



Legislation Details (With Text)

**File #:** 23-0521      **Version:** 4      **Name:**

**Type:** City Resolution      **Status:** Passed

**File created:** 6/14/2023      **In control:** Special Concurrent Meeting of the Oakland  
Redevelopment Successor Agency/City Council

**On agenda:** 6/28/2023      **Final action:** 6/28/2023

**Title:** Subject: Activate Oakland Event/Activations Sponsorship Program And Public Safety  
Campaign  
From: Economic And Workforce Development Department  
Recommendation: Adopt A 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

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. View Report, 2. View Legislation, 3. 89808 CMS

Date	Ver.	Action By	Action	Result
6/28/2023	2	Special Concurrent Meeting of the Oakland Redevelopment Successor Agency/City Council	Adopted as Amended	Pass
6/22/2023	2	*Rules & Legislation Committee		
6/15/2023	1	*Rules & Legislation Committee	Scheduled	

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**Recommendation:** Adopt A 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