

## Financials

Annually, the Improvement District's budget is balanced.



2020 Budget Breakdown Cost of Providing Improvement Activities

<b>56%</b>	<b>7%</b>	<b>18%</b>	<b>19%</b>
<b>MAINTENANCE, BEAUTIFICATION &amp; SAFETY</b> <b>\$573,025</b> <small>Includes cleaning and safety Ambassador program, tree pruning, equipment</small>	<b>CONTINGENCY &amp; COLLECTION FEES</b> <b>\$79,154</b>	<b>ADMINISTRATION &amp; GOVERNMENT/ COMMUNITY RELATIONS</b> <b>\$195,856</b> <small>Includes office rent, staff salaries, insurance</small>	<b>MARKETING &amp; ECONOMIC DEVELOPMENT</b> <b>\$202,926</b> <small>Includes special events, printing collateral, signage and other special projects</small>

## 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 Hagerly, Seawolf, regarding advocacy work for the 5th Street Community Cabins

"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

"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

"I love the hands-on involvement from all JIID 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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# Annual Report and District Collateral sent to ~1,400 Stakeholders



Safety Protocol for Ambassadors in consideration of AQI:  
Elevated (PPM 100+): frequent breaks, KN95 Masks  
Unhealthy (PPM 150+): pull teams in from the outdoors.

6 Months in to Pandemic:

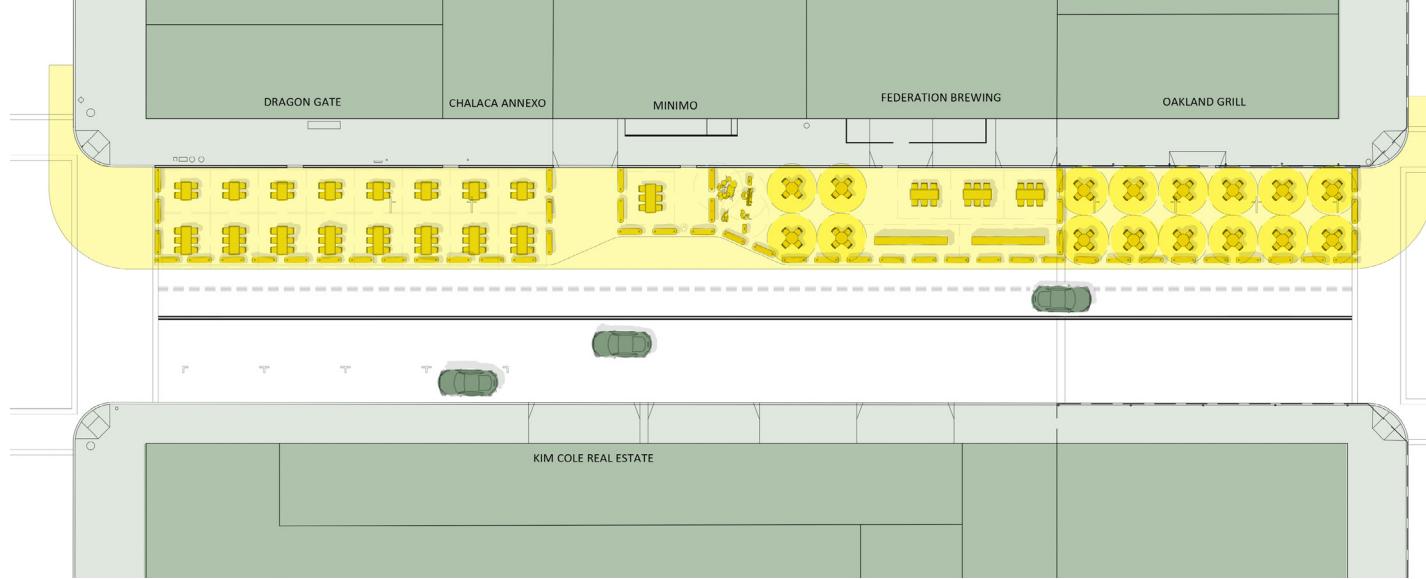
Businesses serving take-away/pickup only report 10-20% of "normal" revenue

Businesses serving take-away AND outdoor dining report 20-30% of "normal" revenue

11% of 91 District Businesses Closed this year; 80% (9) of closed or are in indefinite hiatus during Shelter-In-Place/Covid19. 3 Businesses are opening.



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### Brainstorming what streets could look like @3RD & B'WAY



- Parklets to accommodate 200-400% more dining space
- Priority curbside use for businesses
- Slow safe streets for pedestrian and car passage



# Recovery/Adaptations