



**JACK
LONDON**
OAKLAND™



2017

ANNUAL
REPORT

JackLondonOakland.org

2017 IMPACT REPORT

Jack London Improvement District nears its third year of work to create, promote and maintain an inviting environment for people who live, work, or play in Jack London. The District continues to focus on beautification, safety and promotion in 2017 with exciting new businesses, developments, programs, community partners, and events in store.

Savlan Hauser
Executive Director

Courtney Rosiek
Administrative Coordinator

Bill Stotler, Outgoing President

Sara May, Outgoing Secretary
Incoming Treasurer
Metrovation Real Estate

Saied Karamooz, Incoming President
Business and Property Owner

Vivian Kahn
Kahn Mortimer Associates

Sam Nassif
Z Hotel Jack London Square

Peter Gertler
Property Owner

Paul Thyssen
Property Owner

Erin Coburn
Business Owner
minimo Wine Shop

Michael Carilli
The Port Workspaces

Jennifer Koidal
GM, Jack London Square

CLEAN SAFE STREETS PROGRAM

Operations Manager
Carlos Paz Rivera

Ambassadors: Jerrold Mack,
Markisha Johnson, Camri Manney,
Fabian Sanchez, Geronimo Jones



JACK LONDON CLEAN AND SAFE

STATISTICS

DECEMBER 2016 YTD

**Jack London's
Ambassadors have been
hard at work**

Receive Jack
London's Clean
Safe Statistics by
signing up for a
monthly email
update!



46,327 lbs

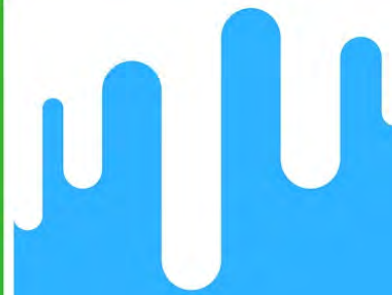
of trash and debris
removed from the
Public Right-Of-Way

664

Illegal Dumping
sites have been
cleared.

766

Blocks within the
District have
undergone weed
abatement.



1,786

Graffiti sites
addressed

2,802

Stickers, Posters,
Flyers removed
from City Fixtures

2,268

Individuals assisted by
our Ambassadors
while in the District

CELEBRATING DISTRICT IDENTITY

THIS YEAR, JACK LONDON...

Installed over 100 iconic light post banners created by a local design team, celebrating District's unique identity.

Celebrates the Centennial of the Historic Wholesale Produce District.

Promoted local tourism with partners Amtrak San Joaquin and Visit Oakland through initiatives such as the Oakland Urban Wine Trail and Ale Trail.

Hosted community partner events and incubated startups including Bike Solar Oakland, STEAM Factory, and food businesses to activate the gateway to the District.

Jack London Ambassadors served as a hospitality presence, helping with directions and offering recommendations and assistance,





PANEL TALK SERIES





TACKLING TOUGH ISSUES

We host interactive educational events with local leaders and subject matter experts, attracting broad stakeholder attendance and media attention

Past panel talks include:

Industry in Jack London, Art in Public Space, Homelessness, Voter Forum, Retail in Jack London, Future of Jack London

Connecting Oakland's Waterfront with its Downtown

This year we:

Improved the gateways to the District at the I-880 underpasses. The Ambassador team provided short-term solutions, including pressure washing, and maintenance.

