



ACTIVATE OAKLAND

Welcome!

We will begin the webinar shortly.



ACTIVATE
Oakland

Activate Oakland – Key Contacts



Elizabeth Falkner
Activate Oakland Grant Administrator
Visit Oakland



Shifra de Benedictis-Kessner
Economic & Workforce Development Dept
City of Oakland

A group of people are practicing yoga outdoors on a grassy lawn. They are standing on mats, some with their hands on their hips, others in a yoga pose. The background shows a body of water, trees, and a clear blue sky. The scene is bright and sunny.

Activate Oakland Program Goals

- To activate a variety of commercial districts with a focus on events in or involving participants from priority neighborhoods.
- To provide opportunities for Oakland-based small businesses, artists, cultural groups and especially commercial districts in priority neighborhoods for direct economic and marketing benefits.
- To build social cohesion and support shared positive experiences for community in Oakland; to showcase Oakland's unique arts, culture, and identity.
- To create new free community events and expand the size and attendance of existing free community events.

Who Can Apply?

- ❖ Resident
- ❖ Business
- ❖ Community Group
- ❖ Artist/Performer
- ❖ Business Group
- ❖ Nonprofit Organization

What events are eligible for this program?

- ❖ Music performance
- ❖ Block party
- ❖ Exercise or yoga class
- ❖ Art making
- ❖ Art show
- ❖ Pop-up shop
- ❖ Outdoor market
- ❖ Movie/film showing
- ❖ Fashion show
- ❖ Dance class
- ❖ Kids' story time, games, or activities
- ❖ Outdoor karaoke
- ❖ Sport lesson and tournament
- ❖ Spoken word performance
- ❖ Cooking demonstration
- ❖ District walking tour
- ❖ Poetry reading
- ❖ And so much more!

The background image shows a group of performers in traditional Korean attire (hanbok) playing large drums (nalgae) outdoors. They are surrounded by a diverse crowd of people, including children and adults, some of whom are taking photos. The scene is set in a park-like area with trees and a building in the background.

Event Requirements

- Sponsored events must be free to the public.
- Sponsored events must take place in an Oakland Commercial District.
- Events must take place between October 24, 2023 and August 31, 2024.
- Events must have all applicable required permits which may include:
 - City of Oakland Special Event Permit
 - Alameda County Health Department Temporary Food Vendor Permit
 - City of Oakland Amplified Sound Permit
 - City of Oakland Fire Dept Special Event Permit and Fire Inspection

Sponsorship Award Amounts

- The Activate Oakland program will award a total of \$320,000 in event sponsorships.
- The sponsorship provides funding of \$1,000-\$10,000 per event.
- Applicants proposing a series may request up to \$20,000 in total for the series.
- Consider your options if the program is unable to award the full amount you have requested:
 - Will you be able to produce your event with a reduced sponsorship amount?
 - If yes, what is the minimum award amount needed to produce your event?
 - How would a reduced sponsorship amount impact your event? (for example, less performers, no street closure, etc.)

A background image showing a mural artist with curly hair and a beard, wearing a blue shirt and a white apron, painting a vibrant, multi-colored mural. The mural features various graffiti-style elements, including the word 'LOVE' and a heart symbol. The artist is holding a paintbrush and is focused on their work. The scene is outdoors, with a blurred background of trees and a bright sky.

Application Process

- A completed application must be submitted online.
- Application must include a detailed budget plan:
 - Line-item programming costs
 - Marketing costs, if applicable
 - Expected revenue sources other than the Activate Oakland sponsorship, if applicable
- Application deadline: Thursday, October 12, 2023
- Late applications will not be accepted.

