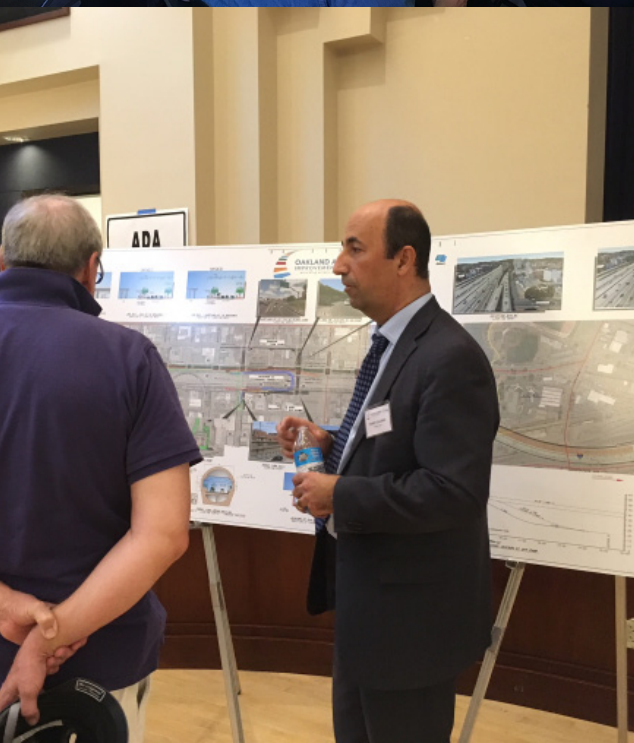


**JACK**  
**LONDON**

**OAKLAND**<sup>TM</sup>



# This Month in Jack London





# National Night Out 2018- 30 Participating Businesses

## Silent Auction benefitting Covenant House Youth Shelter





# Broadway Tree Canopy Pruning and Lifting





# Waterfront Warehouse District Concept Complete August 24



**Concepts**



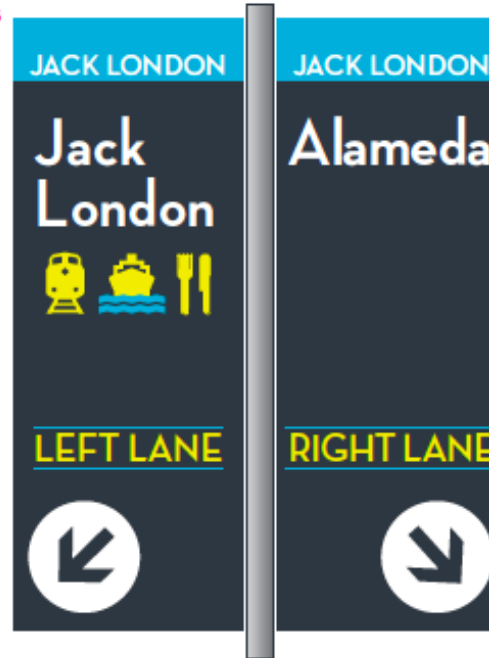
# Wayfinding Signs- Pilot Phase Installed

9-PM  
11x19 sign  
2 signs



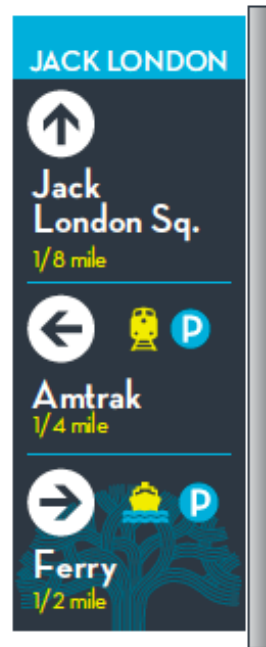
Broadway btw 3rd & 2nd east side  
Middle lampost on block-one sign each side of pole