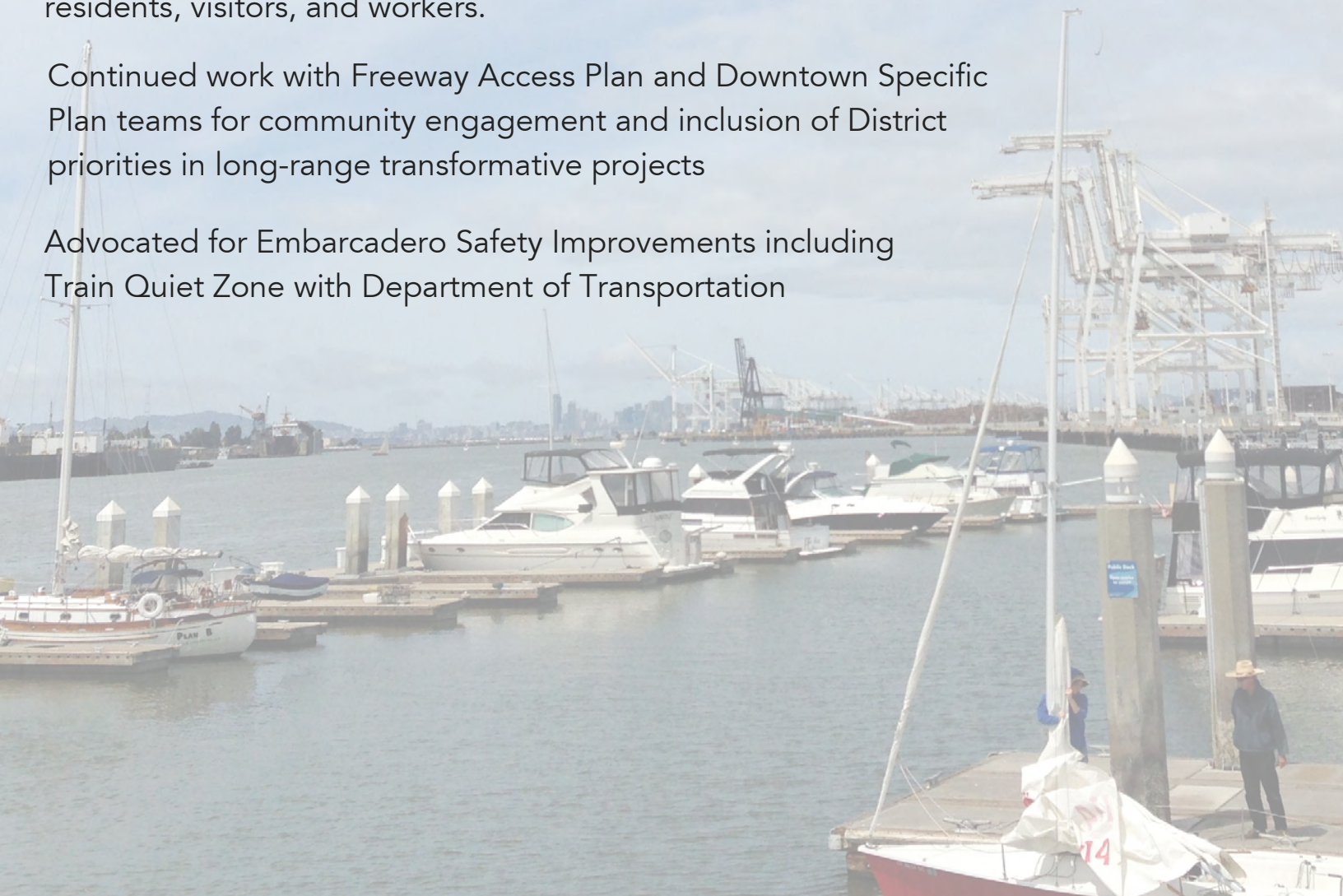
Worked with the City to launch the "Walk This Way" project and selected a consultant team for the soon-to-initiate Broadway Webster Underpass Improvements

Launched a wayfinding signage program-- first District to do so outside of the City's Uptown pilot project.

Sponsored the B Shuttle, specifically extended its evening hours for residents and commuters from 7 pm to 10 pm on weeknights, for safe, convenient access for District residents, visitors, and workers.

Continued work with Freeway Access Plan and Downtown Specific Plan teams for community engagement and inclusion of District priorities in long-range transformative projects

Advocated for Embarcadero Safety Improvements including Train Quiet Zone with Department of Transportation





ATTRACTING AND SHAPING DEVELOPMENT

Over 500 units are currently under construction—bringing much-needed housing and vibrancy to the District. Jack London has worked closely with Carmel Partners, CIM, Mill Creek Residential, and Austin Group to support positive impact. The District facilitated multiple forums for proposed development projects within the District as well as the ongoing Downtown Specific Plan. These meetings fostered a pipeline for community input on a project.

