220 Harrison St	\$4,455.30	1
Chinatown	18-450-4	City	1000 Oak St	\$56,399.08	1
Downtown Oakland	2-97-45	City	1327 Broadway	\$5,099.19	2
Downtown Oakland	3-65-9-2	City	250 Frank H. Ogawa Plz	\$31,956.71	1
Downtown Oakland	3-67-2	City	City Hall Plz	\$13,513.24	1
Downtown Oakland	3-67-3	City	1 Frank H Ogawa Plz	\$22,478.69	1
Downtown Oakland	3-67-4	City	1414 Clay (Garage)	\$13,509.15	1
Downtown Oakland	8-619-8-1	City	150 Frank H Ogawa Plz	\$31,142.48	1
Downtown Oakland	8-620-9-3	City	524 16 th St	\$2,460.06	2
Downtown Oakland	8-641-8-5	City	540 17 th St (Oakland Ice Center)	\$31,947.87	3
Downtown Oakland	1-199-1	City	620 Washington (Police Admin Bldg)	\$37,910.66	1
Downtown Oakland	2-98-1	City	Clay St (Scotlan Convention Ctr)	\$37,774.46	1
Koreatown	8-648-16-3	City	2100 Telegraph	\$4,751.99	1
Koreatown	9-684-5-1	City	404 26 th Street	\$827.04	1
Koreatown	8-659-25	City	641 W. Grand Ave	\$540.45	1
Lake Merritt	8-623-6-1	City	1731 Franklin (Franklin St Garage)	\$23,067.43	1
Lake Merritt	8-635-1	City	274 19 th St (Snow Park)	\$26,026.89	1

District	APN	Legal Owner	Site Description	Annual Assessment	Fund Source No. *
Lake Merritt	8-649-5	City	2025 Broadway (Paramount Theater)	\$10,450.29	1
Lake Merritt	8-655-6	City	Grand Ave (foot of Valdez)	\$2,308.64	1
Lake Merritt	10-768-4	City	200 Grand Ave (Veterans Memorial Bldg)	\$12,918.55	1
Lake Merritt	8-673-1	City	2500 Broadway (Plaza)	\$1,546.29	1
Lake Merritt	8-716-58	City	1911 Telegraph (Vacant)	\$10,207.90	2
Lake Merritt	8-668-13	City	2330 Webster St	\$8,752.72	1
Lake Merritt	8-642-16	City	1807 Telegraph (Fox Theater)	\$28,781.68	4
Temescal	14-1219-3	City	5205 Telegraph Ave	\$2,492.70	1
Jack London	18-425-4-1	City	Embarcadero	\$133.51	1
			CITY TOTAL	\$483,205.74	
Downtown Oakland	2-101-1	ORSA	989 Franklin	\$3,266.79	5
			ORSA TOTAL	\$3,266.79	
			GRAND TOTAL	\$486,472.53	

*See **Table 3** for corresponding Fund Source Numbers.

Funds to pay FY 2025-26 assessments on City and ORSA properties include a combination of the following funding sources in the approximate amounts shown in **Table 3** below.

Table 3: List of Funding Sources for Payment of FY 2025-26 BID Assessments on City and ORSA Properties:

Fund Source No.	Coding Block	Amount
1) City General Fund	General Purpose Fund (1010)/Economic Development Organization (85411)/Taxes and Assessments Account (53511)/Business Improvement District Project (1000147)/Citywide Activities Program (IP50)	\$ 404,709.03
2) City	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Downtown Capital Project (1000169)/Downtown Program (SC13)	\$ 17,767.16
3) City	Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Oakland Ice Center Project (1003244)/Downtown Program (SC13)	\$ 31,947.87

4) City	Central District TA Bonds Series 2006T Fund (5614)/Central District Redevelopment Organization (85245)/Taxes and Assessments Account (53511)/Fox Theater Operating Project (1005785)/Downtown Program (SC13)	\$ 28,781.68
5) ORSA	SRA Unrestricted Land Sales Proceeds Fund (9711)/Central District Redevelopment Organization (85245)/Rental: Miscellaneous Account (53219)/88 Franklin Garage - ROPS 84 Project (1001359)/Oakland Redevelopment Successor Agency Program (ORSA)	\$ 3,266.79
Total		\$ 486,472.53

Like most municipalities that administer BID programs, the assessments generated by the districts create benefits beyond the cities' administrative costs as they tend to generate increased foot traffic, sales taxes, and business taxes.² As is standard practice, the City recovers some or most of the cost to administer these programs ranging from 1% to 3% of total assessments depending on when the BID was originally formed. Operations and direct services in the related business improvement districts are self-funded by the special assessments generated by the districts themselves. There is no further direct fiscal impact or cost anticipated with adoption of the proposed resolutions; however, going forward, the City and ORSA should be aware that each of the concerned districts may recommend annual assessment rate increases – up to 7 percent per year for the Temescal BID, and up to 5 percent per year for the remaining districts – for the remainder of their respective terms per their District Management Plans, on file in the Office of the City Clerk. If City Council chooses to approve such future recommendations for assessment rate increases, it would also increase assessment obligations on City- and ORSA-owned properties. Staff will coordinate closely with the City's Finance Department to accommodate such potential increases.

Regarding the collection of the assessments, the Treasury Division of the City's Finance Department will directly bill tax-exempt entities not on the County Assessor's property tax roll. For taxable entities, the County of Alameda will add the assessment as a line item to the annual property tax bill of each affected property owner and remit the amount collected to the City, less the County's collection fee of approximately 1.7 percent of total assessments billed. The City, in turn, will disburse the funds to the district, less a City cost recovery administrative fee, to be deposited into the General Purpose Fund (1010) primarily to offset the cost of staffing support from the City's Finance Department and the Economic and Workforce Development Department. This administrative fee is pursuant to written agreements between the City and each applicable district's designated non-profit management corporation.

Until disbursed, the BID assessments will be held in special trust funds (one for each district) established by the City's Finance Department. The trust fund Oracle coding is: Miscellaneous Trusts Fund (7999)/Treasury Operations Unit Organization (08721)/Pass-Thru Assessments Account (24224)/DP080 Administrative Project (1000007), as well as Economic Development Organization (85411)/DP850 Administrative Project (1000019).

² 2024 HdL Sales Tax Report, Business Improvement Districts

PUBLIC OUTREACH / INTEREST

For the City Council to adopt the proposed resolutions, enabling legislation does not require City staff to conduct public outreach other than the required posting on the City's website. District stakeholders, however, did perform the outreach necessary to secure advisory board consensus sufficient to generate the proposed annual reports and proposed 2025 district budgets (contained in Exhibit A to the proposed City resolution), and proposed FY 2025-26 district assessments

COORDINATION

The Budget Bureau and the Office of the City Attorney were consulted in the preparation of this report, legislation, and exhibits.

SUSTAINABLE OPPORTUNITIES

Economic: BID assessments fund activities that are intended to support improved conditions in critical business corridors and the eventual increase of property, sales, and business tax revenues, as well as increased job opportunities, and ongoing economic development of affected commercial districts.