10&11-AL  
Banners  
2 signs

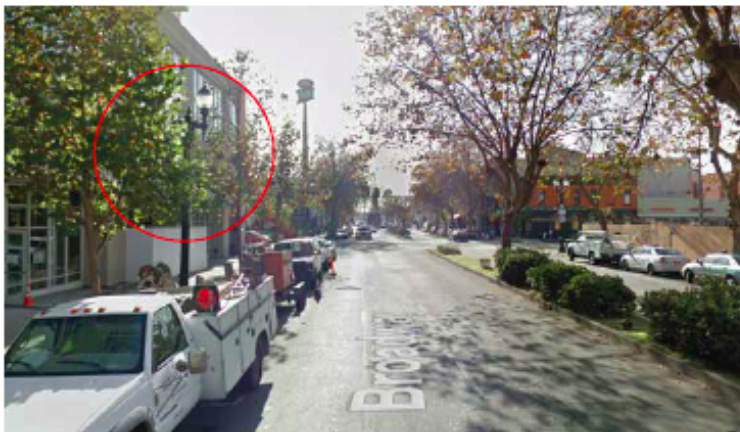


Webster btwn 7th and overpass  
Last lampost on center median.

12-AL  
Banner



WEBSTER BTW 3RD & 2ND  
first pole after 3rd street





