

March Update

Jack London Improvement District



ULI/Hines Design Competition
Site Visit 3/4



Oakland Metro Operahouse's 3 Day Music Festival @ 3rd and Castro
PC: Oakland Metro Operahouse

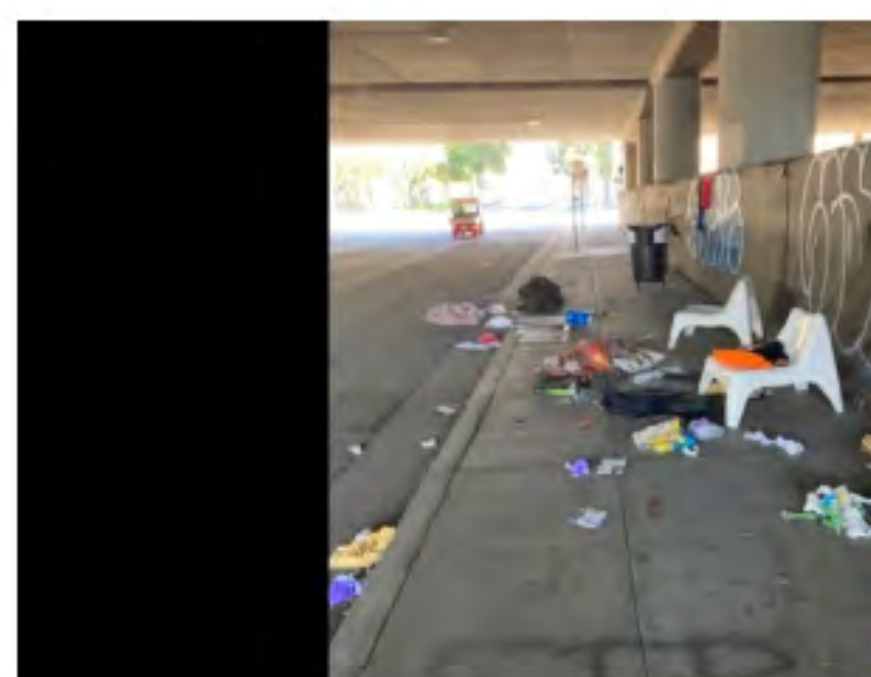
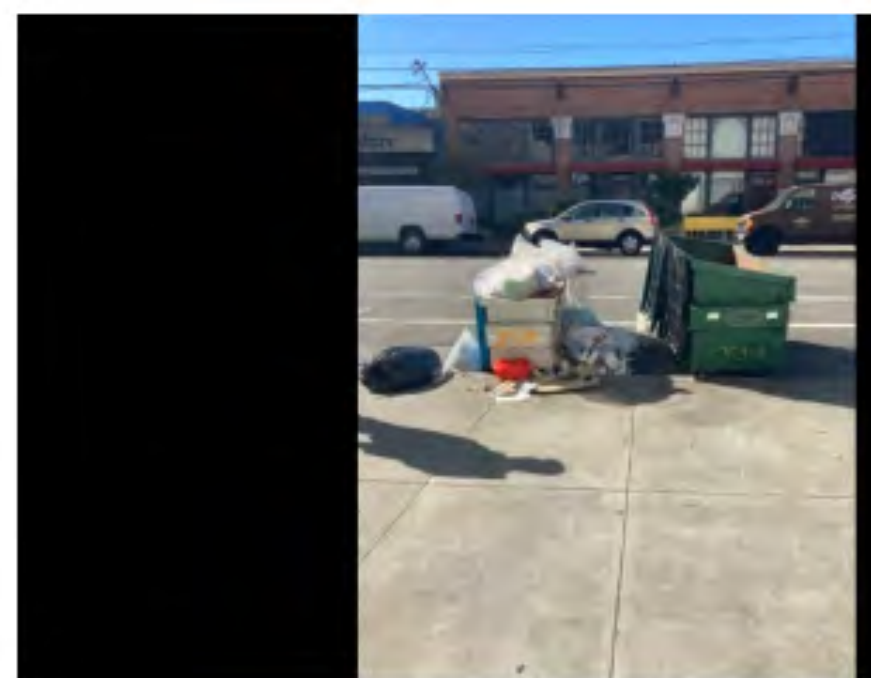
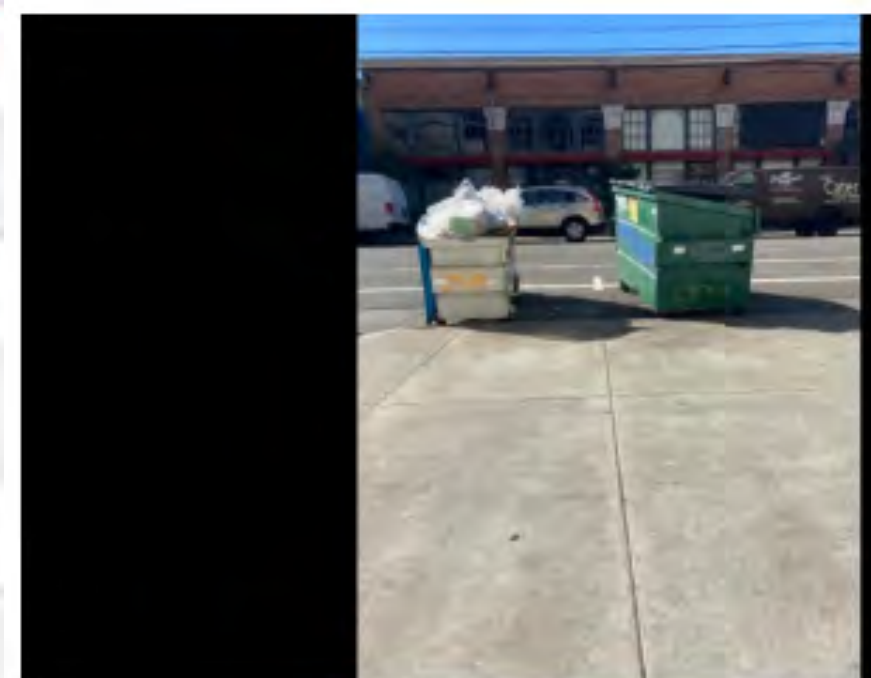