Environmental: BID assessments will fund special benefit services such as litter pickup, sidewalk steam cleaning, landscaping, public art, directional signage, and public safety capital improvements, which are intended to increase cleanliness of the applicable districts and contribute to the provision of safe, walkable commercial corridors.

Race and Equity: BIDs enable a form of participatory self-governance, by allowing members of a commercial district to transparently and sustainably fund and manage services that benefit that district. Stakeholders themselves administer revenues generated by the district, contributing to community self-empowerment. While the majority of existing BIDs are not located in high priority neighborhoods as identified in the OAKDOT equity toolbox, The Lake Merritt-Uptown, Downtown, and Chinatown BIDs are located in such areas and utilize assessments to support safety, cleaning, marketing, community identity and special event programs for the high priority areas within their boundaries. Because BIDs contribute to community empowerment, the City Council entered into a contract with Urban Place Consulting (UPC) to provide organizational assistance to underserved commercial corridors, which includes performing BID feasibility studies. With direction from the City, UPC has been engaging groups of business owners and property owners in underserved commercial corridors throughout the City (e.g., Hegenberger Road), providing education not just on BID formation, but on alternative means of formal organization, such as establishing nonprofit status or a merchant's organization, that can accomplish many goals of a commercial district while serving as interim steps to BID formation.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends that the City Council and the Oakland Redevelopment Successor Agency (ORSA) Governing Body adopt the following pieces of legislation:

1) A City of Oakland Resolution:

A. Approving The Fiscal Year 2024-25 Annual Reports Of The Lakeshore/Lake Park Business Improvement Management District Of 2022 (Lakeshore District), The Jack London Improvement District (Jack London District), The Temescal/Telegraph Business Improvement District (Temescal District), The Laurel Business Improvement District 2016 (Laurel District), The Koreatown/Northgate Community Benefit District 2017 (Koreatown District), The Oakland Tourism Business Improvement District (Oakland Tourism District), The Downtown Oakland Community Benefit District 2018 (Downtown Oakland District), The Lake Merritt-Uptown Community Benefit District 2018 (Lake Merritt-Uptown District), And The Chinatown Community Benefit District 2021 (Chinatown District) Advisory Boards;

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E. Renewing The Agreements With The Districts For Administration And Disbursement Of Funds; AND

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For questions regarding this report, please contact Eric Simundza, Urban Economic Analyst IV, at 510-238-6249.

Respectfully submitted,

Sofia Navarro

Sofia Navarro (Jun 26, 2025 11:52 PDT)

ASHLEIGH KANAT

Director, Economic & Workforce
Development Department

Reviewed by:

Cristy Johnston Limon,
Deputy Director, Economic & Workforce
Development Department

Prepared by:

Eric Simundza,
Urban Economic Analyst IV, Economic &
Workforce Development Department

Attachments (1):

A: Business Improvement Districts Annual Impact Reporting 2024

Attachment A



Business Improvement Districts Annual Impact Reporting 2024

Who Oakland BIDs Support

2,505 Businesses

5,119
Parcels

1,984
Occupied
Storefronts

16,574
Residents

The metrics encompasses Oakland's 8 property-based and tourism-based BIDs

Staffing 2023/2024

Staff Type	2023	2024
FTE* paid General/Admin	23.7	27.4
FTE paid Cleaning Ambassadors/Workers	33.3	33.2
FTE paid Public Safety Officers/Security Ambassadors	7.3	16.3
FTE paid Hospitality/Business Outreach Ambassadors	23.9	14.9
FTE paid Other Seasonal/ Part-time staff	3.8	5.3
Total number of paid FTE	92.0	97
FTE Volunteers	374	371

