



MAYOR SCHAAF AND VISIT OAKLAND ANNOUNCE OAKLAND SPOTLIGHT, THE CITY'S FIRST-EVER NEIGHBORHOOD-FOCUSED CITY VIBRANCY AND PROMOTIONAL CAMPAIGN

Each month a new Oakland neighborhood will be featured to encourage residents and visitors to explore more and help support local businesses and attractions

The new campaign will seek to spread the economic impact of Oakland's \$795 million in annual tourism spending across all areas of the city

Oakland, CA (October 3, 2016) — Mayor Schaaf and Visit Oakland — the city's official destination marketing organization — today announced the Oakland Spotlight program, Oakland's first-ever neighborhood promotion initiative designed to support local businesses, spread economic benefits, and expand tourism impact to areas outside of traditional visitor locations.

The program, which will launch today in the Fruitvale neighborhood, embraces the diversity and richness of Oakland by focusing on a new neighborhood each month, encouraging residents and visitors alike to get out and explore different parts of the city.

The announcement was made at Fruitvale Transit Village, and the Mayor was joined by Visit Oakland CEO Mark Everton, Councilmember Noel Gallo, Unity Council CEO Chris Iglesias, and other community and business leaders.

"The City of Oakland is full of diverse and vibrant neighborhoods with their own unique character and an array of exciting things to see and do," said **Mayor Libby Schaaf**. "Oakland Spotlight will showcase our great neighborhoods and spotlight different restaurants, cultural institutions, and attractions each month, and invite residents and visitors to explore all areas of the city—even long-time residents are sure to find something new. Our tourism industry supports over thousands of full-time jobs in Oakland with a total income of \$256 million, and this program is designed to support these workers by spreading spending and economic activity outside of traditional tourism corridors."

"Oakland Spotlight is particularly unique because it speaks not only to visitors, but our residents as well," said **City Administrator Sabrina Landreth**. "We want Oaklanders to see and love the whole city. Their support and engagement in our communities has lasting economic benefits and helps build on our already strong civic pride. I hope this program will encourage people to continue to discover their city and support their fellow Oaklanders."



“Oakland’s tourism industry has seen remarkable growth in recent years and has quickly become a critical economic engine and job creator,” said **Visit Oakland CEO Mark Everton**. “Oakland employment supported by tourism has increased 12% since 2012. With more than 3.6 million people visiting Oakland annually, we want to make sure that they are exploring and getting to know all areas of our great city. By highlighting attractions, events, activities, and hidden gems in each neighborhood, this initiative will help us to continue to promote a positive, diverse image of Oakland. Whether you are a first-time visitor, repeat visitor, or an Oakland resident, you’re sure to discover something unique through Oakland Spotlight.”

Oakland tourism industry is performing at its strongest level in decades. Just over 3.6 million visitors spent a total of \$607 million in 2015, an increase of 8.1% and 6.5% respectively, from 2014. In 2015, hotel occupancy reached a record-breaking 80%, generating \$108 million in tax revenues in 2015. Visitors spent \$181.1 million in lodging, \$152 million on food & beverage and \$99.5 million retail shopping in 2015.

As part of Oakland Spotlight, each month information on a featured neighborhood will be highlighted on oaklandspotlight.com and promoted through Visit Oakland’s social media channels with the hashtags **#oaklandspotlight** and **#oaklandloveit**. Featured content will include information on where to dine and shop in the neighborhood, as well as information on events and cultural activities happening that month. Venues and attractions will be selected with input from community leaders and groups from each neighborhood. To celebrate and build interest around the Dia de Los Muertos celebration and one of Oakland’s most eclectic neighborhoods, the program’s initial launch will focus on Fruitvale.

“Come and enjoy the unique cultural diversity of the Fruitvale District, which is easily accessible by BART, Bike and Car,” said **Councilmember Noel Gallo**. “Browse shops surrounded by authentic artwork, lively music, and award winning restaurants for every taste.”

FRUITVALE

Nestled within walking distance of Lake Merritt and conveniently located next to Fruitvale BART station, visitors can immerse themselves in Fruitvale’s predominantly Latino and Southeast Asian population and culture. Fruitvale is known for its assortment of Mexican food fare, especially Oakland’s famous street-style tacos. Many of the shops and restaurants located in Fruitvale are family-owned, and some have even been passed down from generation to generation.

ATTRACTONS & EVENTS

- The heart and landmark of the neighborhood is **Fruitvale Village**, the commuter plaza leading into the Fruitvale BART station, and Public Market across the street, a locally-run shopping area housing a number of vendors offering bakery items, ice cream, and treats.



- Every October, Fruitvale hosts **Dia de Los Muertos**, the city's largest festival of its kind dedicated to family ancestors and local heroes in the Oakland community.
- The **Peralta House** in Peralta Hacienda Historical Park is fully restored and offers a step back in time to the days of Mexican and Native American inhabitation in California.

DINING

- **Obelisco** (3411 E. 12th Street) offers healthy, traditional Mexican meals using local and organic ingredients. Owner Leticia Chavez has been a staple of Fruitvale's restaurant scene for many years, having expanded her Mexican restaurant business in this new location.
- **Nieves Cinco de Mayo** (located inside the Public Market at 3301 E. 12th Street) sells home-made ice cream, with flavors like rose petal, corn (elote), cactus fruit, and more. Owner Lusi Abundis also loves to have his customers participate in the ice-cream making process, bringing out his hand-cranked ice cream barrels for kids to help make his delicious creations.
- **Cabalen Sweet & Savory** (3331 International Blvd.) brings homemade Filipino food to Oakland. Owned by two sisters, the restaurant is a homey gem dedicated to traditional Filipino cooking and flavors.

SHOPPING

- **Elizabeth's Fashion** (3642 International Blvd.) is the go-to place for all women's formal celebration attire. Whether it's for a wedding, quinceañera, or prom this local shop offers dresses and alterations for the special gown for your right of passage.
- **Fashion Palace** (3832 International Blvd.) is Fruitvale's premier tailor of custom men's suits. Doing business in Oakland for over 20 years, customers choose style, colors, and fabrics and is involved in the creation process every step of the way.
- **Tombstone Western Wear** (3323 International Blvd.) offers cowboy apparel popular in Latino culture. Whether you're looking for a new gallon-hat, boots, or Wranglers and accessories, this store is your one-stop shop for all Western gear.

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ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and full time staff whose goal is to increase tourism's economic impact to Oakland through destination development and brand management. For more information, visit www.visitoakland.org.

CONTACT

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