# PG&E Pipeline Project- Impact Mitigation Underway





# Scooter Summit Panel Talk August 27th



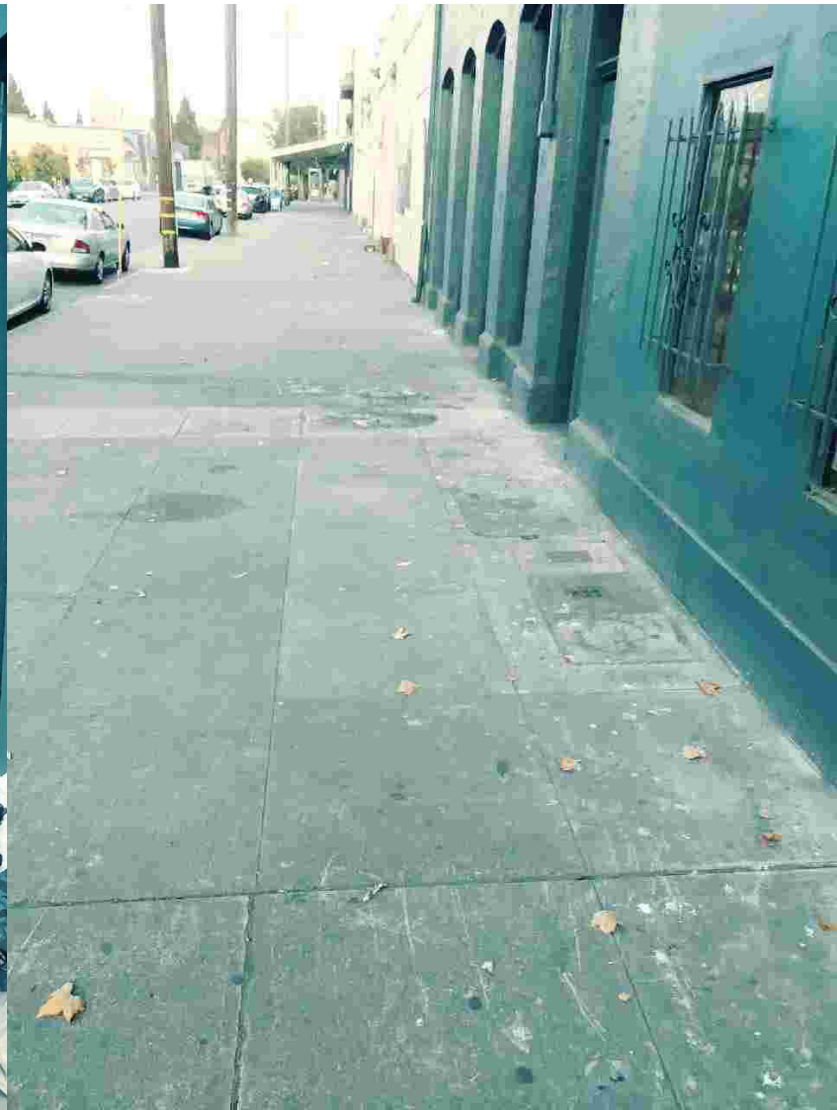
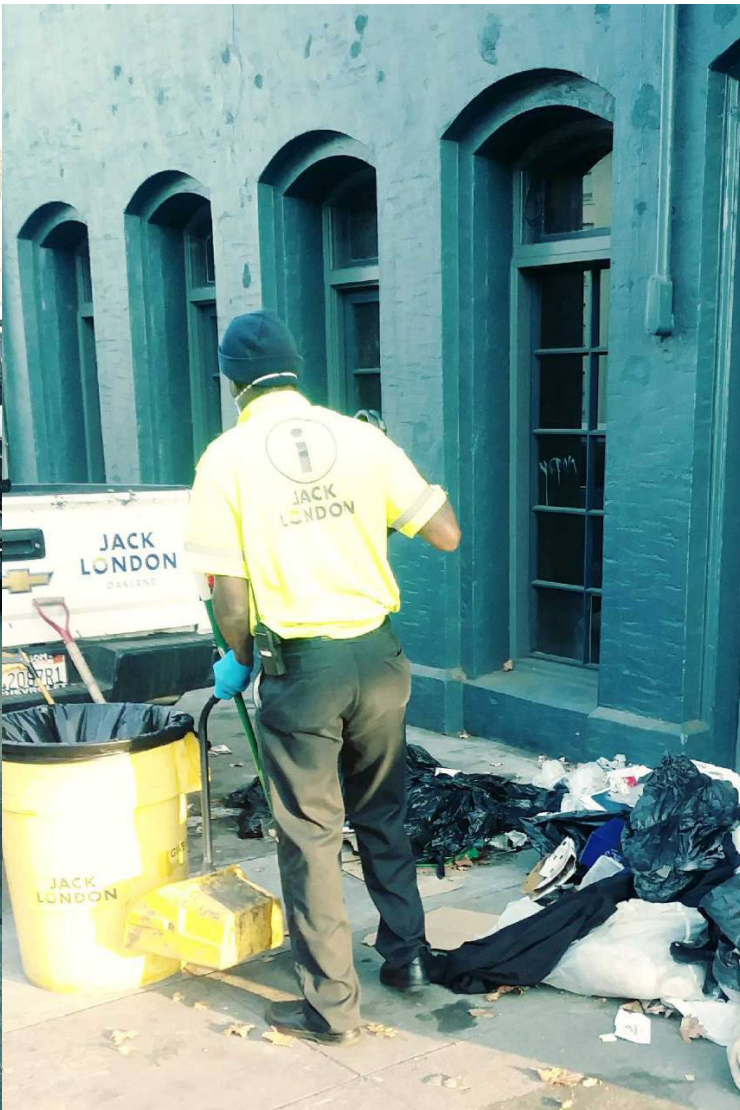