FTE: Full Time Employee

Oakland's 8 Property-Based BIDs Provided Services In 4 Main Areas

Safety

Cleaning

Beautification

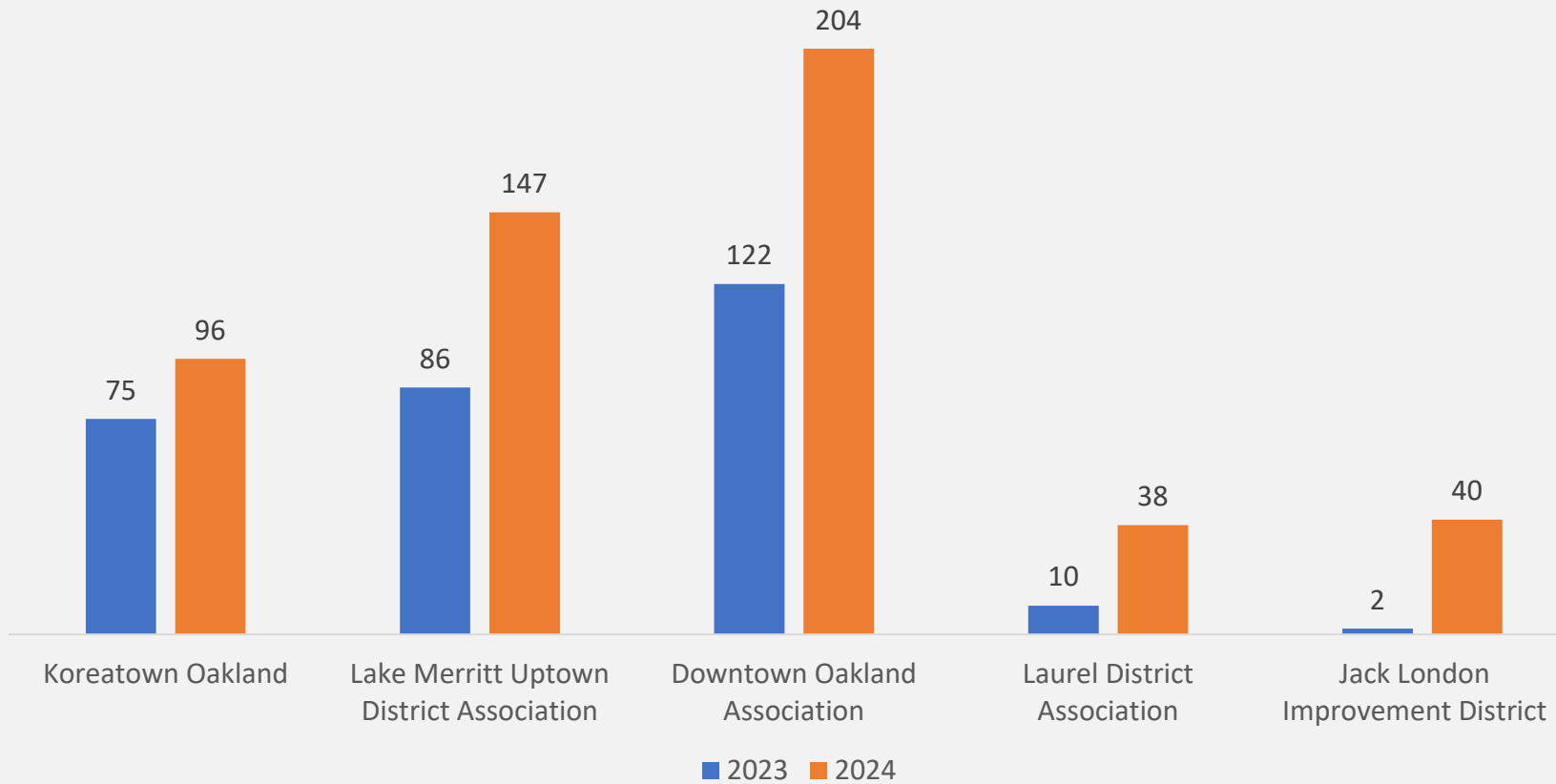
Marketing

Safety Output 2023/2024

Metric	2023	2024	% Change
911 Calls	253	196	-23%
Footage Provided to OPD/Merchants/Insurance	149	229	54%
Merchant Checks	89,962	215,008	139%
Non-Emergency Calls	256	263	3%
Non-Patrol Hours	19,495	13,851	-29%
Patrol Hours	41,070	43,588	6%
Security Cameras Maintained	295	525	78%

Security Cameras

Security Cameras Maintained 2023/2024



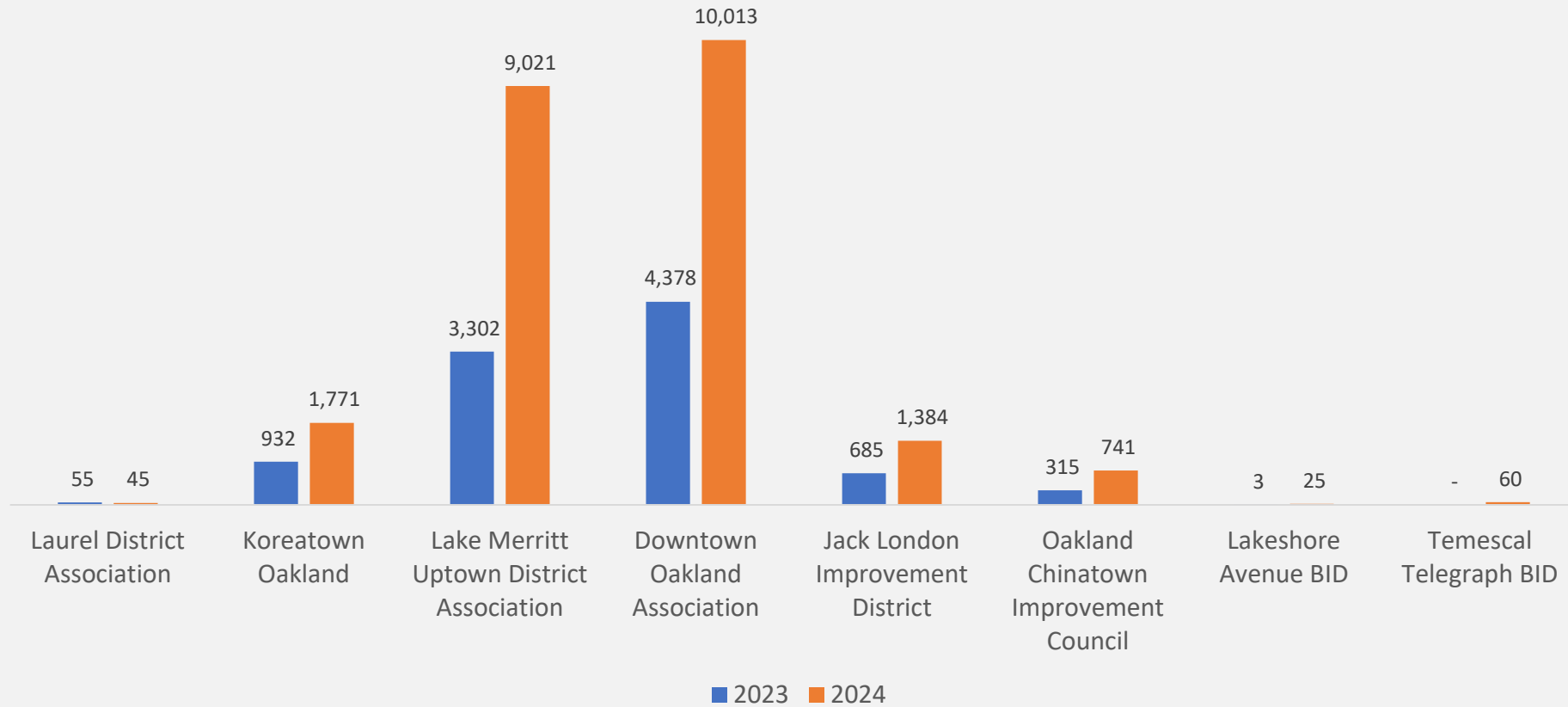
These are the 5 BIDs that install and maintain security cameras

Cleaning Output 2023/2024

Metric	2023	2024	% Change
Graffiti Removed	98,030	48,024	-51.0%
Bags of Trash Collected	24,583	44,824	82.3%
Pounds of Trash Collected	959,509	1,583,949	65.1%
Incidents of Illegal Dumping Removed	9,670	23,024	138.1%
311 Requests Made	2,344	1,616	-31.1%
Pressure Washing (Hours)	3,432	3,238	-5.7%
Stickers/Posters Removed	34,575	23,437	-32.2%

Illegal Dumping

Number of Incidents of Illegal Dumping Removed



Beautification Output

Metric	2024
Planters and Hanging Baskets Maintained	279
Tree Wells Maintained	970
Banners on street/light poles maintained	496
Pedestrian-Oriented Lighting Elements Installed	301
Big Belly Trash Cans Maintained	13
Public Plazas Maintained	5
Public Art Pieces Maintained	137

