

December Update

Jack London Improvement District



Please Wear Your Mask
when visiting local businesses
Thank You!

Making a Difference

JACK LONDON IMPROVEMENT DISTRICT November 2021

Operations Manager- Tinea Adams

JACK LONDON

OAKLAND™

SMARTsystem



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Statistics

January 2021 through November 2021

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contacts	'21	13	2	12	8	12	2	3	--	--	--	6	--	58
Car Break-In	'21	3	5	9	25	58	41	116	44	59	62	73	--	495
Escorts	'21	26	6	16	7	11	1	--	--	1	--	--	--	68
Graffiti - Removed	'21	14	255	61	21	85	10	--	29	25	--	196	--	696
Hospitality Contacts	'21	173	341	650	1447	498	660	1256	706	817	729	1470	--	8747
Illegal Dumping	'21	102	67	81	23	15	103	27	17	31	69	84	--	619
Stickers/Flyers/Posters Removed	'21	221	314	247	226	190	101	126	50	101	31	398	--	2005
Trash (lbs)	'21	5090	3946	3075	3934	5187	7006	5078	6466	3333	990	3625	--	47730
Weed Abatement (block faces)	'21	14	56	65	226	50	20	6	17	4	75	81	--	614



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**Oakland Indie
Alliance
Partnership
Jack London
Improvement District**



**JACK
LONDON**



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Merchant Window Holiday Decorations

Sponsored 11
storefronts' holiday
window art by local
painter



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Jack London x Vibemap Challenge

Jack London Improvement District



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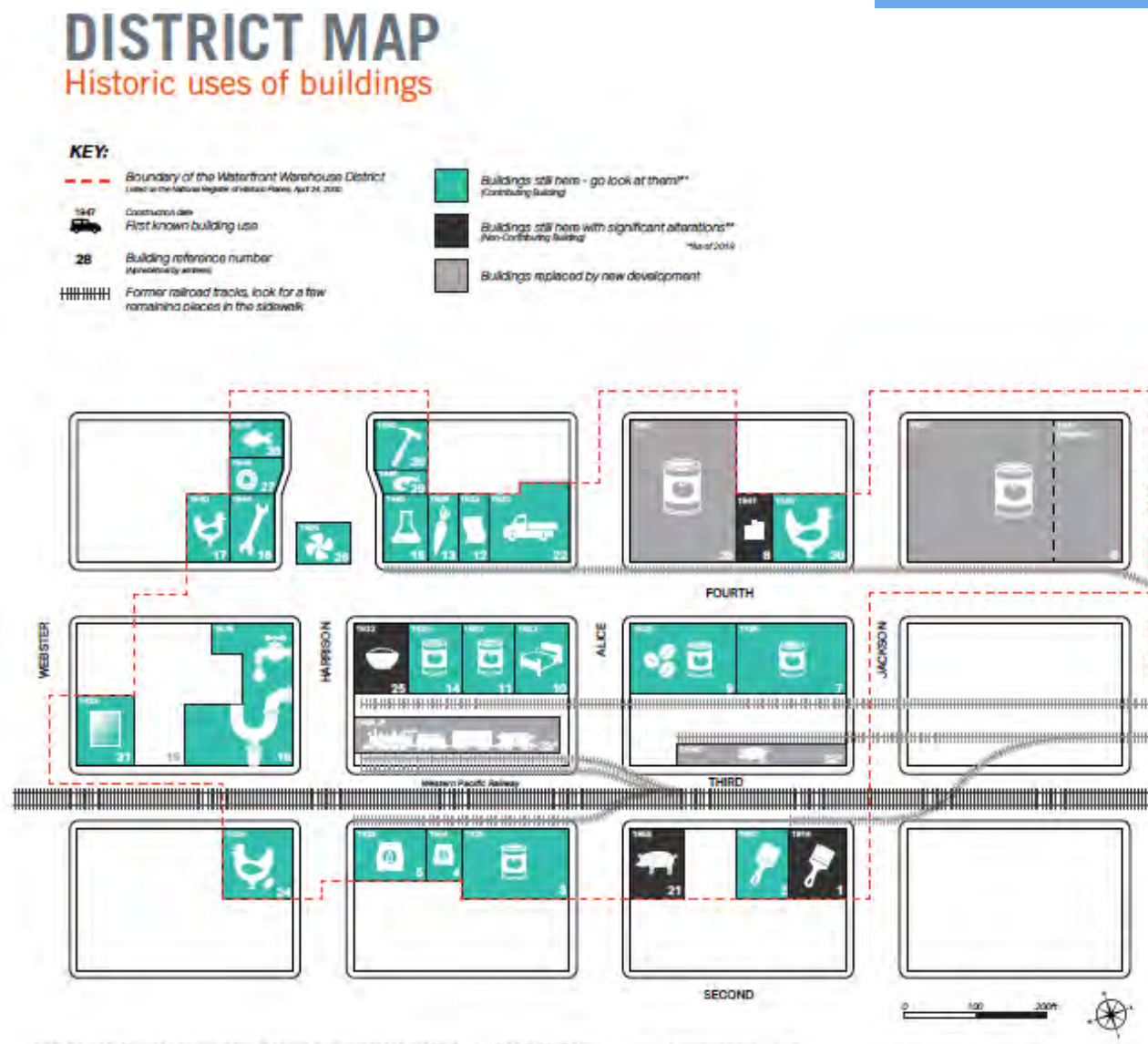
Community Information Meeting