Online Application Overview

- ❖ Important Reminders
Prior To Starting Your
Application
- ❖ Applicant Info
- ❖ Event/Activation Info
- ❖ Budget & Implementation
Plan
- ❖ Event Impact & Benefits

Online Application Overview

- ❖ Use the application that works for you
 - ❖ English
 - ❖ Chinese
 - ❖ Spanish
- ❖ If you don't receive confirmation email, assume your application was not submitted! (check spam)

<Launch Jotform Application Walkthrough>

A woman in a vibrant, multi-colored patterned dress is captured mid-dance move on a city sidewalk. She has her arms raised, with one hand pointing upwards and the other extended. In the background, a man is seated, playing an acoustic guitar. To his left is a purple sign that reads "UPTOWN DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICTS", "ARTS MUSIC", and "PERFORMANCE". The setting is a sunny urban street with brick buildings and a clear blue sky.

Application Tips for Success

- Thoroughly review guidelines before preparing your application.
- Check your math! Make sure the numbers on your budget add up. If you do not have exact numbers, estimate your budget conservatively.
- We recommend applicants draft narrative responses in a Word file prior to inputting responses in application portal.
- Answer all questions succinctly and honestly.
- Remember to check for redundancy and follow all instructions.
- Have colleague or friend review your application before you submit. Incomplete applications will be deemed ineligible.

How will applications be reviewed?

Review Criteria

1. The event serves targeted Oakland commercial districts and supports event participants and residents from priority Oakland neighborhoods. The event or series is new. (30%)
 - Priority score of the commercial district where event will occur (Based on Commercial District Map)
 - Percentage of event participants (businesses, vendors, artists, cultural groups directly participating in the event) living or working in priority neighborhoods (Based on OAKDOT Equity Toolbox Map)
 - Priority score of current residential or business address of applicant (Based on OAKDOT Equity Toolbox Map)
 - The event or series is completely original or relatively new.
2. The event benefits Oakland-based small businesses, artists, cultural groups and especially commercial districts in priority neighborhoods (25%)
 - Applicant has a plan to partner with the surrounding businesses and commercial district to support them with event.
 - Applicant has a plan to bring customers to the surrounding commercial district and businesses during the event.
 - The event is a series.

Continued →

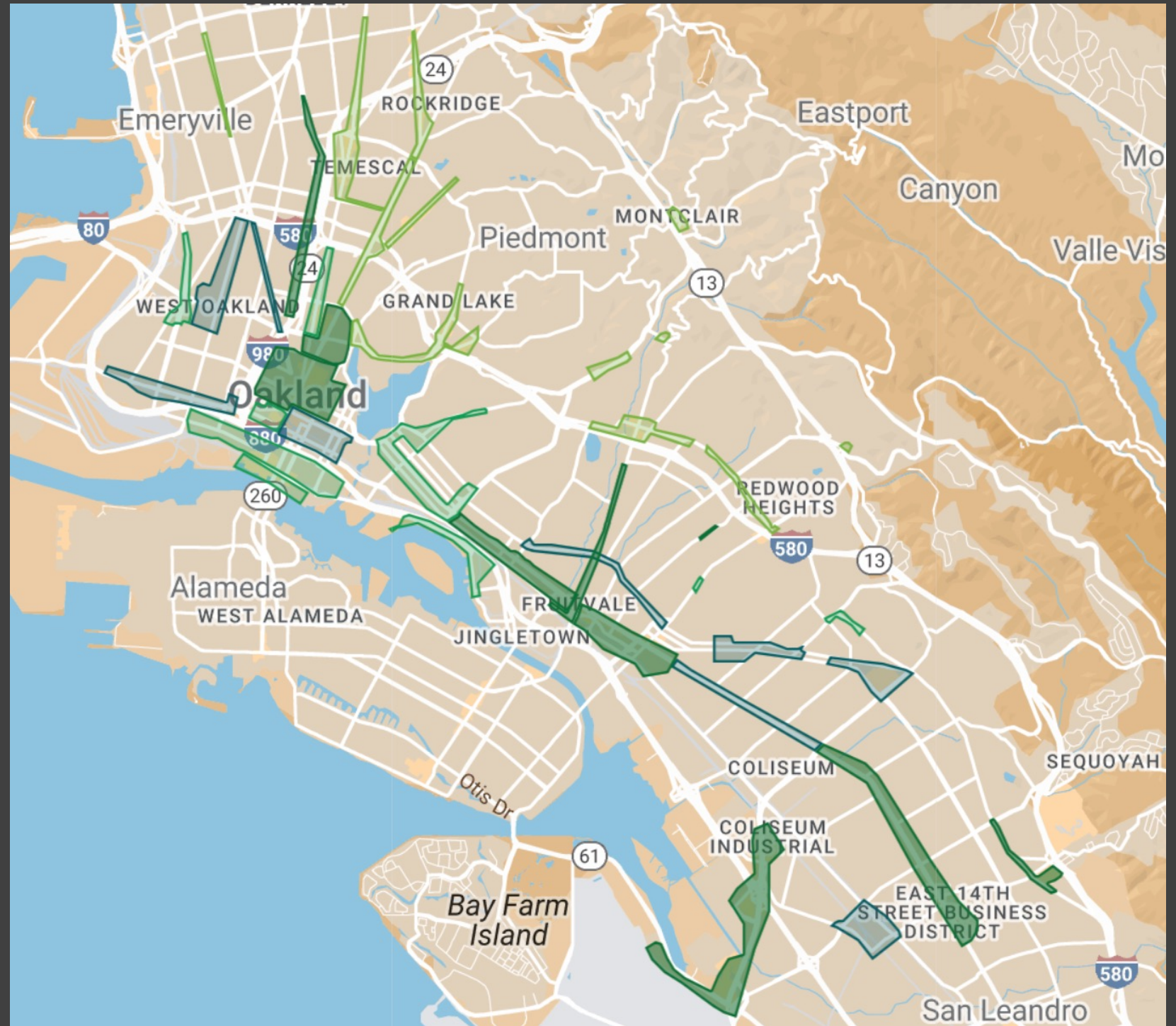
How will applications be reviewed?