Marketing and Social Media

**BIDs Attracted
34,934 new
Followers on
Instagram**



**35,735 Email
Subscribers**



**>7.8 Million Accounts
Reached Via Social
Media Platforms**



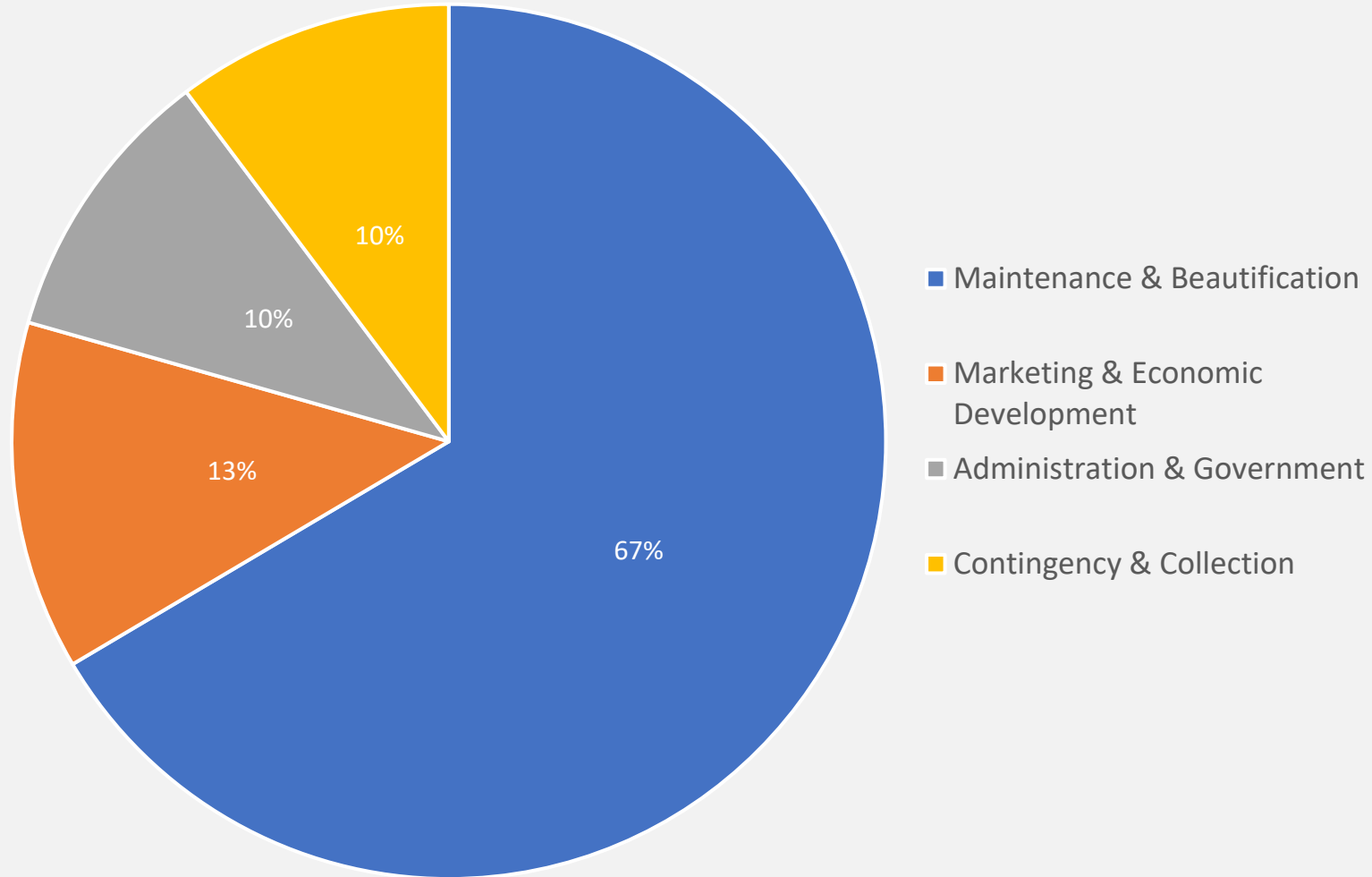
**Visit Oakland
Reached 77,641
Instagram Followers**

**403,034 BID Emails
Opened**

**Platforms include
Facebook,
Instagram, Twitter,
TikTok, and YouTube**

The numbers encompass the 8 property-based and the tourism-based BIDs

Jack London Improvement District 2024 Expenditure



Total Expenditure = \$1,493,625

Jack London Improvement District



A snapshot of our
year so far...

Making Oakland's Historic Waterfront District
more welcoming, entertaining, and beautiful!



Our Year In Numbers January - June 2025

11K

new visitors to our
website so far this
year

7,500

Instagram followers on
our page as of June '25
@JackLondonOakland

2,286

number of people who
have attended JLID's
events over the past year

65K

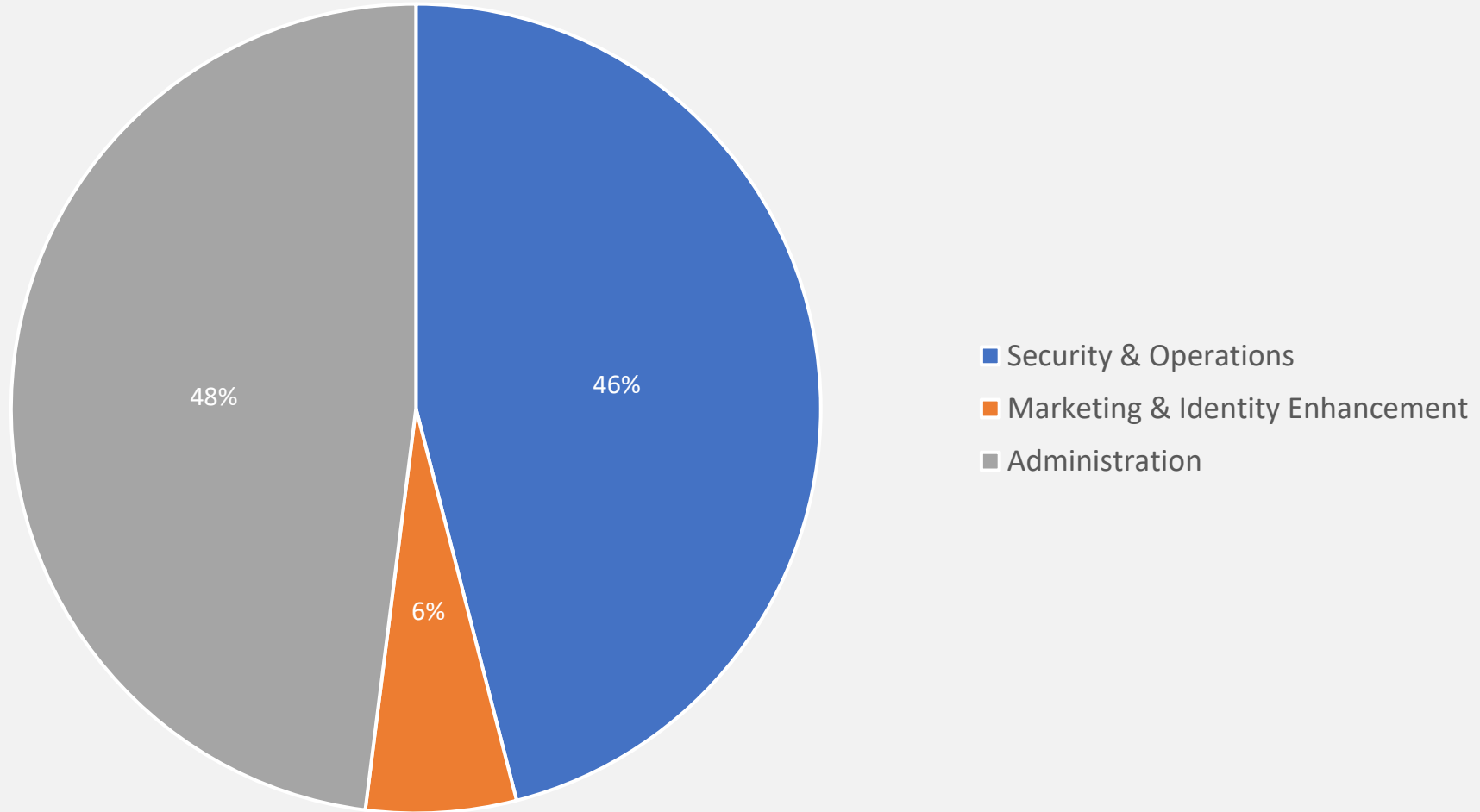
lbs of trash cleared
from the public right
of way

