



# 2020 District Update and Report

THE JACK LONDON IMPROVEMENT DISTRICT is focused on creating and maintaining a welcoming and vibrant Jack London. Founded in 2013, the Improvement District is led by a 14-member volunteer Board of Directors representing a thriving and engaged mixed-use community.

2020 has brought unprecedented challenges with a global pandemic impacting nearly every aspect of life and neighborhood activity, and also a call to action for racial justice. Our organization has committed itself to promote diversity, equity, and inclusion in our work, and is pivoting along with our resilient and innovative merchants to navigate new safe ways of doing business.

This neighborhood remains a cultural gem and entertainment destination, a publicly accessible waterfront, a transportation and logistics hub, a residence for over 4,000 people, a one-hundred-year-old wholesale produce market, a home to legendary black-owned establishments, an artist and fabricator district, and more. As neighborhood stewards and community builders, the Improvement District is working to ensure all are welcome and can thrive in this dynamic place.

## Highlights

**Marketing & Economic Development:** The District promotes Jack London's unique offerings with residents, employees, and visitors, invites new diverse businesses to join the community, and provides platforms for collaborative marketing and business participation including special events and campaigns. This year we launched the well-received Jack London Grocery Guide and the new District Map.

**Maintenance, Beautification, and Safety:** The District works to create safe, welcoming streets, with daily litter and illegal dumping pickup and graffiti abatement. This year streetscape projects included new planters on Broadway, street tree pruning, and new branded street-pole banners. A program for cleaner operations and safer streets in the Historic Wholesale Produce Market is underway.

**Government & Community Relations:** The District builds community and promotes the neighborhood through events like timely Panel Talks, the annual community block party in August with participation from local businesses, and even virtual events to stay connected and entertained during shelter-in-place. This year community forums focused on the Broadway gateway, the 5th & Oak St. community cabins, and the Oakland-Alameda pedestrian bridge. The District is also engaged in long-term development advocacy in the Downtown Oakland Specific Plan, Howard Terminal Community Benefits Agreement, Oakland-Alameda Access Project, and cross-sector homelessness solutions.

### Welcome new businesses:

Nido's Backyard · United Grooming ·  
RoShamBo on 4th · BLOC15 · Eternal · Planted  
Table · Port Kitchens Marketplace · Chop Bar's  
new location

### 2020 Ambassador Program Statistics:

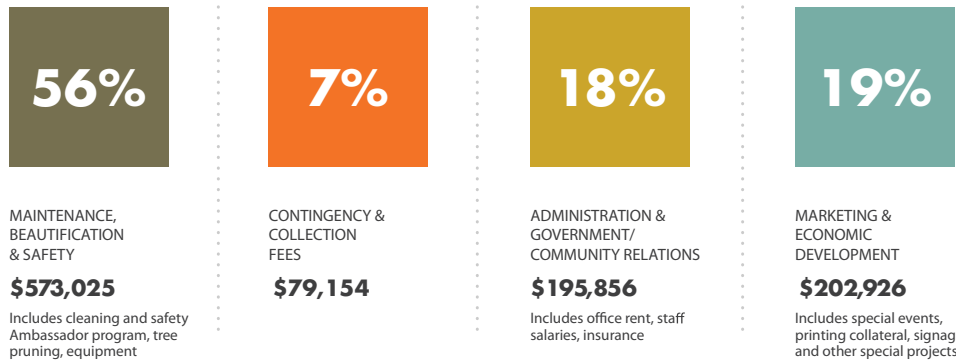
326,864 lbs of district trash picked up  
585 instances of illegal dumping cleared  
461 sites of graffiti cleaned  
687 blocks of weeds removed  
7,520 people were greeted or assisted

# Financials

Annually, the Improvement District's budget is balanced.



## 2020 Budget Breakdown Cost of Providing Improvement Activities



# Leadership

## Staff:

Savlan Hauser, Executive Director  
 Carlos Paz-Rivera, Operations Manager  
 Kaylee Hudson, District Specialist

## Board of Directors:

Mark Everton - President  
*Visit Oakland*

Paul Thyssen - Treasurer (Outgoing)  
*Property Owner*

Jonathan Fong - Secretary  
*(Formerly) JLS Farmer's Market*

Erin Coburn (Outgoing)  
*Minimo Wine Shop*

Peter Gertler  
*Property Owner*

Sam Nassif  
*Z Hotel*

Sara May  
*Metrovation Real Estate*

Chris Pastena  
*Chop Bar*

Greg Pasquali  
*Carmel Partners*

Taj Tashombe  
*Oakland Athletics*

Beth VanClute (Outgoing)  
*CIM Jack London Square*

Dana Bushouse  
*Crooked City Cider Taproom*

Michael Bernstein  
*Buck Wild Brewing*

Chris Wittler (Outgoing)  
*Property Owner*

"Awesome work on such a difficult and challenging project. You've made Oakland better for everyone and this time including the unhoused occupants. Thanks so much for hitting this out of the park!!"  
 -Dan Hagerty, Seawolf, regarding advocacy work for the 5th Street Community Cabins

"Great resource for local businesses and the District in general. They've really helped us with the coordination involved in getting the Jack London Brewing District off the ground."  
 -Aram Cretan, Federation Brewing

"Thank you so much for organizing these amazing trivia nights. Our team group text starts blowing up on Wednesdays with excitement about "getting together" on Friday - we all agree that trivia night actually makes it feel like the weekend matters now and we all really look forward to it. Priceless. We appreciate it so much."  
 -Michelle Augenstein, Resident

"I love the hands-on involvement from all JLID team members."  
 -Jennifer Newman, Resident and Co-Chair, Beat 1X NCPC

Get involved! Your engagement enlivens the neighborhood.

Stay informed: [jacklondonoakland.org/list](http://jacklondonoakland.org/list)

➔ Apply to Join the Board: Elections are held annually in November. ➔

Contact us: [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org) Call or Text the Ambassador hotline 510 363 0989

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