233 Broadway



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Finally ! Waterfront Warehouse District Signage Program Installed



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Mini Grants Recap 2021

Jack London Improvement District

Seawolf Public House



Amount awarded: \$2,000

Seawolf used their grant to improve and expand outdoor seating by installing more lights and heaters.

Crooked City Cider



Amount awarded: \$2,000

Crooked City used the grant to purchase an ADA approved floor for their parklet.

Federation Brewing



Amount awarded: \$1,000

Federation used the grant to improve their outdoor seating by installing lighting, acquiring suitable outdoor furniture, and adding propane heaters

minimo Wine Bar



Amount awarded: \$1,000
minimo used the grant to increase their outdoor seating, buy new outdoor stemware, and purchase blankets and a water station to make outdoor dining more comfortable. Future goals include wind mitigation in their parklet.

Oakland United Beerworks



Amount awarded: \$2,000

Oakland United used the grant to greatly improve their outdoor seating, with an added enclosure, sun + rain shades, more seating, heat lamps, and lighting.

Planted Table



Amount awarded: \$2,000

Planted table used the grant to add professional signage in front of the building and improve their planter boxes.

Wine & Design



Amount awarded: \$1,000

Wine & Design used the grant to advertise + offer new online classes, including a wine tasting class and a charcuterie class. They hope to start offering those classes in person soon!

Shapeshifters Cinema



Amount awarded: \$1,500

Shapeshifters used the grant to install new shelving for merchandise and purchase a new beverage refrigerator, in preparation for their reopening.

Charles Blades Barber Spa



Amount awarded: \$5,000

Charles Blades used the grant for hosting artistic and musical performances open to the community, as well as business promotion

Oakland Awarded RAISE Grant

**\$14.5 million in federal
Rebuilding American
Infrastructure with
Sustainability and
Equity (RAISE) grants
to fund transformative
projects on Broadway
and MLK**