# Farmhouse Thai Opens





# Before & After







**Monthly Jack London Business Coffee Hour -  
August 23rd at 10:00 AM at Slainte**



# Sales Tax Summary - 2017



## CITY OF OAKLAND

SALES TAX REVENUES BY GEOGRAPHIC AREA - CALENDAR YEAR-TO-DATE

ADJUSTED FOR  
ECONOMIC DATA

Geographic Area	Count	Current Year			Prior Year 2016	2015	2014	2013	2012	2011	2010	2009	2008
		2017	% Chg.	% of Ttl.									
0030 - Lakeshore/Lake Park BID	76	586,891	0.5%	1.2%	583,910	615,487	602,909	581,433	554,709	523,360	500,437	481,725	444,283
0031 - Montclair BID	144	631,053	3.5%	1.3%	609,469	598,580	567,384	572,128	562,564	574,318	564,772	564,841	580,401
0033 - Laurel District BID	81	324,243	8.8%	0.7%	297,944	295,070	286,086	276,860	277,178	264,050	243,036	235,455	247,488
0039 - Koreatown CBD	126	552,252	3.9%	1.2%	531,629	474,441	349,478	282,724	283,223	260,739	241,728	237,298	259,120
0058 - Downtown Oakland CBD	548	937,645	4.1%	2.0%	900,968	849,410	782,320	717,009	684,981	750,079	765,592	1,010,409	1,094,176
0059 - Lake Merritt / Uptown CBD	371	1,102,618	-1.4%	2.3%	1,118,210	1,027,433	972,182	951,968	901,347	831,686	831,851	924,532	787,116
0139 - Rockridge BID	227	1,324,644	5.2%	2.8%	1,258,931	1,219,362	1,152,809	1,116,943	1,065,666	1,012,457	978,000	1,055,644	1,180,024
0141 - Fruitvale BID	157	489,759	2.1%	1.0%	479,769	468,945	477,256	471,721	442,767	466,502	490,421	483,646	554,398
0201 - Temescal/Telegraph Ave BID	308	1,437,152	4.1%	3.0%	1,380,305	1,397,208	1,397,375	1,346,126	1,297,006	1,218,577	1,083,841	1,037,590	1,197,288
A0059 - Jack London District CBD	293	1,115,371	4.1%	2.3%	1,071,744	1,036,550	925,366	934,007	856,097	717,927	655,616	716,113	934,654
Totals For Listed Geo Areas	2,331	8,501,629	3.3%	17.9%	8,232,877	7,982,486	7,513,167	7,250,918	6,925,541	6,619,694	6,355,295	6,747,254	7,278,948
Totals For All Outlets	13,382	47,515,266	5.9%	100.0%	44,887,435	44,536,154	44,034,216	42,343,727	40,868,008	37,880,959	33,594,988	32,918,611	39,963,633



# Sales Tax Summary - 2017



## CITY OF OAKLAND

SALES TAX REVENUES BY GEOGRAPHIC AREA - 4Q 2017

ADJUSTED FOR  
ECONOMIC DATA

Geographic Area	Count	Current Year			Prior Year 4Q 2016	4Q 2017	3Q 2017	2Q 2017	1Q 2017	4Q 2016	3Q 2016	2Q 2016	1Q 2016
		4Q 2017	% Chg.	% of Ttl.									
0030 - Lakeshore/Lake Park BID	76	162,784	3.6%	1.3%	157,194	162,784	138,199	146,821	139,086	157,194	140,588	147,207	138,921
0031 - Montclair BID	144	177,901	6.7%	1.4%	166,700	177,901	152,264	155,144	145,744	166,700	143,669	154,562	144,537
0033 - Laurel District BID	81	82,310	19.1%	0.7%	69,127	82,310	80,966	82,369	78,598	69,127	76,800	78,746	73,270
0039 - Koreatown CBD	126	136,602	1.8%	1.1%	134,167	136,602	140,136	142,197	133,318	134,167	136,946	139,243	121,274
0058 - Downtown Oakland CBD	548	238,370	-4.3%	1.9%	248,957	238,370	226,662	250,802	221,811	248,957	214,990	225,711	211,310
0059 - Lake Merritt / Uptown CBD	371	269,803	-8.2%	2.1%	293,954	269,803	248,348	286,025	298,442	293,954	280,483	273,492	270,280
0139 - Rockridge BID	227	363,569	3.9%	2.9%	349,907	363,569	324,236	338,626	298,214	349,907	312,664	308,001	288,359
0141 - Fruitvale BID	157	121,709	0.7%	1.0%	120,825	121,709	124,550	128,556	114,944	120,825	123,037	124,908	110,999
0201 - Temescal/Telegraph Ave BID	308	384,770	9.7%	3.1%	350,590	384,770	361,803	351,712	338,867	350,590	348,468	365,028	316,219
A0059 - Jack London District CBD	293	316,956	8.6%	2.5%	291,962	316,956	277,498	280,113	240,803	291,962	269,398	261,140	249,244
Totals For Listed Geo Areas	2,331	2,254,775	3.3%	17.9%	2,183,383	2,254,775	2,074,661	2,162,365	2,009,828	2,183,383	2,047,044	2,078,038	1,924,412
Totals For All Outlets	13,382	12,588,392	9.3%	100.0%	11,515,938	12,588,392	12,120,746	12,014,880	10,791,248	11,515,938	11,530,954	11,500,637	10,339,907