



City of
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California

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FOR IMMEDIATE RELEASE

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Jack London Improvement District Launched **City Welcomes 10th Business Improvement District**

Oakland, CA — The City of Oakland is pleased to welcome the Jack London Improvement District (JLID), the city's tenth Business Improvement District, as it starts its safety and maintenance ambassador operation in the greater Jack London District.

Ambassadors are now on the streets, working to make the district a clean, safe and friendly environment. Services include public engagement and hospitality, deterring and reporting unwanted activities, safety escorts, regular engagement with the homeless population, graffiti abatement, power washing, litter removal, landscaping and street beautification. The ambassadors will be managed by Block By Block, a nationally recognized firm with specialized skills and training designed to meet the needs of the district.

“Jack London Square is one of Oakland’s most historic and celebrated neighborhoods, and right now is a perfect time for our new ambassadors to reintroduce it to visitors new and old,” Oakland Mayor Jean Quan said. “The Brooklyn Basin project is transforming the neighborhood on one side, while Howard Terminal is set to develop exciting opportunities on the other. New wineries, restaurants, bowling alleys and more are opening up all the time. The Broadway Shuttle takes visitors to and from the center of it all at our gorgeous waterfront, with more riders using the free service all the time. Oakland is enjoying a new international renown and excitement, and Jack London Square is among its most sparkling crown jewels.”

Oakland Venue Management was awarded the contract to manage the JLID, bringing extensive local experience in district management from Oakland’s Downtown and Lake Merritt-Uptown districts, and an ability to leverage best practices from other districts. Urban design professional and active Jack London resident Savlan Hauser will oversee the JLID and its vision. The District’s central management office will be at the former Urban Blend Café location at 333 Broadway. The organization plans to host local vendors with coffee, food and flower kiosks in their parking lot to create a hub of activity and information on the corner of Broadway and 4th Street. To kick off the JLID, a public open house at the new office will be held from 6 to 9 p.m. on Tuesday, August 5, to coincide with National Night Out.

The JLID will also drive efforts to improve land use and infrastructure including the 880 underpasses, in addition to mitigating train noise and enhancing streetscape and public spaces.

“Thanks to the overwhelming support we received from property owners, we now have resources to achieve the vision many have promoted, honoring our historic fabric and the incredible potential of the waterfront district,” said JLID President Bill Stotler. “We are thrilled to be tasked to create a safe, clean and thriving environment that fosters and supports smart growth, and celebrates Oakland’s rich waterfront history.”

(more)

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The Port of Oakland — a major property owner, operators of the 5th busiest port in the nation and home to the popular regional destination Jack London Square — is a strategic partner in the JLID. The district is also home to a burgeoning tech scene and great artisan food businesses such as Blue Bottle Coffee Company, Peerless Coffee, Cerruti Cellars, Rosenblum Cellars, Bicycle Coffee Company, Mr. Espresso, Baia Pasta, Miette Bakery, Food Craft Institute and the wildly successful Eat Real Festival.

The Oakland City Council formally established boundaries of the Jack London Improvement District in July 2013. It includes more than 1,100 commercial and residential property owners and its boundaries are from Sixth Street to the north (including the 880 underpasses), to waterfront of the estuary at the south, and from Brush Street to the west and Fallon Street to the east. A detailed description of District boundaries can be found at www.jlid.org.

Business Improvement Districts, also known as Community Benefit Districts, are self-imposed assessment districts established by a majority vote of licensed businesses and/or property owners in the district. These assessments pay for maintenance, security, management and physical improvements beyond those normally provided by the City. The JLID assessments for 2014 are projected to total \$767,426.

Since the approval of the Lakeshore Avenue Business Improvement District in 1998, Business Improvement Districts (BIDs) have been important partners in the economic development of Oakland. All across the city, BIDs have had a tremendous impact in maintaining and enhancing the vitality of the areas they serve. The BIDs have made valuable contributions to Oakland neighborhoods including enhanced collaboration between property owners and businesses to keep their areas competitive.

Oakland's ten BIDs represent approximately 4,100 commercial, residential property owners and merchants and add \$4 million in additional public and private assessment funding towards enhanced services in various Oakland commercial corridors. The City of Oakland facilitates the creation of business improvement districts; upon formation, the City works with the districts to fulfill their district management plans and provides oversight of the district operations. A comprehensive list of Oakland's business improvement districts can be found on the Oakland Metropolitan Chamber of Commerce website at www.oaklandchamber.com.

For information about forming a Community Benefit District, contact Aliza Gallo, Economic Development Manager, Economic & Workforce Development Department, City of Oakland at (510) 238-7405 or agallo@oaklandnet.com.

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