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Vibemap

Jack London Neighborhood Challenge

September 21- November 21

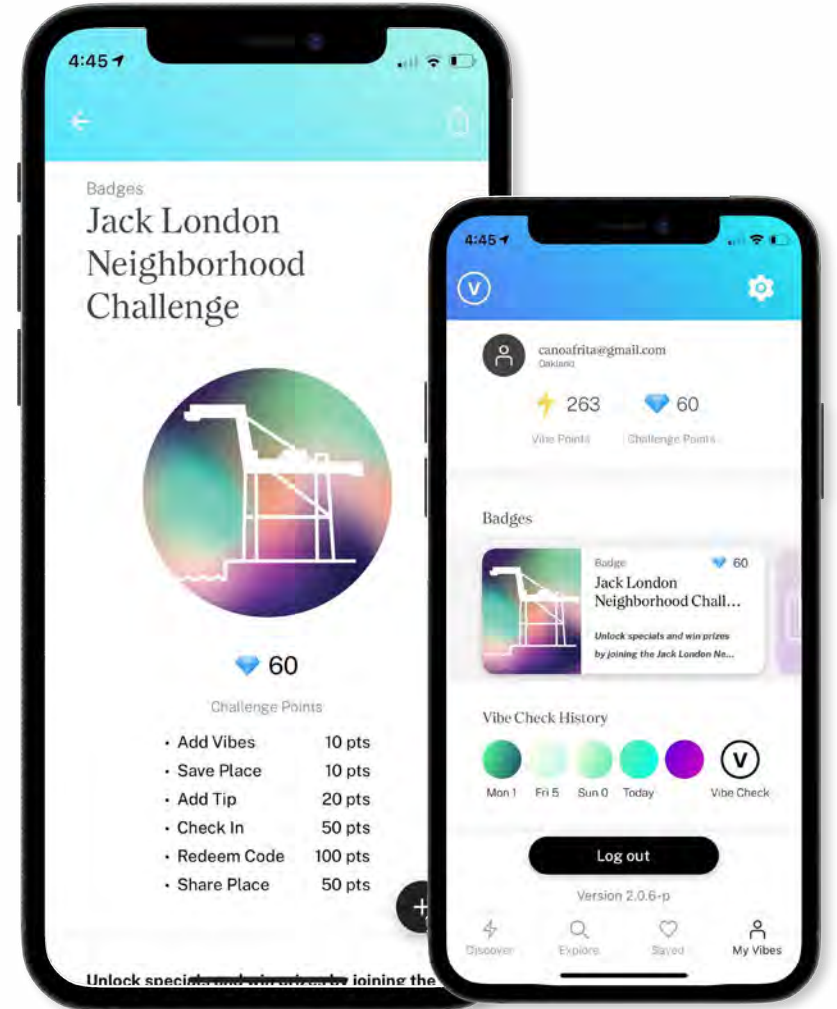
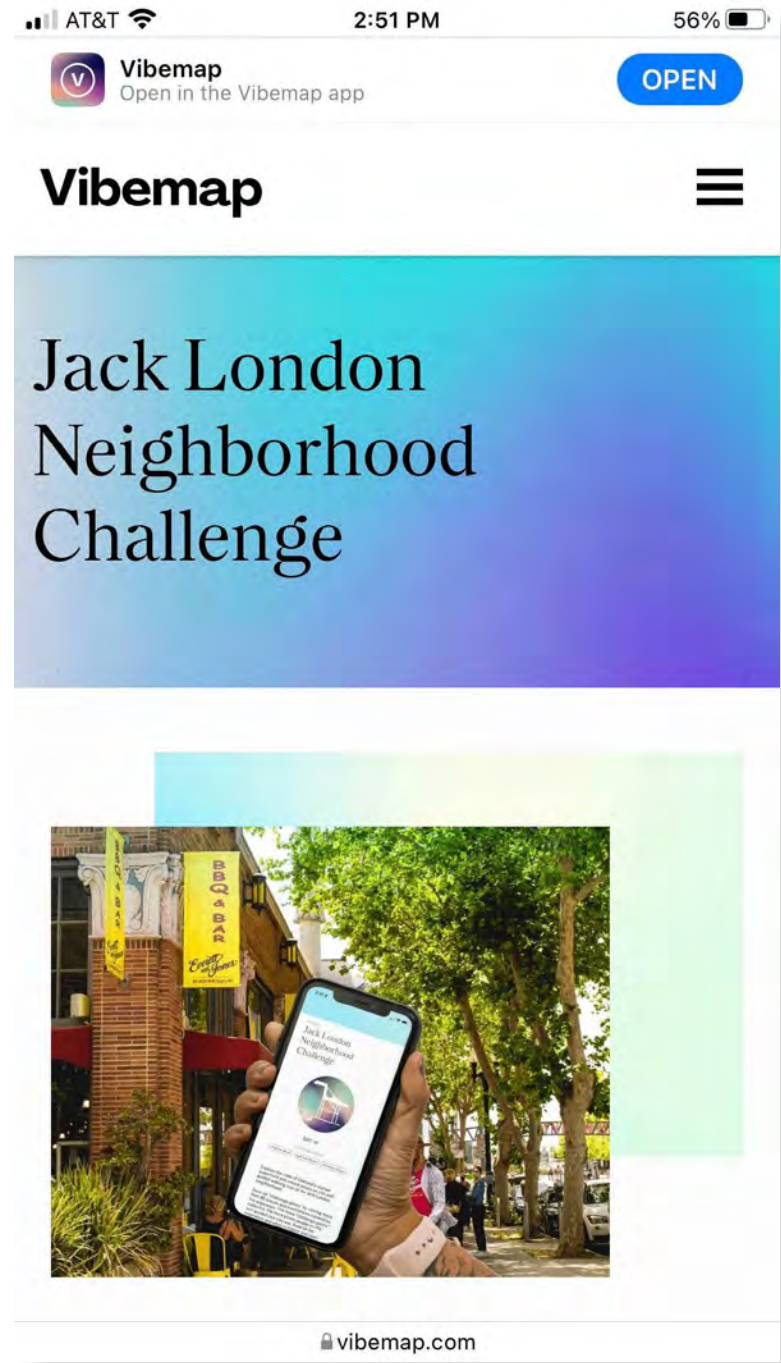
Unlock specials and discounts to local businesses by joining the challenge and the chance to win more valuable prizes the more Challenge Points you earn.