Review Criteria

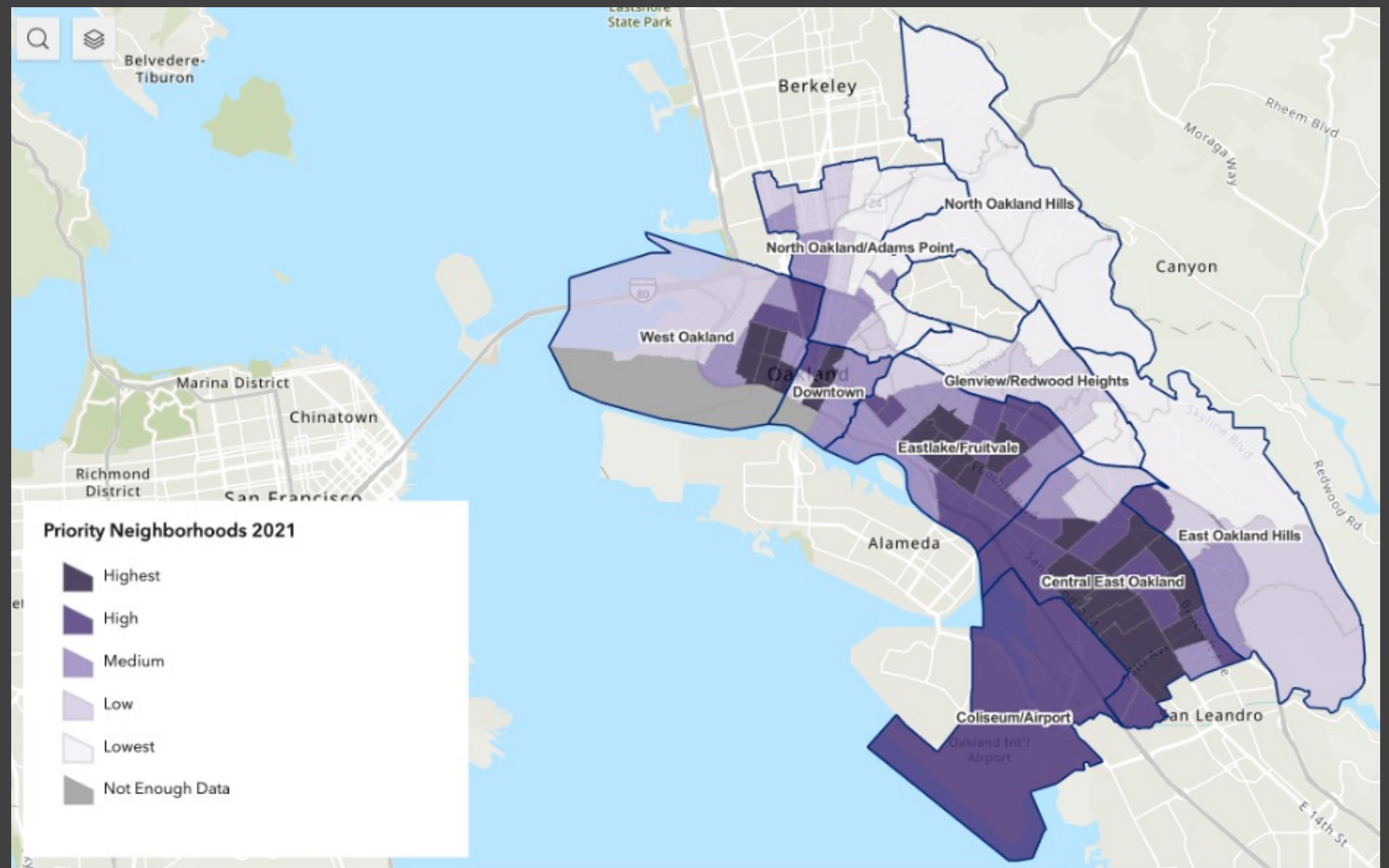
Continued →

3. The event builds social cohesion and contributes to the Oakland community's shared positive experience. (25%)
 - The event concept is connected to the district where it will be held, and applicant explanation of the choice of event and location is thoughtful and compelling.
 - The intended audience is clearly identified and the plans to get them to attend the event are effective as described.
 - The social benefits and community building impacts of the event are inspiring, significant, clear and compelling as described.
 - Applicant has a clear connection to the location.
4. The applicant shows readiness, capacity, and ability to implement the event successfully. (20%)
 - Concept is thoughtful and clear with programming identified.
 - Budget aligns with program guidelines and shows detail and accuracy.

Commercial District Map



Oakland's Department of Transportation Equity Map



Application Review Process

- ❖ When the application window closes, Activate Oakland will email the award notification timeline to all applicants.
- ❖ Review teams will read and score applications based on the review criteria.
- ❖ The Activate Oakland Conflict of Policy is strictly enforced.

Visit Oakland will support sponsored events!

Events will be incorporated into our online calendar on our website, which has an annual average of 698K users and 1.8M page views.

Potential Support Opportunities:


- Social media coverage on our various platforms which reaches over 79K users
- Benefits from our paid digital advertisements
- Blog mentions
- Newsletter inclusion
- Press outreach to local media

**All events approved through the Activate Oakland Event Sponsorship Program will be reviewed and highly considered for the potential support opportunities listed above.*

Reporting Requirements

- Accounting of final budget showing how funds were spent
- Description of impact of your event
- Images of your event





More How-to-Apply Support

In-person Workshop

- WHEN: Wednesday, October 4, 2023 | 4:00 PM - 6:00 PM
- WHERE: 3301 E 12th Street, Suite 201, Oakland, CA 94601
(Near Fruitvale BART)

Stumped on something?

- Contact: Elizabeth Falkner, Activate Oakland Grant Administrator
activate@visitoakland.com



ACTIVATE
Oakland

Q & A