

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION:

1) AWARDING A GRANT TO OAKLAND CONVENTION AND VISITORS BUREAU (VISIT OAKLAND) IN AN AMOUNT NOT TO EXCEED \$434,000 TO ADMINISTER AN EVENT SPONSORSHIP PROGRAM PROVIDING MARKETING TECHNICAL ASSISTANCE AND FUNDING OF UP TO \$10,000 PER EVENT TO SUPPORT OAKLAND'S SMALL BUSINESSES, ARTS AND CULTURE, AND COMMERCIAL DISTRICTS, AND TO LEAD A PUBLIC SAFETY CAMPAIGN THAT WILL EDUCATE VISITORS AND BUSINESSES ABOUT, AND FACILITATE IMPLEMENTATION OF, EFFECTIVE CRIME PREVENTION STRATEGIES FOCUSED ON REDUCING THEFT, VANDALISM, AND AUTO AND COMMERCIAL BURGLARY IN OAKLAND'S COMMERCIAL DISTRICTS; AND

2) AUTHORIZING THE CARRYOVER OF UNSPENT FISCAL YEAR 2022-2023 GENERAL PURPOSE FUNDS IN AN AMOUNT NOT TO EXCEED \$434,000 TO FISCAL YEAR 2023-2024

WHEREAS, Oakland's small businesses and commercial corridors, especially in Downtown Oakland, are suffering from decreased foot traffic and revenues that have not rebounded to pre-pandemic levels, while crime, especially commercial and auto burglary as well as theft and vandalism, has skyrocketed; and

WHEREAS, Oakland's commercial districts will benefit greatly from more and larger events as well as creative activations (such as pop-up performances, art installations, and physical improvements) because they will generate foot traffic, create a sense of place, encourage social connections, improve safety, and generally bring more vitality to the districts; and

WHEREAS, a public safety campaign focused on reducing auto burglary, theft and vandalism, which represent 65% of all crime in Oakland, has been requested by businesses, the Oakland Police Department, and business service organizations to help protect businesses and visitors from the recent increase in property crime in commercial districts; and

WHEREAS, The City wishes to support revitalization of Oakland’s downtown and neighborhood commercial districts by activating public spaces, incubating events, and promoting public safety awareness in an effort to generate resilience and innovation 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 Visitors Bureau (“Visit Oakland”) is uniquely qualified to offer technical marketing assistance to new kinds of community events and activations, increasing the audience and recognition for a diversity of programming, performances and cultural assets; they have a proven track record in producing events and promotional campaigns that achieve significant positive 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 administer an event sponsorship program providing marketing technical assistance and funding of up to \$10,000 per event to support Oakland’s small businesses, arts and culture, and commercial districts, and lead a public safety campaign that will educate visitors and businesses about, and facilitate implementation of, effective crime prevention strategies focused on reducing theft, vandalism, and auto and commercial burglary in Oakland’s commercial districts; and

WHEREAS, an amount not to exceed \$400,000 will be allocated for the events sponsorship program, from which a 20% Admin and Marketing Assistance fee will be given to Visit Oakland for their administration of the program, in partnership with the City of Oakland, including sending out a call for applicants, reviewing applications based on equity criteria created in collaboration with EWDD staff, administering the funds, providing marketing assistance to the selected awardees and reporting on the required grant deliverables; and

WHEREAS, the event sponsorship program will prioritize funding to support new events and expansion of existing small events in Oakland’s business corridors, for projects that provide economic opportunities for Oakland-based businesses, and especially commercial districts in high priority neighborhoods that have been historically marginalized or under invested; and

WHEREAS, an amount not to exceed \$34,000 will be allocated for the creation and implementation of a Public Safety Campaign by Visit Oakland, in partnership with the City of Oakland and business support organizations, that promotes effective strategies and resources for visitors and businesses to reduce their risks and protect themselves from crime; and

WHEREAS, funds are available in General Purpose Fund 1010 that were allocated to city-wide marketing and Downtown activations in the Fiscal Year 2022-23 Midcycle budget; and

WHEREAS, staff is seeking authorization to carryover the unspent fiscal year 2022-23 funds in an amount not to exceed \$434,000 to fiscal year 2023-2024 to fund this grant award to Visit Oakland; now, therefore, be it

RESOLVED: That the City Council hereby awards a Grant Agreement to Oakland Convention and Visitors Bureau in an amount not to exceed four hundred thirty-four thousand dollars (\$434,000) to: 1) administer an event sponsorship program providing marketing technical

assistance and funding of up to \$10,000 per event to support Oakland’s small businesses, arts and culture, and commercial districts, and 2) lead a public safety campaign that will educate visitors and businesses about, and facilitate implementation of, effective crime prevention strategies focused on reducing theft, vandalism, and auto and commercial burglary in Oakland’s commercial districts; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the carryover of unspent fiscal year 2022-23 funds in an amount not to exceed \$434,000 to fiscal year 2023-2024 to fund this grant award to Visit Oakland.

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

3282307v2/ARM