Jack London Neighborhood Challenge

Vibemap partnered with Jack London Improvement District to host a neighborhood challenge where people could participate by exploring the vibes of the Jack London and supporting local businesses.

Participants earned “Challenge Points” by adding vibes, tips, saving, sharing, and checking-in at more than 80 special places in the Jack London neighborhood, including businesses, murals, public art, and parks.

Prizes included a two night’s stay at the Waterfront Plaza Hotel, dinner for two at Chop Bar, a kayak rental for two from California Canoe & Kayak, a whiskey tasting at Slainte, a wine tasting at Minimo, and free coffee from Bicycle Coffee.



Jack London Neighborhood Challenge In Real Life Advertising

Vibemap implemented an in real life marketing campaign for the Jack London Neighborhood Challenge including:

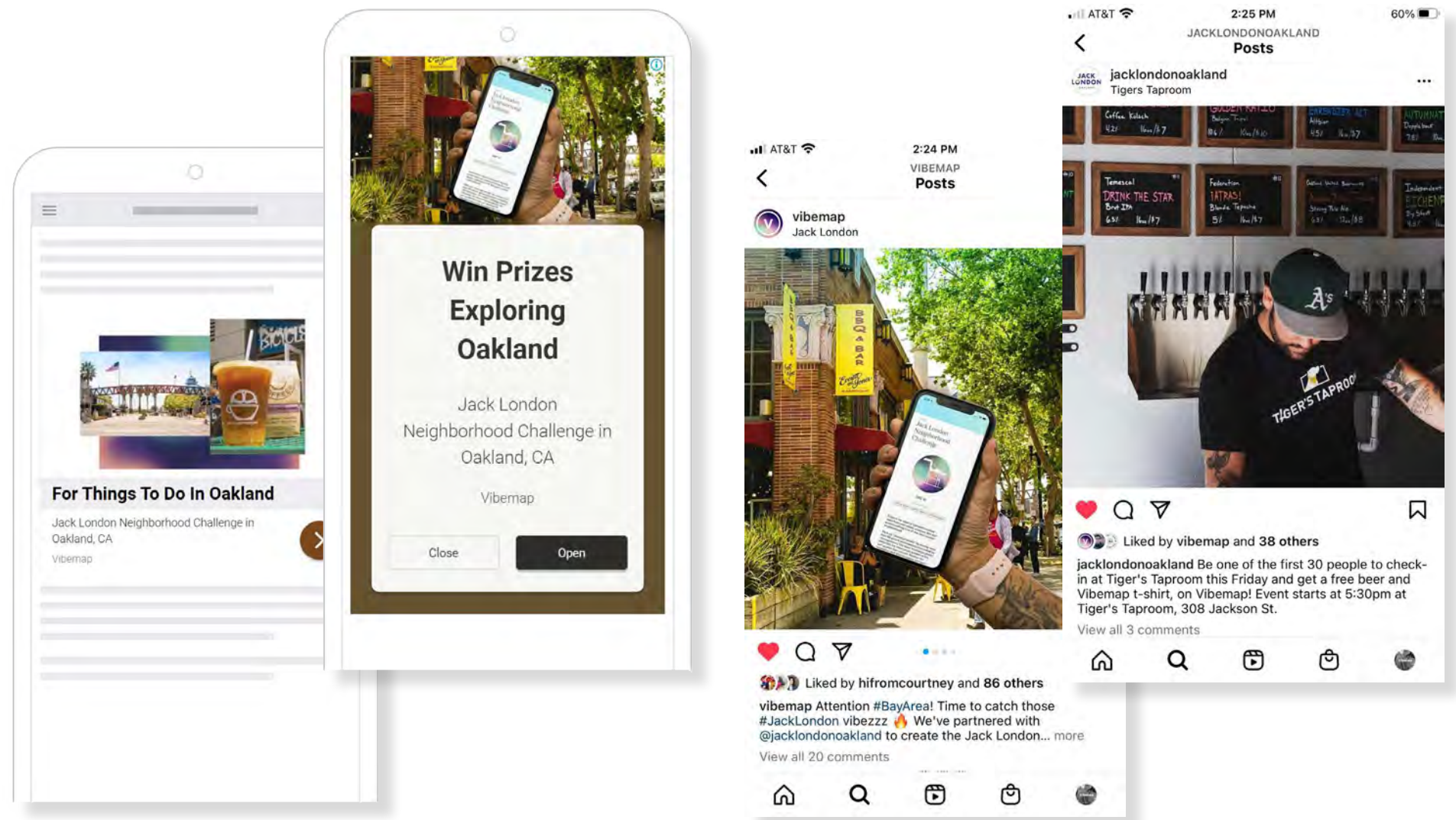
- Outreach to over 50 businesses in Jack London.
- Design, printing, and distribution of posters, counter signs, postcards, stickers, sidewalk stickers & QR codes throughout the neighborhood.
- Created and managed QR codes to promote the challenge.
- Created and managed Promo Codes for specials offered by some businesses.



Jack London Neighborhood Challenge Digital Marketing Campaign

Vibemap implemented a digital marketing campaign for the Jack London Neighborhood Challenge including:

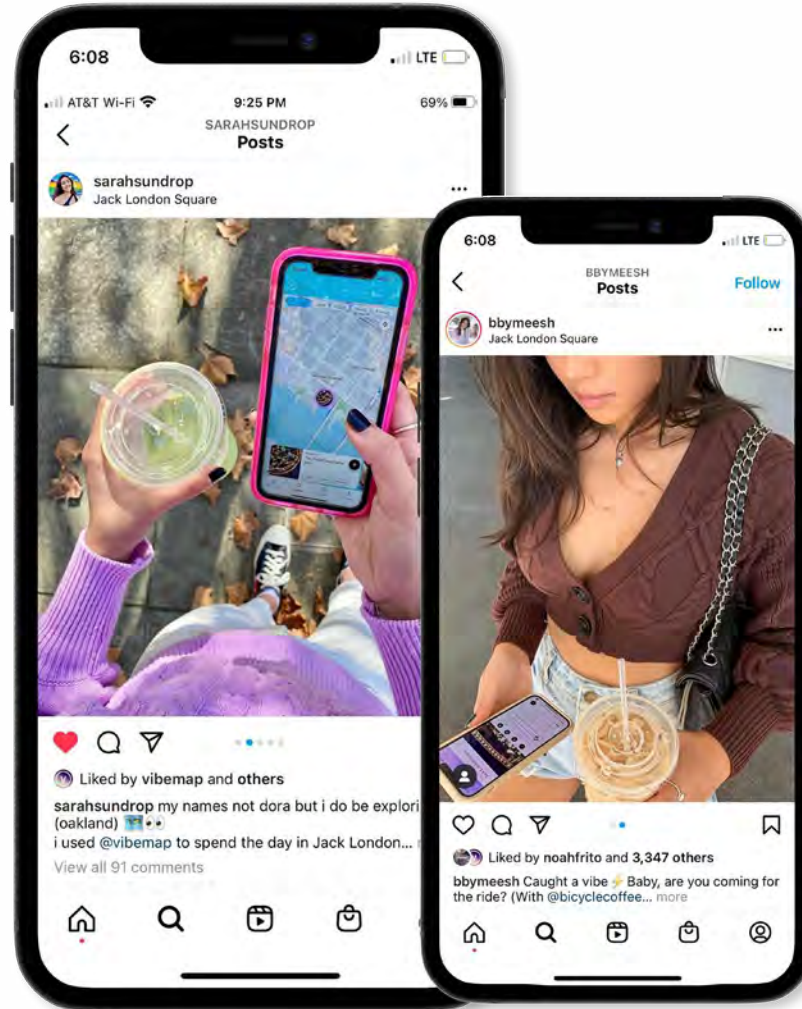
- [A dedicated webpage on Vibemap.com.](#)
- Design, placement, and management of paid ads on Google Ads, Facebook, and Instagram.
- Coordination, photography, and graphic design of social media posts.
- Hiring and coordination of social media influencers, photographers, and highlighted local businesses.



