

JACK LONDON SQ

OAKLAND, CALIFORNIA



Foot Traffic by the Numbers

As of 1.11.2018

EMPLOYEES

Over **1,500 employees** work at the shops, restaurants and offices at Jack London Square. The **670 employees at our shops and restaurants** work at places like Plank, Scott's Seafood, The Waterfront Hotel and Oaklandish. In our **office buildings another 850 employees** are working for companies like the Oakland A's, Sunset Magazine and others.

RESIDENTS

In the Jack London Business Improvement District you will find **1,921 apartment homes** that are occupied by over more than **3,800 residents** of our community. In 2018, Jack London Square will break ground on 2 new apartment buildings that will bring an **additional 441 units with an estimated over 800 new residents**. There are 6 additional buildings either under construction or in development that will bring an **additional 3,612 apartment units to the market with an estimated over 7,000 new residents**.

HOTEL GUESTS

The Waterfront Hotel at Jack London features **145 bayside rooms** at Jack London Square and welcomes **over 43,000 hotels guest per year**. The hotel also includes **13 event and meeting venues** for up to 300 guests.

The Oakland Convention Center and over a dozen hotels are also available within a half mile of the property including the largest hotel in the city – Oakland Marriott City Center.

EVENTS

In 2017, Jack London Square hosted **68 signature events and 50 CUESA Farmer's Markets** that welcomed **over 400,000+ participants in the events**. Major annual events include Oakland A's Fanfest, Pedalfest, Waterfront Flicks, Wine Festival, Oakland Triathlon, Tall Ships, Annual Tree Lighting and many more.

Connected to Public Transportation



Trains stop **over 270 times per week** at Jack London with passengers on the 2 major lines that connect Northern and Southern California.



Ferry boats depart Jack London **over 120 times per week** for San Francisco carrying over 1.1 million passengers per year.



Bay Area Rapid Transit has over **1,960 weekly trains** stopping adjacent to Jack London at the 12th Street Station -- the busiest station outside of San Francisco.



The City of Oakland offers a Free Broadway Shuttle that visits the property **60 times a day** on weekdays carrying an estimated **624,000 annual riders**.

JACK LONDON SQ

2018 CALENDAR OF EVENTS

JANUARY

7, 14, 21, 28 CUESA Farmer's Market
11-21 Oakland Restaurant Week
13 Jack of All Trades Market
23-24 Kaiser
27 Oakland A's Fanfest

FEBRUARY

4, 11, 18, 25 CUESA Farmer's Market
10 Jack of All Trades Market

MARCH

4, 11, 18, 25 CUESA Farmer's Market
10 Jack of All Trades Market
11 Block Party: Bacon & Beer
16-26 Tall Ships

APRIL

1, 8, 15, 22, 29 CUESA Farmer's Market
14 Jack of All Trades Market
14 Yo Yo Championships
29 Dance Festival

MAY

5 Cinco De Mayo Festival & Dance Battle
6, 13, 20, 27 CUESA Farmer's Market
12 Jack of All Trades Market
18-19 Wine Festival
26 Session Fest
26 Yo Yo Championships

JUNE

1, 8, 15, 22, 29 Dancing Under the Stars
3, 10, 17, 24 CUESA Farmer's Market
9 Jack of All Trades Market
23 Patchwork Arts & Crafts
30 Summer Block Party

JULY

1, 8, 15, 22, 29 CUESA Farmer's Market
4 4th of July Celebration
5, 19 Waterfront Flicks
6, 13, 20, 27 Dancing Under the Stars
7 Taste of Oakland
14 Jack of All Trades Market
21 Pedalfest
28 Summer Block Party

AUGUST

2, 16, 30 Waterfront Flicks
3, 10, 17, 24, 31 Dancing Under the Stars
5, 12, 19, 26 CUESA Farmer's Market
11 Jack of All Trades Market
18-19 Oakland Triathlon
25 Summer Block Party

SEPTEMBER

2, 9, 16, 23, 30 CUESA Farmer's Market
7, 14, 21 Night Market
8 Jack of All Trades Market
13 Waterfront Flicks
28-30 Eat Real

OCTOBER

7, 14, 21, 28 CUESA Farmer's Market
6 Save the Bay
13 Jack of All Trades Market
20 Craft Beer Festival
27 Boo! Bark, Brews + Bites

NOVEMBER

4, 11, 18, 25 CUESA Farmer's Market
3 Patchwork Arts & Crafts
11 Jack of All Trades Market
11 United Nations Parade
30 Tree Lighting

DECEMBER

1 Holiday Market
2, 9, 16, 23, 30 CUESA Farmer's Market
8 Jack of All Trades Market

Events Subject to Change - Updated 1.11.2018

