



Cleaning and Safety Statistics - November

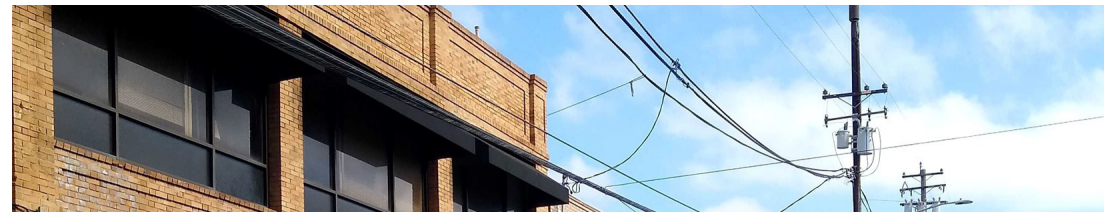
Collected over 10,000 lbs. of litter from sidewalks
and public spaces

Cleaned up 42 illegal dump sites

Provided over 163 Hospitality Contacts

Removed 162 instances of graffiti





Recently installed outdoor capital improvements to remain unused during Shut-down

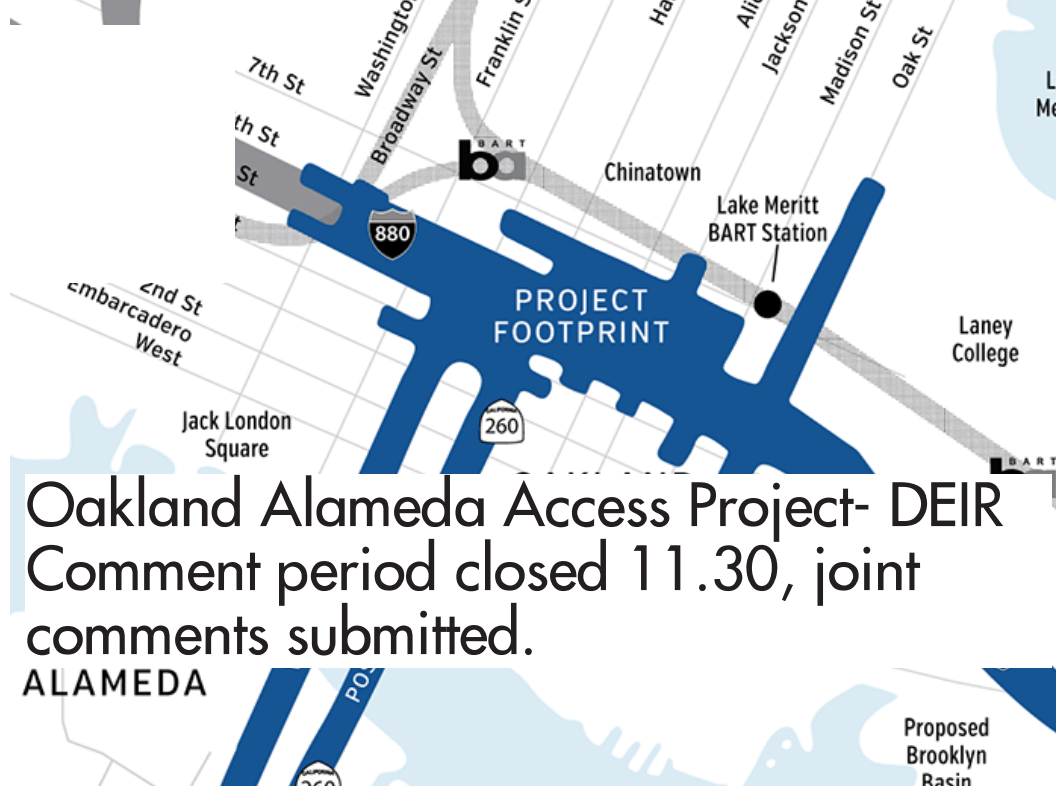


Update on District Development Projects

400 & 401 BROADWAY



Alameda County - Owned Buildings:
development proposals due 1.28.21 from
3 finalist teams: Carmel Partners+Bridge
Housing, Lowe+Eden Housing
Related Companies+EBALDC



Oakland Alameda Access Project- DEIR
Comment period closed 11.30, joint
comments submitted.