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Clean & Safe Program Statistics

January 2022 through February 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Car Break-In	'22	9	21											30
Graffiti - Removed	'22	24	86											110
Hospitality Contacts	'22	1178	926											2104
Illegal Dumping	'22	12	26											38
Stickers/Flyers/Posters Removed	'22	172	252											424
Trash (lbs)	'22	2171	4864											7035
Weed Abatement (block faces)	'22	136	202											338



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Ambassador Wage Increase

JLID PROPOSED BUDGET 2022 WAGE INCREASES

Supervisor \$25PH Clean/Safe \$20PH

PRICING	Cleaning Ambassadors	Safety Ambassadors	Team Leader (Safety)	Operations Manager
Pay Rate	\$ 20.00	\$ 20.00	\$ 25.00	\$ 38.46
FICA	\$ 1.53	\$ 1.53	\$ 1.91	\$ 2.94
WC	\$ 1.27	\$ 1.27	\$ 1.59	\$ 2.44
Liability	\$ 0.66	\$ 0.66	\$ 0.83	\$ 1.27
Unemployment	\$ 1.59	\$ 1.59	\$ 1.98	\$ 3.05
Subtotal	\$ 25.05	\$ 25.05	\$ 31.31	\$ 48.16
Weekly Hours	160.00	40.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 208,382.72	\$ 52,095.68	\$ 65,119.60	\$ 100,179.99
Overhead	\$ 4.98	\$ 4.98	\$ 4.98	\$ 4.98
Benefits	\$ 3.10	\$ 3.10	\$ 3.10	\$ 3.10
Profit	\$ 2.89	\$ 2.89	\$ 2.89	\$ 2.89
Bill Rate	\$ 36.02	\$ 36.02	\$ 42.28	\$ 59.13
Weekly Hours	160.00	40.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 299,654.17	\$ 74,913.54	\$ 87,937.46	\$ 122,997.85
ANNUAL BILLING				\$ 585,503.02

