



CITY OF OAKLAND

AGENDA REPORT

TO: Jestin D. Johnson
City Administrator

FROM: Monica Elise Davis
Deputy City Administrator

SUBJECT: Grant to Visit Oakland for Oakland
Social Media Campaign

DATE: August 28, 2024

City Administrator Approval


Jestin Johnson (Sep 5, 2024 08:59 PDT)

Date: Sep 5, 2024

RECOMMENDATION

Staff Recommends That The City Council Adopt A 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.

EXECUTIVE SUMMARY

The proposed resolution will authorize the City Administrator to negotiate and execute a grant agreement between the City of Oakland and Visit Oakland for an Oakland Campaign in the amount of \$249,000 for fiscal year (FY) 2025 from the General Purpose Fund.

REASON FOR URGENCY

The need to take immediate action is because the funds are designated to uplift and amplify critical communications to support Oakland businesses.

BACKGROUND / LEGISLATIVE HISTORY

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with a 21 member-board of directors and full-time staff. Visit Oakland is funded by Measure C, 1.5% of the current 14% hotel occupancy tax and Oakland Tourism Business Improvement District (OTBID) - \$1.50 per room per night. In June 2023, [the City Council approved Activate Oakland and Sponsorship Program](#) in partnership with Visit Oakland. As the grant recipient and fiscal agent, Visit Oakland was successful in their Active Oakland campaign, which included a positive communications campaign to shift the perception of Oakland and highlight the City as a safe, fun, and culturally vibrant urban center.

Modern Bay Strategies was founded in Oakland, CA during the start of the pandemic after co-founders, Christopher Higgenbotham and Kunal Basu-Dutta, realized the undeniable gap in the

City Council
September 17, 2024

digital world when it comes to telling stories with and to underserved communities, especially BIPOC and LGBTQ+ ones. Modern Bay has always supported organizations, small businesses, and campaigns that champion people. Visit Oakland will work in partnership with Modern Bay Strategies to support the delivery of social media promotional campaign.

ANALYSIS AND POLICY ALTERNATIVES

The Citywide priority advanced with these funds is **Responsive, Trustworthy Government**. This grant will provide funds to Visit Oakland to ensure the communication from the City of Oakland is comprehensive and impactful, utilizing the power of social media to reach Oakland's broad and diverse audience.

FISCAL IMPACT

Funding for this grant agreement is available from the FY 2024-2025 Midcycle Budget as detailed in **Table 1** below:

Fund Source	Organization	Project	Program
1010 – General Purpose Fund	02112	1000101	IP03

This project is funded by the General Purpose Fund. There is no additional fiscal impact.

PUBLIC OUTREACH / INTEREST

The Activate Oakland Initiative was informed directly by input provided from Oakland's Business Improvement Districts, Chambers, individual small businesses, business support organizations, merchant associations, and arts and culture community seeking additional funding for events and marketing. Visit Oakland intends to leverage the knowledge they've gained from the previous grant related to the Activate Oakland Initiative to curate and work with local community members who authentically represent Oakland and have a locally engaged audience.

COORDINATION

The City Administrator's Office, City Attorney's Office, and Finance Department have been consulted in the development of this report.

SUSTAINABLE OPPORTUNITIES

Economic: The economic opportunity associated to this resolution are significant as this grant funding will elevate successes of Oakland businesses and positive community engagement. Enhancing the visibility of these stories and experiences in Oakland will drive additional economic engagement within the community.

Environmental: There are no environmental opportunities associated with this report.

Race & Equity: A race equity analysis has not been conducted; however, this grant program is designed to amplify communications to Oaklanders through the digital world, uplifting stories with and to underserved communities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A 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.

For questions regarding this report, please contact Monica Elise Davis at (510) 238-7689.

Respectfully submitted,



Monica Elise Davis, Deputy City Administrator
City Administrator's Office