Jack London Neighborhood Challenge Social Media Influencers

Vibemap coordinated a number of social media influencers to promote the Jack London Neighborhood Challenge by highlighting local businesses in the district like Oakland Supply Co, Experience the 90s, and more.

Influencers were asked to come to Jack London and highlight local businesses in the neighborhood and show people how to use Vibemap to find them and participate in the neighborhood challenge.



Jack London Neighborhood Challenge

Free Beer & T-Shirt on Vibemap

Vibemap bought a beer and handed out a free Vibemap T-Shirt to the first 30 people to use Vibemap to check-in at Tiger's Taproom and Line 51 on two separate nights.

Participants simply had to check-in at Tiger's Taproom with Vibemap and show the cashier the message to receive their prize. A QR code at the counter took people directly to the app so they could check in more seamlessly.



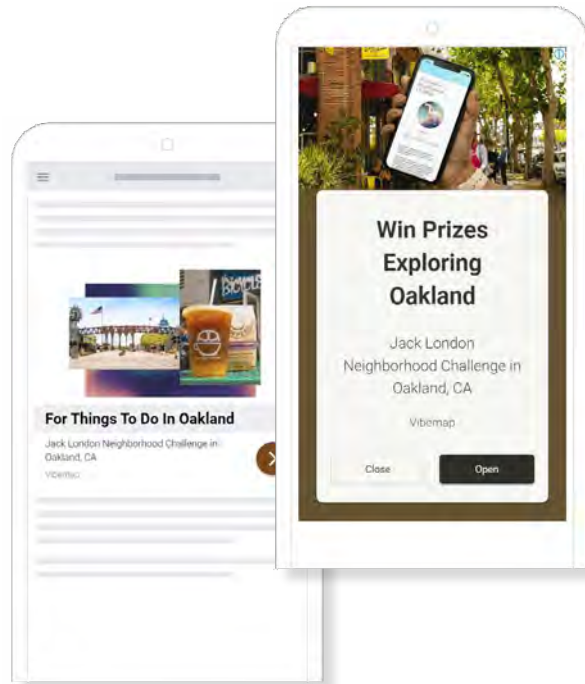
Jack London Neighborhood Challenge

Video Highlights

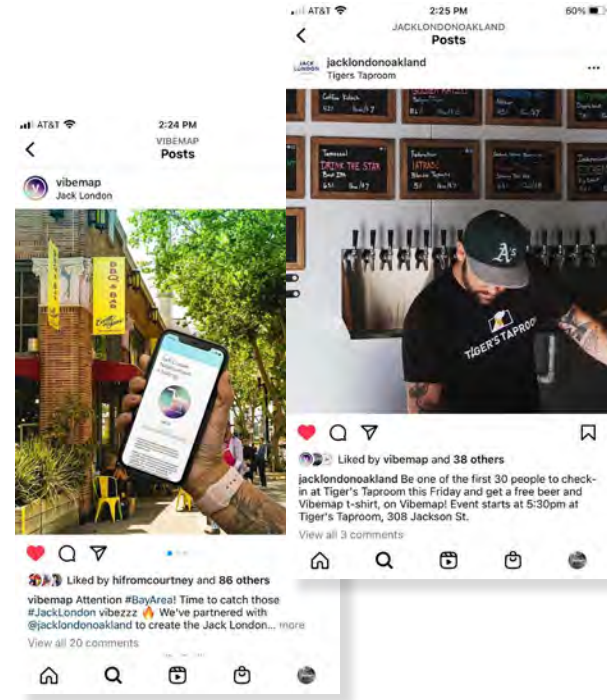