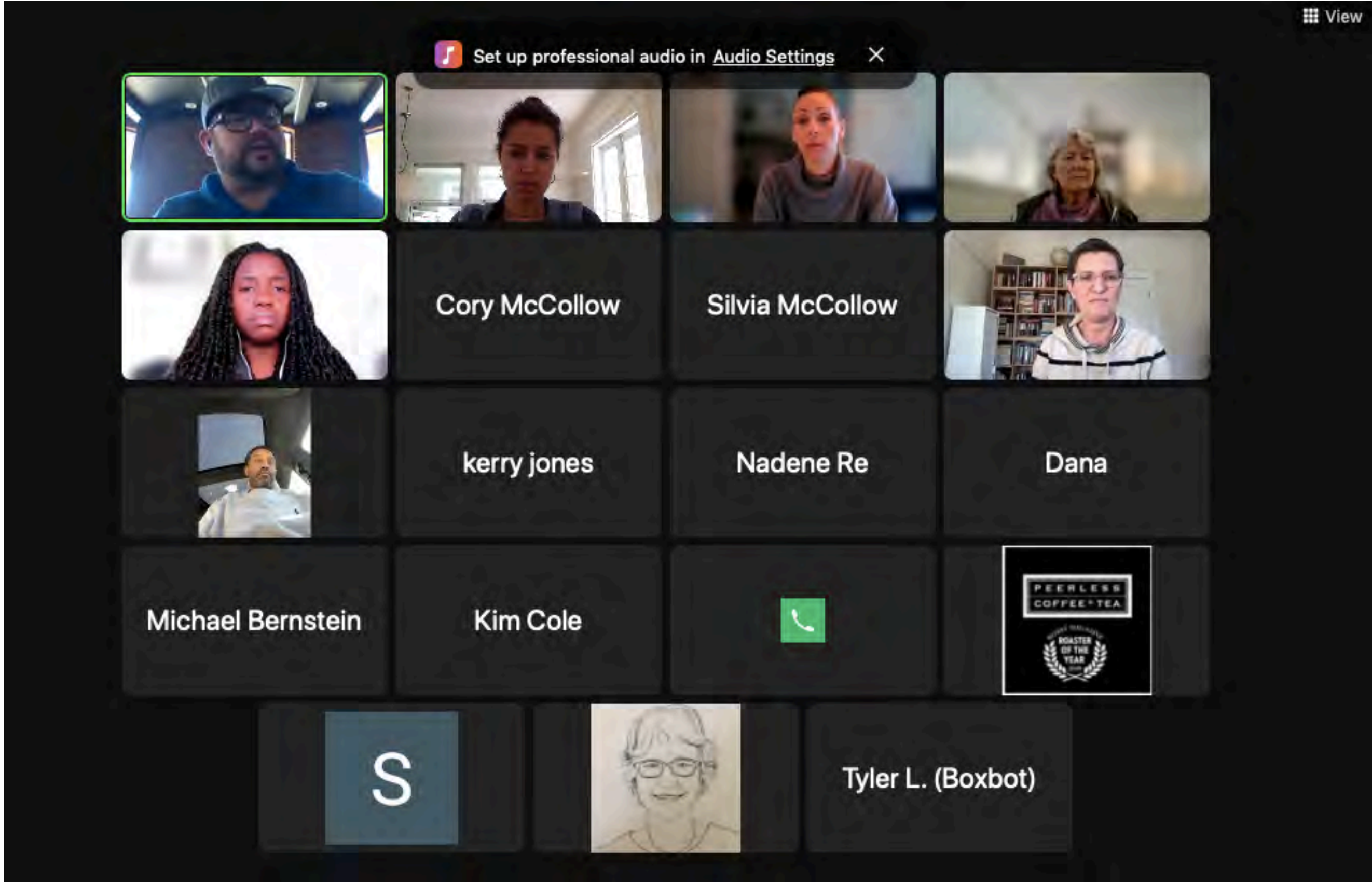


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Merchant Meeting 3/8 with OPD on Auto Burglary Crisis

Small business owners represented: NIDO Backyard, Port Kitchens/101 Broadway, Crooked City Cider, Ellington HOA, Peerless Coffee, Buck Wild Brewing, BoxBot, Purple Heart, ODIN.

Meeting next month to report back on OPD's progress.



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Vibemap

Marketing, Engagement, and Collateral Partnership 2022

& Events to spark community engagement around development (Oakland 2100)

One tool in our boosted engagement toolkit.

Premium Partnership Package

The Premium Partnership Package includes all of the features in the Basic Partnership Package.



Place Listings

Vibemap will create and maintain a listing and map of Place Listings in your city, neighborhood, or destination that you want people to know about on our website and mobile app. Place Listings include photos, descriptions, vibes, categories, hours of operation, social media and website.

Partner Page

Vibemap will create and maintain a unique Partner Page on our website and mobile app that helps people explore what your city, neighborhood, place, or destination has to offer. Partner Pages include a written description, featured photos, and links to places, events, vibes, and neighborhoods in your city.

