



www.Oaktoberfest.org

Oaktoberfest Charitable Benefit - Detail

Civic and Community Partners

“Join Us! In support of community and culture.”

Honorary Oaktoberfest Event Chairs:

Oakland Mayor Libby Schaaf
CA State Assemblymember Rob Bonta
Alameda County Board of Supervisors Nate Miley
Alameda County Board of Supervisors Keith Carson
Oakland City Councilmember Annie Campbell Washington

Dimond Improvement Association (DIA)
Dimond Merchants Association (DMA)
Oakland Parks & Recreation
Oakland Schools and Libraries

“Oaktoberfest brings together a diverse group of community members, businesses, government agencies and non-profits to celebrate the Dimond District neighborhood. Come join us and get involved!” – Supervisor Keith Carson, Oaktoberfest 2016 Honorary Co-Chair

Oaktoberfest Mission Statement

Oaktoberfest is the principal fundraiser for the Dimond Improvement Association (DIA) and Dimond Merchants Association. These two non-profit organizations strive to represent everyone in the Dimond District including residents, merchants and visitors. Their mission is to revitalize East Oakland’s Dimond District, forming partnerships to achieve streetscape improvements, business development, crime reduction, beautification, and create celebrations of community, culture, and history. The community has a unified voice to advocate for a shared vision, while generating resources to provided services and tangible improvements that local governments can no longer afford. Through volunteerism and fundraising, together *we* make the community a vital, safe, and attractive place for everyone. Oaktoberfest brings together business, non-profit, school and government organizations to build awareness and collaboration around mission aligned goals.

Partner Connectivity, Mission Alignment ~ Building an Organized and Supportive Community

- 👉 Pre-Festival Promotional Events and Partner Mixers
- 👉 Call outs through Oaktoberfest social media, community events, and area email lists
- 👉 Broad Regional Marketing – Reaching audiences across the West Coast with high saturation in the Greater Bay Area, promoting Oaktoberfest Partners and highlighting Oakland and the Dimond District as a destination
- 👉 Personal introductions to fellow businesses owners and community supporters
- 👉 A network of conscientious and involved entrepreneurs and residents - to best connect businesses, engage individuals, and strengthen communities

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Revitalization ~ Business Success, Community Involvement

Oaktoberfest funds the foundations for a thriving community.

Recent successes include:

- 🌀 **Public Safety** ~ The DIA formed the Dimond Public Safety Council which organized Oakland Police Beat 22X into a neighborhood crime prevention council, encompassing several surrounding neighborhoods. Work is ongoing to address area burglaries, robberies, aggressive panhandling, and quality of life issues with progressive uses of technology, crime data, and neighborhood organizing. Partnering with the Oakland Police Department, City staff, and the District Attorney, the DIA helped shut down the fourth worst crime location in Oakland, the Hillcrest Motel. The building was raised and a modern senior housing facility was developed on the property.
- 🌀 **Economic Development** ~ The DIA actively recruits businesses to come to the Dimond District. The neighborhood is now energized by Farmer Joe's Marketplace, an anchor, family-owned supermarket; La Farine Bakery; Peet's Coffee and Tea; and, additional coffee spots, a variety of restaurants, a copy shop, and a purveyor of handmade ice cream. With the opening of Oaklandish in Fall 2013, more foot traffic is seen along Fruitvale Avenue. Redevelopment of multiple existing properties is currently underway.
- 🌀 **Pedestrian and Transportation Improvements** ~ Between 2004 and 2013, the DIA worked with the City of Oakland and Alameda County to create a pedestrian and bike friendly corridor starting in the Dimond District and continuing south along Fruitvale Ave, including the creation of the Champion Street Transit Plaza. The DIA took the lead organizing role, garnering \$2.4 million in regional transportation funding for the Fruitvale Alive! Project, embracing the challenges of being a County transit hub.
- 🌀 **Beautification, Parks and Public Art** ~ We recognize that clean and beautiful public spaces draw people to the community. DIA volunteers are stewards of four urban parks, including the Dimond Gateway Garden, along with maintaining planted pots and flowers on the corners and sidewalks of the commercial district.

DIA volunteers help maintain the 4-mile trail system of Dimond Canyon, creating signage and mapping for visitors to the park. The DIA partners with the Dimond Park Recreation Center to support community events and fundraisers for park improvements like the new Tot Lot installed March 2014 and a City funded, \$2 million creek day-lighting and interpretive project scheduled for completion in 2015.

Oaktoberfest has helped fund several large public murals depicting the history and culture of the area. Public Art has become a draw for area residents and visitors to the district, adding a level of vibrancy to the commercial corridor previously unseen.

🌀 **District Maintenance** ~ Clean streets directly contribute to a more safe, more profitable business district. In 2009, *Keep Dimond Clean* was organized by the DIA to handle maintenance issues in the Dimond District, including the removal of litter, graffiti, cigarette butts, dumping and debris. Volunteers work every week and remove 12,000 pounds of sidewalk litter per year, providing maintenance no longer afforded by the City. With funds raised through Oaktobefest and other sources, comprehensive District maintenance is now accomplished through the combined efforts of volunteers and a paid crew.



🌀 **School and Youth Assistance** ~ Programs from Keep Dimond Clean to public art installations, from park work days to Oaktobefest planning and production, involve youth and school groups. Financial contributions are made to area schools, and in support of the Friends of Oakland Parks and Recreation Youth Scholarships to provide access to recreation programming.

🌀 **Problem Solving Efforts** ~ DIA volunteers have worked to discourage loitering and inappropriate behavior by youth in our area who congregate at our major merchant intersection after school. The DIA also has a committee to address panhandling in the district through public education acting as a liaison to social services.

🌀 **Building Community Identity and A Regional Draw** ~ There are several yearly events co-sponsored by the DIA/DMA:

- ✦ *Dimond Night Out Restaurant Walk* – Introducing 500 ticket holders to the tastes of Dimond
- ✦ *Dimond Park Community Picnic and Open House* – 2,000 attend this annual free event. The Dimond Branch Library, local organizations and City of Oakland representatives are also present to promote their efforts and organizations
- ✦ *Day of Opera in Dimond Park* – A free event, partnering with the non-profit, Open Opera
- ✦ *Annual Oaktobefest in the Dimond* - This is the major fundraiser for the District. Two main intersections are closed for vendors and non-profit booths including Oakland Rec Centers, the Oakland Library, schools from across the City, and elected officials. Family arts & crafts, interactive entertainment, refreshment halls and competitions are all part of this festival. There are three stages for music and performers. thousands attended this free, regional, event last year
- ✦ *Third Thursday Business Walk* – A new monthly summer event connecting people to local businesses and community groups
- ✦ *Thanksgiving Feast* - for neighbors, visitors, and people in need. The 15th annual Thanksgiving Feast in 2016 served 50 turkeys and 700 lbs of chicken free of charge.
- ✦ *Winterfest* - Activities include breakfast, caroling, holiday performances, visits with Santa Claus, and artisan and craft vendors offering holiday items.

Oaktobefest in the Dimond greatly appreciates your supporting contribution and commitment to community – Thank You!

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