Vibemap made video highlights with a select group of local business owners in Jack London. The intent was to let the owners tell people about their businesses in their own words. The videos were posted on Jack London Improvement District's social media, as well as the businesses' social media as well.



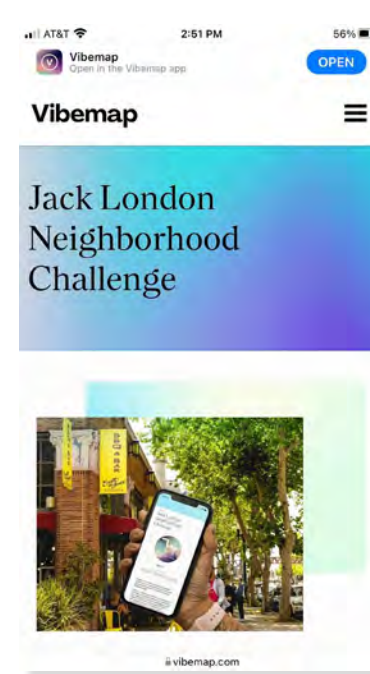
Jack London Neighborhood Challenge Performance Metrics



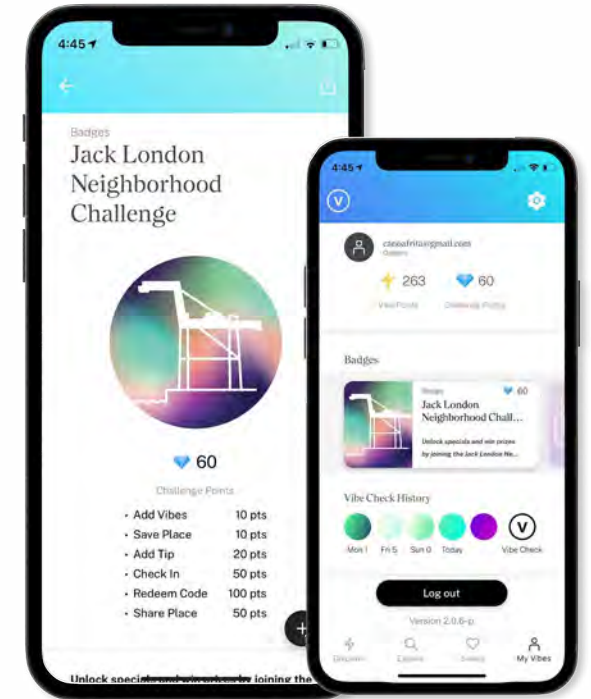
Google Ads
655k Impressions
6.2k Clicks



Social Media
400k Impressions
2.6k Clicks



Vibemap Website
6.8k Unique Visitors
3:19 Avg. Time on Page



Vibemap App
132 Participants
1,120 Challenge Actions

Jack London Neighborhood Challenge

What's next?

Let's Party!

We are going to invite all 132 participants to join us to celebrate the Jack London Neighborhood Challenge. We will present prizes to the winning participants and businesses, provide thank you gifts to all participants, and encourage everyone to tell their friends and family about all the fun things to do and great local businesses to support in the district.



Vibemap