Embedded Vibemap

Vibemap will embed and maintain a searchable list and map of your Place Listings on your website, or mobile app within your branded environment. Vibemap will add, enhance, and maintain your Place Listings to make sure that the information for your city, neighborhood, place, or destination is always up to date.



Events Feed

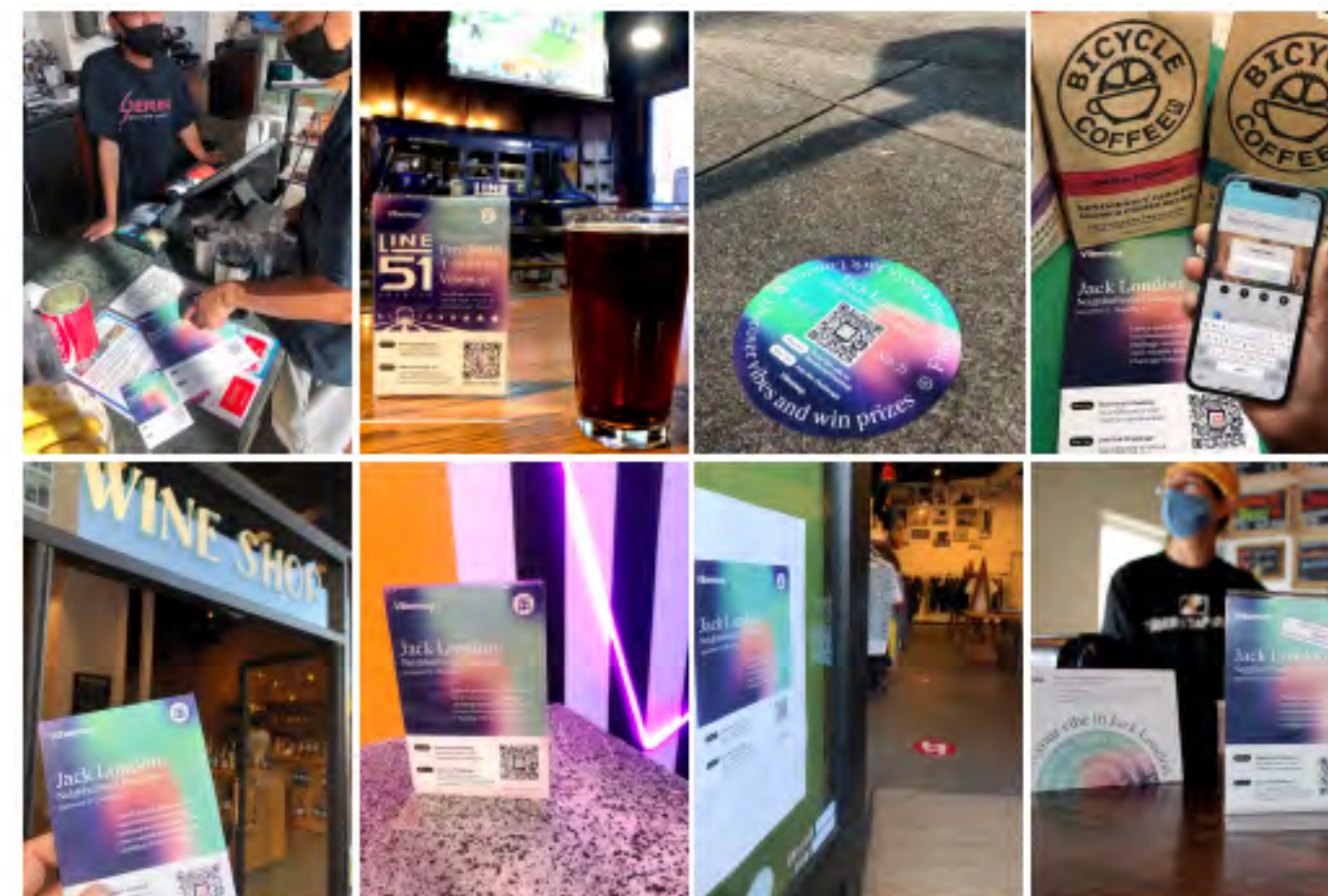
Vibemap will add and maintain an Events Feed to make sure people know about the fun things to do in your city, neighborhood, place, or destination. Events include a featured image, written description, date and time of event, links to social media, website and ticketing options.

Vibemap Guides

Vibemap will write, publish, and promote Guides that feature special places, events, and experiences in your city, neighborhood, place, or destination that you want people to know about. Guides include a written narrative, featured image, and a curated list of places categorized by vibe. Guides can also include ticketing options.