ALAMEDA



419 4th Street- in entitlement
Developer: Smart Growth
Architect: Lowney



Looking back at our Fall BINGO campaign

| B I N G O | | | | | EAT • DRINK • SHOP • WIN! | JACK LONDON |
|---------------|-----------------|-----------------|----------------|-----------------|---------------------------|-------------|
| WEEKDAY LUNCH | COFFEE BEANS | RETAIL PURCHASE | WEEKDAY DINNER | COCKTAIL TO-GO | | |
| CIDER | BOTTLE OF WINE | FARMER'S MARKET | SWEETS | RETAIL PURCHASE | | |
| WEEKEND LUNCH | RETAIL PURCHASE | JACK LONDON | WEEKEND DINNER | COFFEE BEANS | | |
| SWEETS | WEEKEND DINNER | BEER TO-GO | WEEKDAY LUNCH | FARMER'S MARKET | | |
| BEER TO-GO | BOTTLE OF WINE | WEEKDAY DINNER | COCKTAIL TO-GO | RETAIL PURCHASE | | |

Timeline & Budget

October 16th - November 30th

\$2,490 Budget

Designer - \$1,500

Printing - \$750

Paid Ads - \$140

Prizes - \$100 (\$20 Belcampo gift cards were donated)

EAT • DRINK • SHOP • WIN!

Join the District Bingo Bash!

Win gift cards and prizes when you play District BINGO with us this Fall!

PRINT YOUR BINGO BOARD



[Download to your phone](#)

HOW IT WORKS

Dine outside, order takeout or to-go beverages at our restaurants, breweries and taprooms, or purchase a treat at any of our retailer shops to complete a row and achieve BINGO.

See below or check out our [explore page](#) to see all the eligible spots to eat, drink, and shop in the Jack London District.

Save copies of your receipts for proof of purchase and turn in your card by the season deadline to win!

You can take photos of your receipts or submit a screenshot. Online orders and deliveries eligible.

PRIZES

Win a \$20 [Belcampo](#) Gift card instantly when you submit!

Grand Prize raffle entry is included with your submission

GRAND PRIZE DRAWING ON NOVEMBER 30TH

**Grand Prize TBA*

SUBMIT YOUR RECEIPTS HERE AND WIN!

Results & Feedback

- 20+ businesses hosted posters and BINGO cards
- 33.5K reached through social media posts and ads
- 1.4K unique website visitors (+142% yr/yr) and 569 page views of District BINGO page
- 25 clicks to download board, submit receipts, and explore Jack London directory
- 4 submissions, Luana Espana, a Port of Oakland employee, was our winner!



Jack London Surprise Bag Gift Cards SALE

\$50.00 ~~\$60.00~~

A surprise mix of six \$10 gift cards in our Keep it Oakland holiday card!

Thanks to our partners at the Jack London BID, the first 50 orders will include an **extra \$10 gift card for free**, so you're getting \$60 worth of gift cards for \$50!

During shelter in place, a lot of us have been tired of the monotony of being at home. So why not spice things up with a little surprise!? Discover new restaurants, boutiques, makers, and more with our Holiday surprise gift cards.

Each order includes free shipping!

Support your local independent businesses this holiday season and let's keep it Oakland.

Results & Feedback

“Thanks so much for hosting the event. We’ve been patronizing Jack London businesses from the start so it’s great to be a part of a bigger effort to support all of our neighborhood retail shops and restaurants!”

“I can’t wait to share the prize with a friend and shop local this holiday season!”





Jack London Improvement District

Published by Hootsuite [?] · November 11 ·

Beat the rain and sip your favorite locally-crafted beverage in the Jack London District! Our stellar beverage establishments like [Tigers Taproom](#), [Federation Brewing](#), [Minimo](#), [Line 51 Brewing Company](#), [Buck Wild Beer](#), [Crooked City Cider Tap House](#), [Original Pattern Brewing Co.](#), [Oakland United Beerworks](#), [Heinold's First and Last Chance Saloon](#) and [Merchants Saloon](#) have tons of outdoor seating to enjoy. Many are also offering limited indoor seating and a plethora of to-go options.

Save your receipts and win when you play District BINGO! Play now on our website jacklondonoakland.org/bingo



5,429
People Reached

841
Engagements

Boost Again

Boosted on Nov 11, 2020
By Kaylee Hudson

Completed

People Reached **3.5K**

Post Engagement **413**

Instagram

jacklondonoakland
Jack London District, Oakland, California

0:00 / 0:05

jacklondonoakland Get your sweet on in the Jack London District! Local bakeries ... more

3,466

People Reached ⓘ

0% weren't following you

Post Interactions ⓘ

18 Likes

0 Comment

1 Save

Account Activity ⓘ

0 Texts

0 Emails

0 Calls

0 Get Directions

9 Website Clicks

Insights activity is reported in Pacific time zone.
Ads activity is reported in the time zone of your ad account.



Jack London Oakland @JackLondonOak · Oct 24

687

21

Win gift cards and prizes when you play the Jack London District Seasonal Bingo Bash! Our Fall campaign launches today and ends November 30th. Get your bingo board on our website jacklondonoakland.org/bingo and see all the exciting places you can dine, shop and drink to win! pic.twitter.com/oGEs88QTUc

[View Tweet activity](#)





Refining for our **Next** **Campaign**