607

instances of graffiti
removed by our
ambassador team



Koreatown Oakland 2024 Expenditure



Total Actual Budget = \$720,591

Koreatown Oakland



2024 Public Safety Wins: Camera Expansion & Crime Survey

- Number of cameras increased from 9 between 2 sites to 21 across 3 sites.
- Achieved 84% reduction in auto break-ins through stronger patrols and advocacy
- Cameras helped solve multiple crimes, including homicides, robberies, arson, and trafficking
- Designed and distributed a comprehensive 50-question survey to assess the impact of crime on Oakland businesses, achieving 139 responses.
- Survey data contributed to the deployment of 120 CHP officers to Oakland.

WELCOME TO

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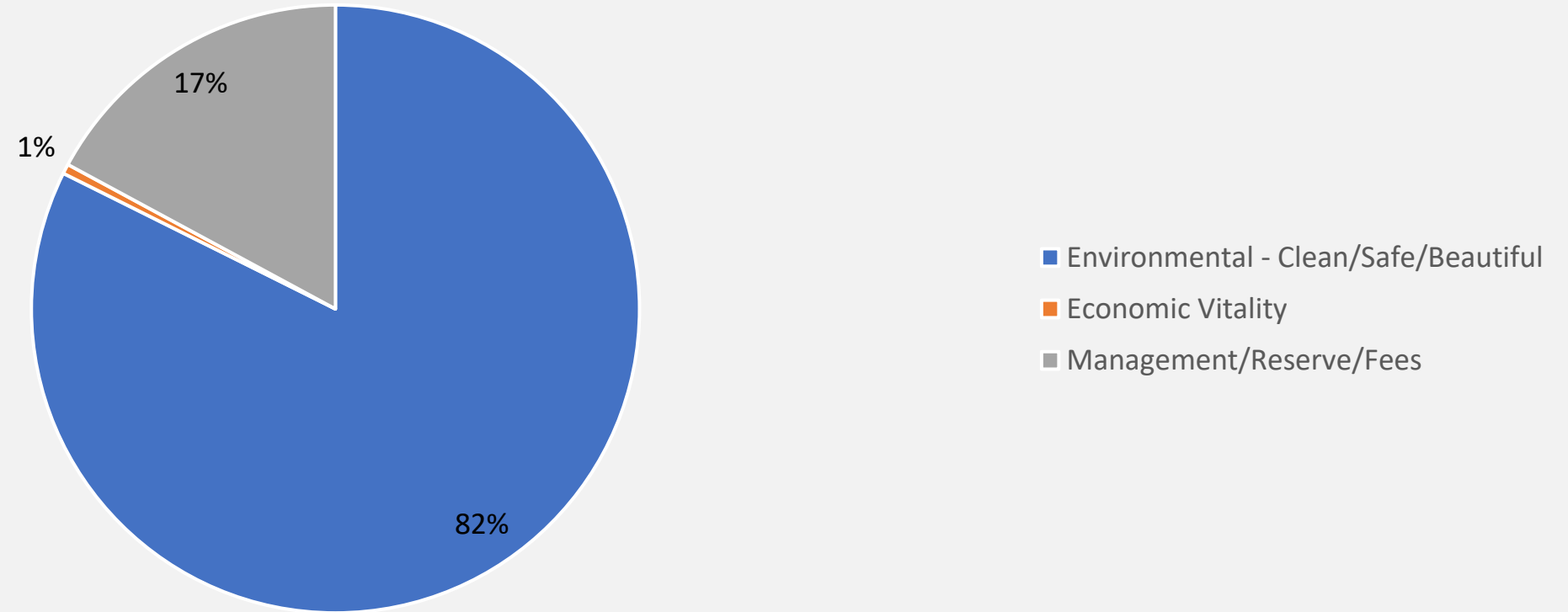
KOREATOWN
NORTHGATE



Protecting and Preserving Positive Safe Spaces in Oakland

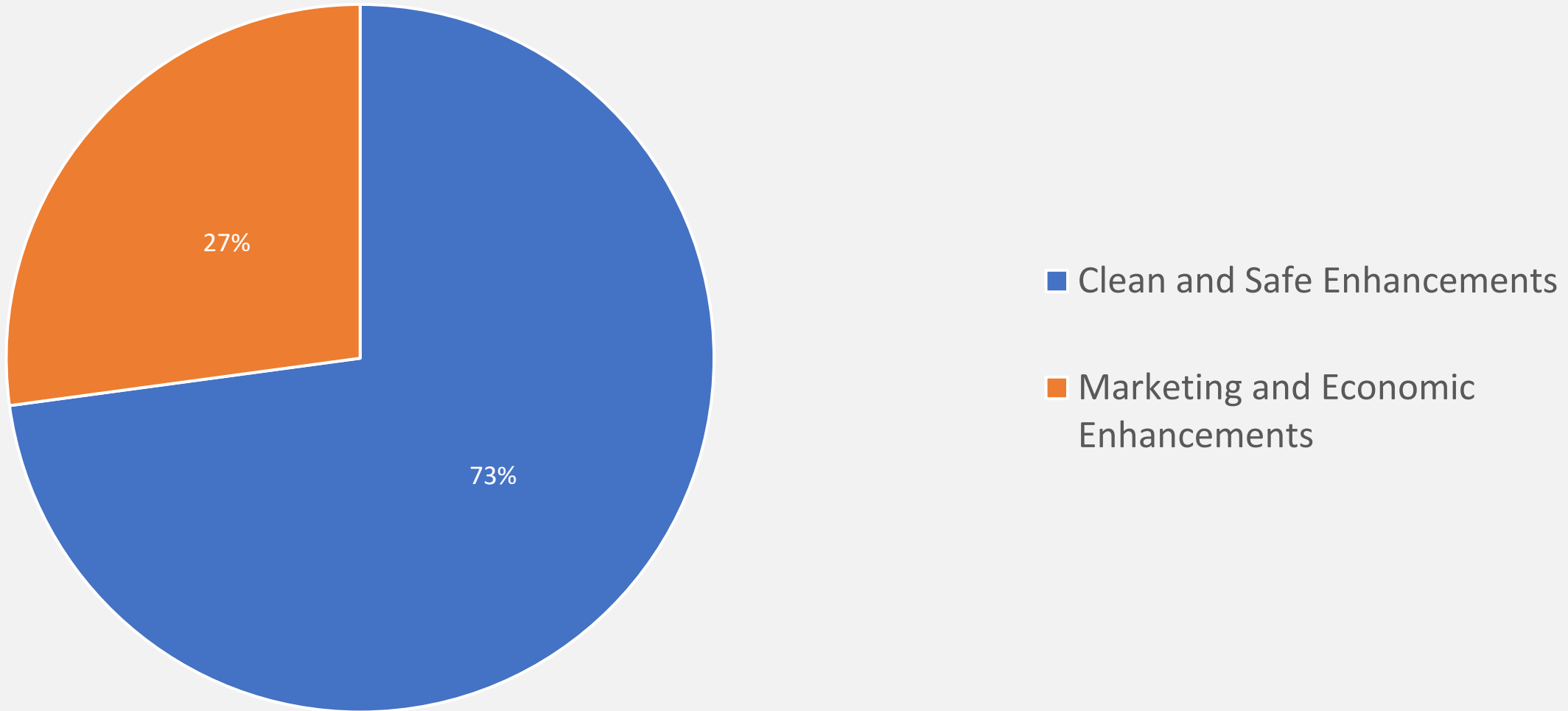
In 2024, Oakland First Fridays lit up the city with nine unforgettable events—amplifying small businesses, celebrating culture, and bringing community together. From a vibrant Korean Culture Fest to a magical Winter Wonderland, we uplifted local talent and gave thousands a safe, joyful space to experience the best of Oakland: amazing food, bold creativity, and unstoppable energy.