Challenges, Badges & Passports

Vibemap will create, promote, and manage Challenges, Badges, and Passports that encourages people to have fun exploring more of your city, neighborhood, place, or destination. Challenges, Badges, or Passports let people earn points, access discounts, and unlock badges by going to local places, or community events.



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Renewal 2023

Monthly Task Force Report

March

Research Phase - Q1

- Intensive study of parcel and ownership data**
- Interviews of recent formation & renewal successes and failures**
- Preliminary Conversations with 5 potential Consultant Teams**
- RFQ Draft**
- Met with EWDD Oakland Staff**
- Meetings with top 10-20 stakeholders planned**
- Stay tuned for your assignments!**



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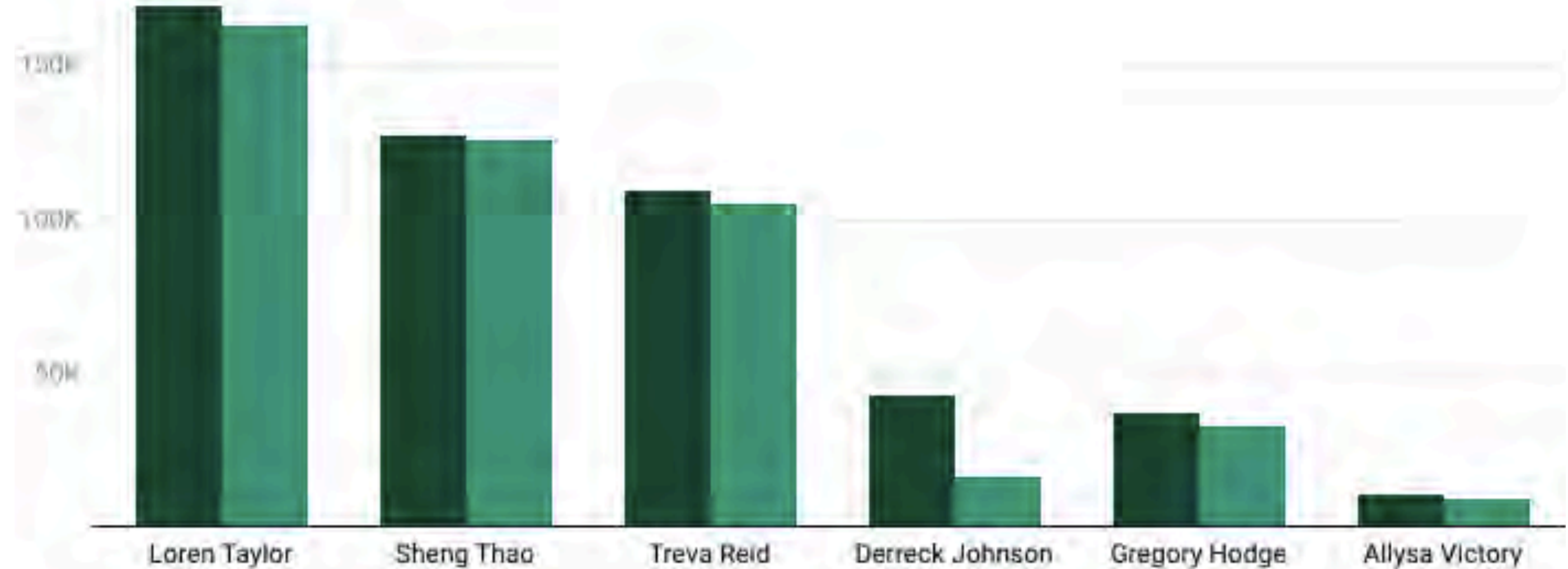
Mayor Candidate Forum

BID-Alliance-led forum to keep Oakland's commercial district priorities in focus.

Oakland mayoral race

Fundraising by Oakland mayoral candidates so far

■ Funds raised ■ Cash on hand



Total funds raised in 2021 for the Nov. 8 2022 election.

Source: <https://ssl.netfilix.com/static/agency/coak/> • Created with [Datavrapper](#)



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Local Retail Resiliency

Speakers: Chris Pastena, Maria Alderete, Jonathan Fong, Sucharitha Yelimeli

- **Citywide Campaigns: Dining for Justice, Restaurant Week**
- Jack London Campaigns: Welcome First Responders, Swag Bags**
- **Retail Vacancies and Development Pipeline**
- **Alternative Ownership Models**
- **Other ways BIDs can support**



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