

APPROVED AS TO FORM AND LEGALITY

CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION AWARDING A GRANT TO OAKLAND CONVENTION AND VISITOR'S BUREAU (VISIT OAKLAND) IN AN AMOUNT NOT TO EXCEED \$249,000 TO PROVIDE AN OAKLAND SOCIAL MEDIA PROMOTIONAL CAMPAIGN FROM JULY 1, 2024 TO JUNE 30, 2025

WHEREAS, the City wishes to support revitalization of Oakland's downtown and neighborhood commercial districts by amplifying positive stories and enhancing communications following the socio-economic disruption of the COVID-19 pandemic and its disproportionate impact on our City's most vulnerable communities; and

WHEREAS, the Oakland Convention and Visitor's Bureau ("Visit Oakland") is uniquely qualified to offer digital marketing assistance, increasing the audience and recognition for a diversity of programming, performances and cultural assets; they have a proven track record in promotional campaigns that achieve significant media attention, drive increased attendance, recognition and participation by Bay Area residents and Oakland-based businesses, and grow the reach of promotions and events within the Oakland and Bay Area communities; and

WHEREAS, the City wishes to enter into a grant agreement with Visit Oakland to lead social media campaigns that will educate visitors and businesses about Oakland and drive economic engagement in the City; and

WHEREAS, Visit Oakland will partner with Modern Bay Strategies, which has expertise in digital media campaigns; and

WHEREAS, funds are available in General Purpose Fund 1010 that were allocated to city-wide marketing in the Fiscal Year 2024-2025 Midcycle budget; now, therefore, be it

RESOLVED: That the City Council hereby awards a Grant to Oakland Convention and Visitors Bureau in an amount not to exceed two hundred and forty-nine thousand dollars (\$249,000) to lead a social media promotional campaign from July 1, 2024 to June 30, 2025.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

ASHA REED

City Clerk and Clerk of the Council of the
City of Oakland, California