Lakeshore Avenue BID 2024 Expenditure



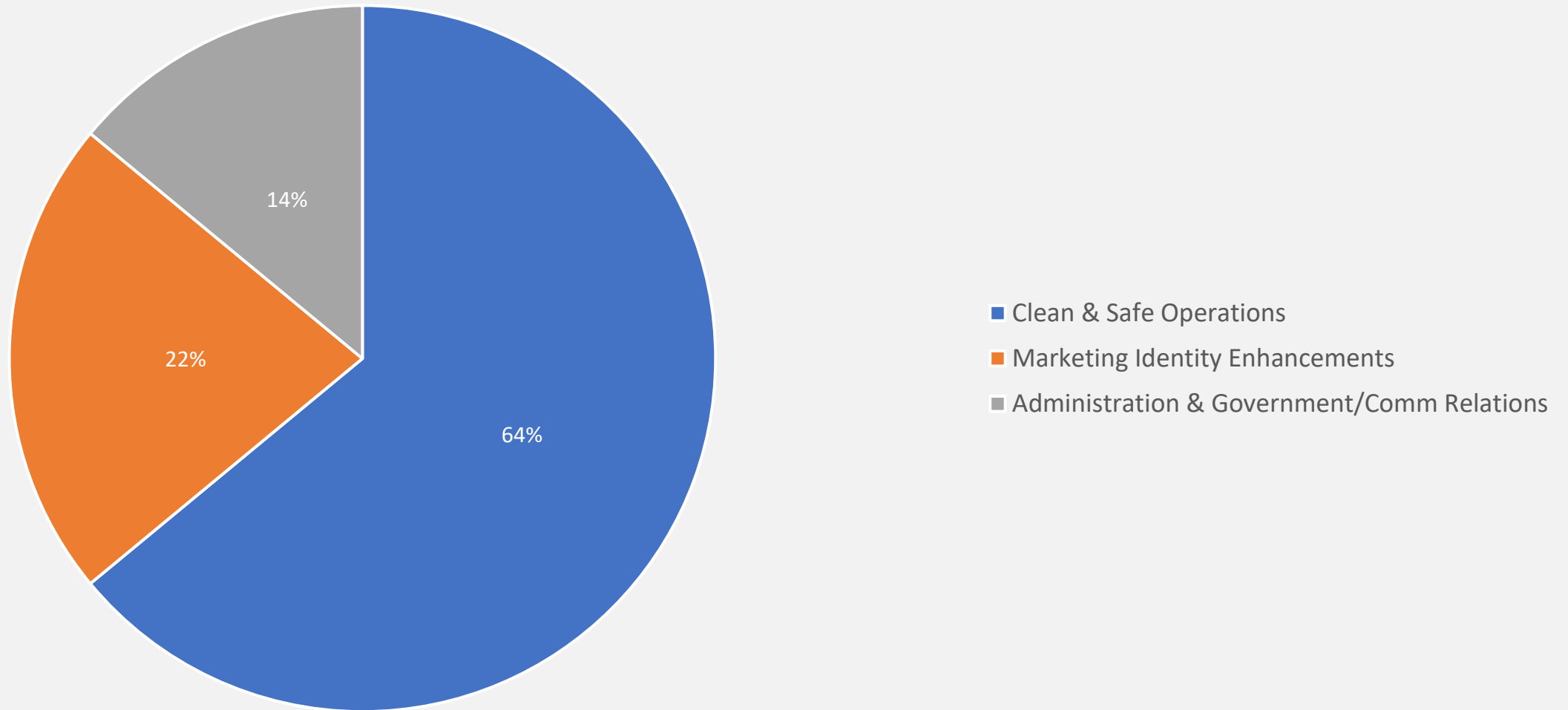
Total Expenditure = \$244,592

Lake Merritt Uptown 2024 Expenditure



Total Expenditure = \$1,885,047

Temescal Telegraph BID 2024 Expenditure



Total Expenditure = \$699,873

Temescal Telegraph BID

CUISINE.



CULTURE.