Thanks to Carmel Partners' support through the project underway at 4th and Madison, secured over \$300K of funds for a façade improvement matching grant program, and for improvements to the Historic District Signage Program.



MORE THAN JUST A MURAL

The Building Art Program, initiated in 2016, aims to attract artists, and identify space and resources to create and show work. Works to date include wall art, pop-up exhibitions, and original paintings on utility boxes in the District.

With the Building Art Program, we've facilitated 13 unique pieces and become grant recipients for the nationally recognized Museum of Capitalism

Take a walking tour and find out more on our interactive map: [Building Art Map](#)

Welcome

and to some, welcome back!

Brooklyn West Winery

Federation Brewery

Dolma's

Slainte

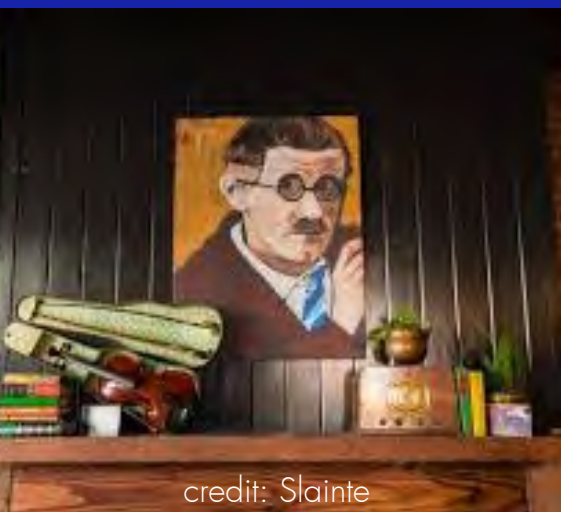
Sea Wolf Public House

Creative Integration

A3 Ventures (AAA Innovation Lab)

Grocery/Cafe JLS

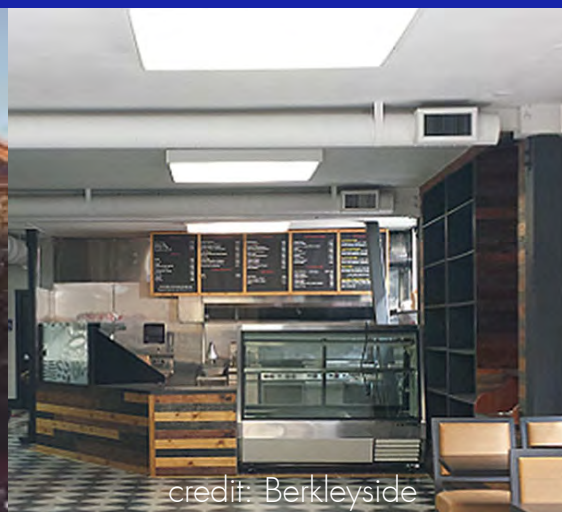
Belcampo



credit: Slainte



credit: Seawolf



credit: Berkleyside




Financials

Maintenance, Beautification, Safety and Streetscape Improvements	58%	\$472,778
Marketing and Economic Development	15%	\$128,593
Administration, Overhead, Government and Community Relations	19%	\$159,538
Contingency, City, County Collection Fees	7%	\$58,792
TOTAL	100%	\$819,704

Detailed financial reports are publicly posted with board meeting agenda packets. See link below:

[Jack London Board Meetings](#)



There's a tremendous amount of dedication and love for this neighborhood, and the District is privileged to benefit from expertise and input of many of you as volunteers. We welcome your feedback and participation as we work together to foster economic vitality and quality-of-life in Oakland's unique, historic, urban waterfront community.

Ideas and comments about improving Jack London? Visit us at 333
Broadway (@4th) info@jacklondonoakland.org / 510-267-0858
jacklondonoakland.org [jacklondonoak](https://www.facebook.com/JLID.org) [facebook.com/JLID.org](https://www.facebook.com/JLID.org)