



Working for Oakland...and You

The Downtown Oakland and Lake Merritt/Uptown District Associations were formed solely to foster economic growth in Oakland by creating sustainable jobs, attracting new businesses, growing existing businesses, encouraging local entrepreneurship, providing a clean and safe environment for businesses and residents, and providing an attractive cultural destination for visitors.

In the last two years the districts have worked together to create jobs and provide daily support and encouragement to businesses – small and large – as well as to entrepreneurs in the 56-block area of downtown and uptown.

Some of the achievements so far include:

- **Supporting and encouraging local artists and artisans.** The Districts support local artists and artisans and contribute to the reduction of street-level blight by supporting Oakland's Pop-Up Galleries on Broadway and Telegraph Avenue.
- **Sponsoring community and cultural events.** We sponsor, support, promote and/or produce numerous community events and programs including: *Art Murmur, Uptown Unveiled, the Downtown Oakland Arts District, the Thursday Night Live Concert Series, Oaklavia, Bike Away From Work Day, Art and Soul, the Wonderarium Mobile Plant Ambassador Program, the Who Made Oakland project, First Fridays, Art Break Day, City Center Concerts, Kaiser Center Roof Garden Concerts, and Holiday Tree lighting events.*
- **Helping residents and visitors in need.** Our security ambassador program provides residents, businesses and visitors with street-level support and assistance when needed. (Just ask the young lady who sent us an email this week saying: *"Ambassador services are AMAZING!!!! THANK YOU!!!!!"* - Resident of Lake Merritt.)
- **Keeping Oakland clean.** Our maintenance ambassador program keeps your sidewalks and streets clean through graffiti removal and litter abatement. Our maintenance ambassadors assist local merchants and citizens with quality of life issues.
- **Beautifying your neighborhood.** We have installed 80 hanging baskets and planters throughout our districts and re-landscaped several important areas this year and we will hang an additional 59 plant baskets on Broadway in 2012.
- **Funding free, environmentally-responsible public transit.** We are major sponsors of the Free Broadway Shuttle, an environmentally friendly transportation initiative connecting Uptown to Jack London Square.
- **Restoring public space and amenities.** We work with the City and local businesses to improve public spaces within your districts for the benefit of all Oaklanders. Areas of improvement include Latham Square, Franklin Bend, and the historic art deco street clock at 17th & Broadway.

- **Actively seeking grant funding.** We work with outside funding sources to finance improvement projects throughout the downtown and uptown districts.
- **Encouraging the formation of business networking.** We have encouraged and supported the formation of groups like *INOAK*, the growing group of “digital media” pioneers who, like Pandora, prefer to do their innovating in Downtown and Uptown Oakland. *INOAK* is just the beginning for us. We intend to attract and host many more entrepreneurs and growing businesses to create jobs and encourage residents to come to Oakland.
- **Partnering with local nonprofits.** We have created partnerships with numerous non-profit youth service organizations such as United Roots, Pivotal Point Youth Services, First Place Fund for Youth, Youth Radio, Leadership Excellence, and Youth Uprising with a mission to create a year-round Urban Ecology Internship Program and other related internship opportunities.
- **Helping young adults with job training and employment opportunities.** We have directly created paid job training internships for 40 at-risk young adults, many of whom are emancipated foster youth.
- **Partnering with the City.** We maintain strong relationships with city agencies seeking efficiency in city operations and helping to save taxpayer dollars.

These and many other successes have been achieved in the teeth of one of the worst economic recessions in recent history through self-levied property assessments in addition to property taxes paid to the City. At a time when our City is financially hurting, the Districts have been able to provide some normalcy – and, more importantly, crucial services -- in the core of Oakland’s business district.

Our Boards are comprised of a diverse group of business and charitable interests ranging from major corporations to sole proprietorships, and non-profits to philanthropists. We want to assure you that we will continue to advance the message both here and around the country -- through our economic development efforts -- that Oakland is open and ready for business.

We firmly believe that the only way to deliver economic and social equality anywhere, not just here in Oakland, is to create well paying, sustainable jobs. And those jobs will only continue to come here if we show those inside and outside our city that there is, indeed, a “there” in Oakland.

If you have any questions about the role of the Districts or need advice and assistance, please don’t hesitate to contact us.

Downtown Oakland Association
Lake Merritt/Uptown District Association
 388 19th Street
 Oakland, CA 94612
 510-238-1122