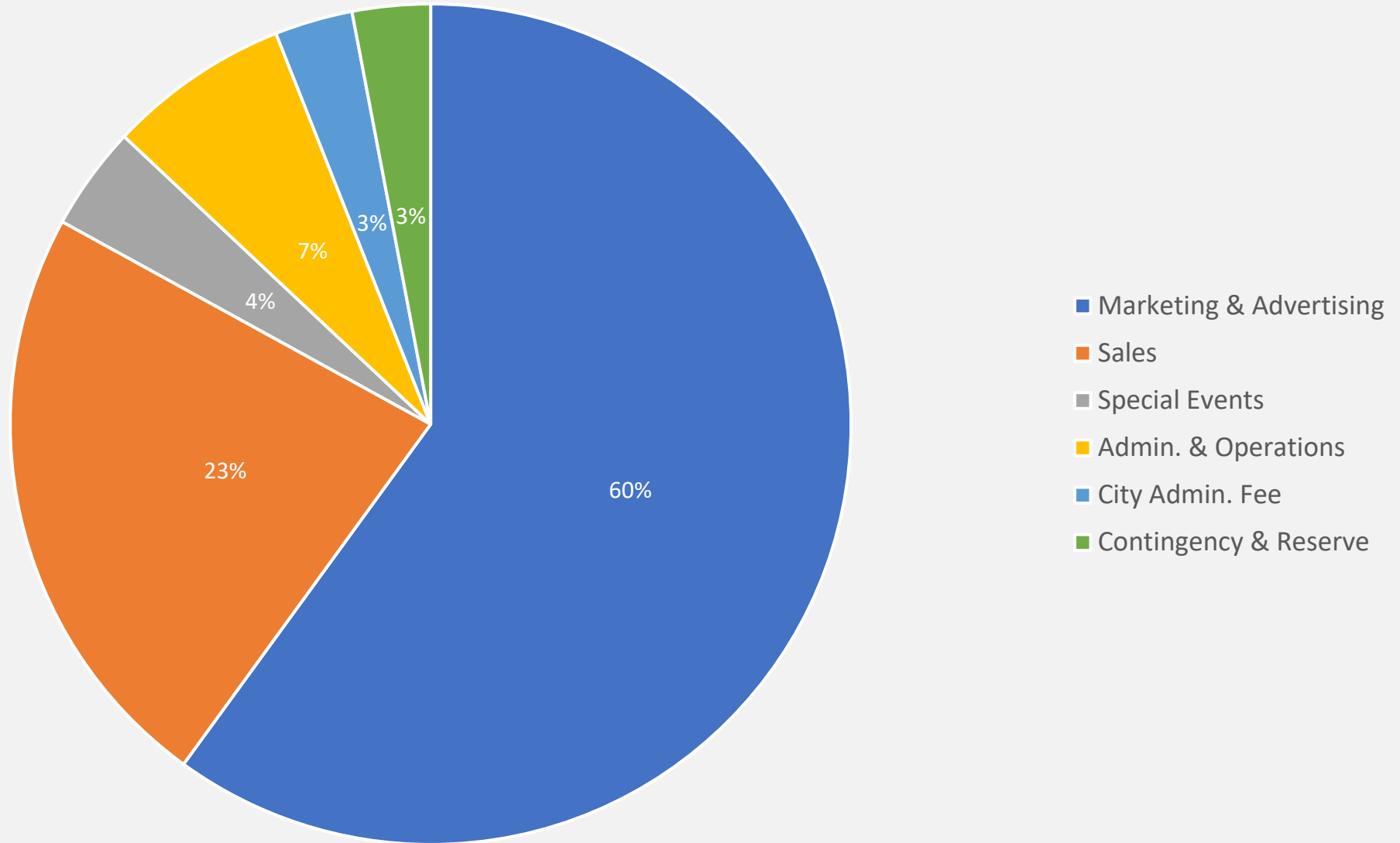


COMMUNITY.



**TEMESCAL
TELEGRAPH**
BUSINESS IMPROVEMENT DISTRICT

Oakland Convention and Visitors Bureau 2024 Expenditure



Total Expenditure = \$1,808,898

Oakland Convention and Visitors Bureau

VISIT
Oakland

VISITOAKLAND.COM

ECONOMIC IMPACT

\$779M
Total
Economic
Impact

3.4
Million
Visitors

\$583M
Visitor
Spending

\$85M
Taxes
(States & Local)

5,548
Jobs in
Oakland

SOURCE:
 **TOURISM
ECONOMICS**
AN OXFORD ECONOMICS COMPANY

FULL ECONOMIC
IMPACT REPORT



PUBLIC RELATIONS

256
Media Placements
2.3B
Media Impressions



WEBSITE/NEWSLETTER

2.7M
Pageviews

886K
Users

1.2M
Sessions

**OPEN
RATE
36%**
15.6K Subscribers

SOCIAL MEDIA



131.5K
Total Audience

10.5M
Accounts Reached

SALES BY THE NUMBERS



\$9.7M Economic Impact
of Booked Business

31% Room Night
Lead Growth

299K Potential
Room Nights

36 Tradeshows &
Client Events Attended

CAMPAIGNS



IMPACT510
The Town Tourism Day



Oakland
RESTAURANT WEEK

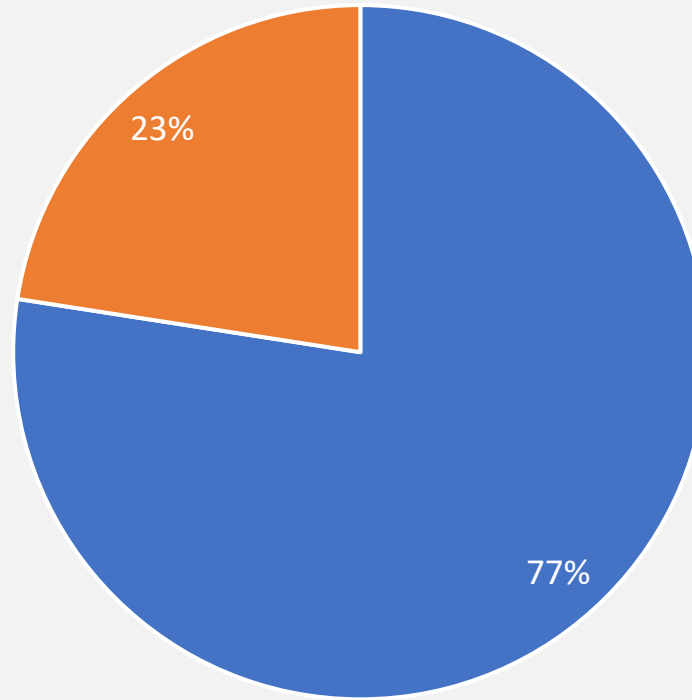


Oakland Summer
VIBES



OAKLAND
Style

Downtown Oakland Association 2024 Expenditure



- Clean and Safe Enhancements
- Marketing and Economic Enhancements

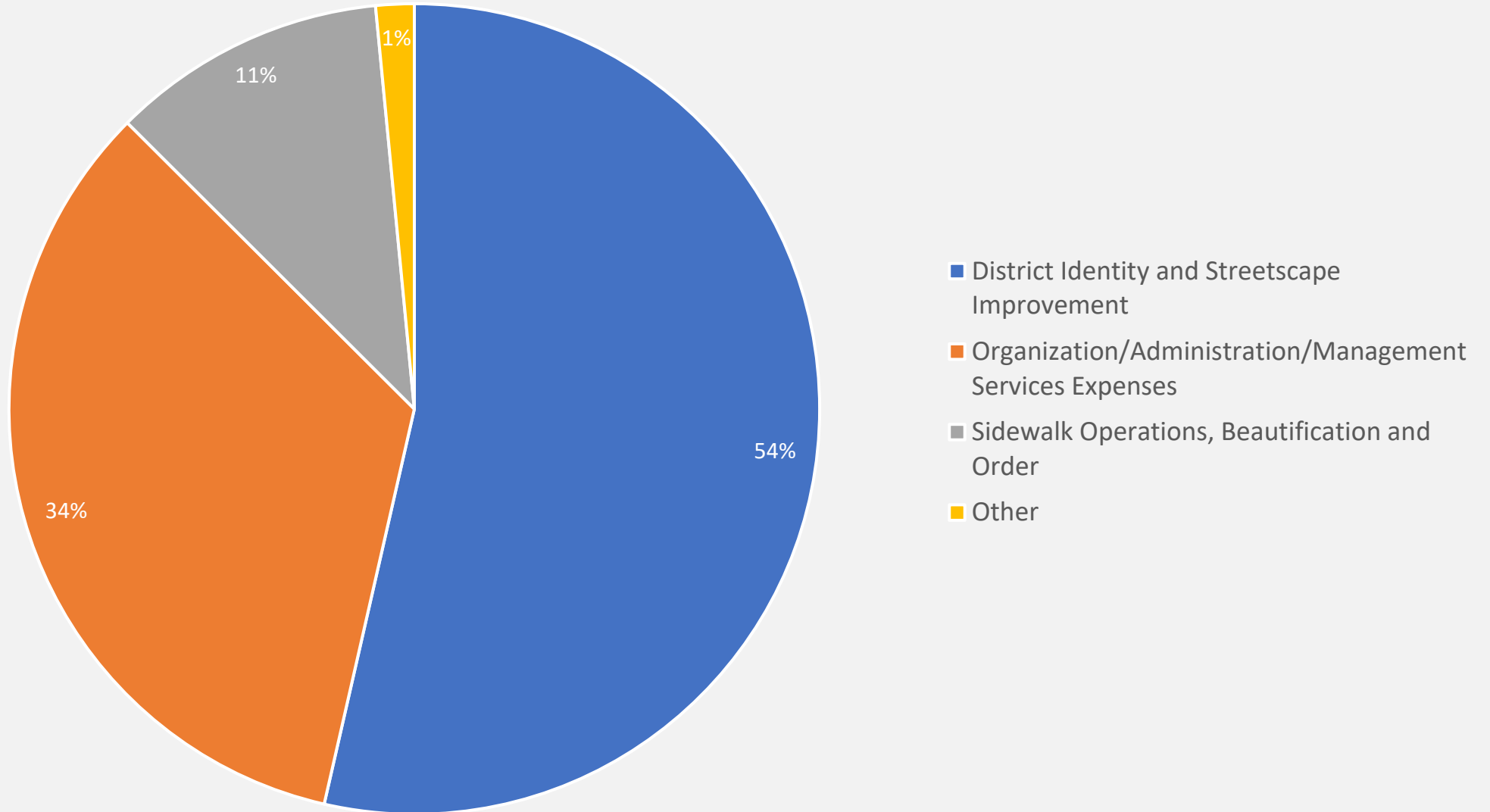
Total Expenditure = \$2,350,961

Laurel District Association



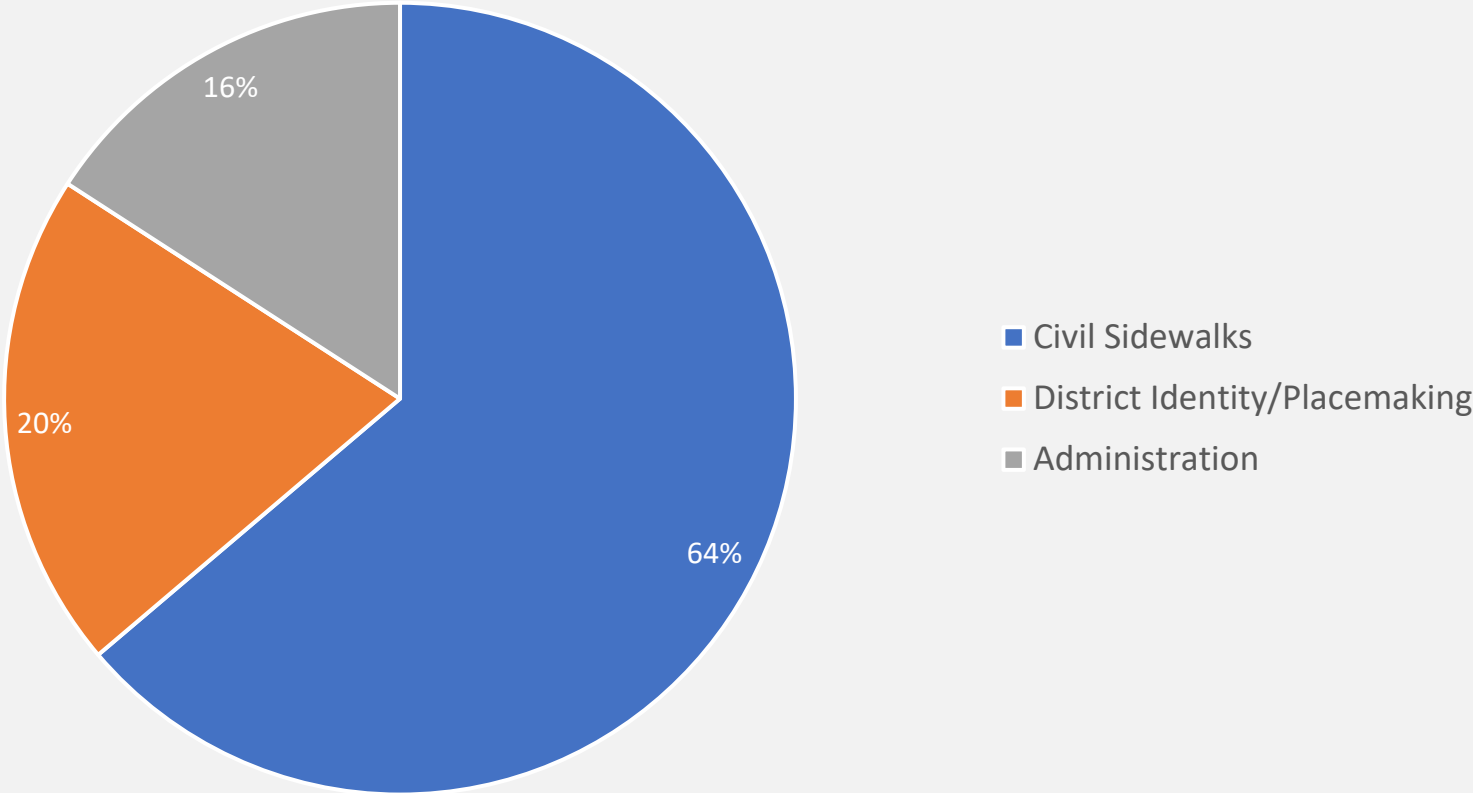
Live in The Laurel Concert Series Every Month

Laural District Association 2024 Expenditure



Total Expenditure = \$487,410

Oakland Chinatown Improvement Council 2024 Expenditure



Total Expenditure = \$1,280,481

Oakland Chinatown Improvement Council



Oakland Chinatown Ongoing Program



VIBRANT NIGHT MARKET



**CHINATOWN BISTRO
LANTERN BEAUTIFICATION
PROJECT**



**LEADERSHIP ACCELERATOR
PROGRAM**

1,749

Email Subscribers

Connecting through regular updates

4

Youth Interns

through our Leadership Accelerator Program



LUNAR NEW YEAR PARADE



**BEAUTIFICATION OF
CHINATOWN**

3,141

Instagram Followers

Engaging our community with cultural content

216

Facebook Members

Building our social media community