

VISIT *Oakland*

2022

ELECTRONIC PRESS KIT



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QUICK OAKLAND FACTS

LOCATION

Oakland is the hub of Northern California's East Bay. It is located 20 minutes from San Francisco, 40 minutes from the Napa Valley and 40 minutes from Silicon Valley with three international airports nearby.



AIRPORTS

OAK - Oakland International Airport
10 miles from Downtown Oakland

SFO - San Francisco International Airport
21 miles from Downtown Oakland

SJC - San Jose International Airport
41 miles from Downtown Oakland

TRANSPORTATION

AMTRAK

There are two train stations in Oakland. The Coliseum/Airport Station is adjacent to Oakland's major sports and entertainment complex, and also offers an easy connection to Oakland International Airport. The Jack London Square station is the historic heart of Oakland's port operations. Amtrak travels to destinations across the United States from great cities to quaint towns.

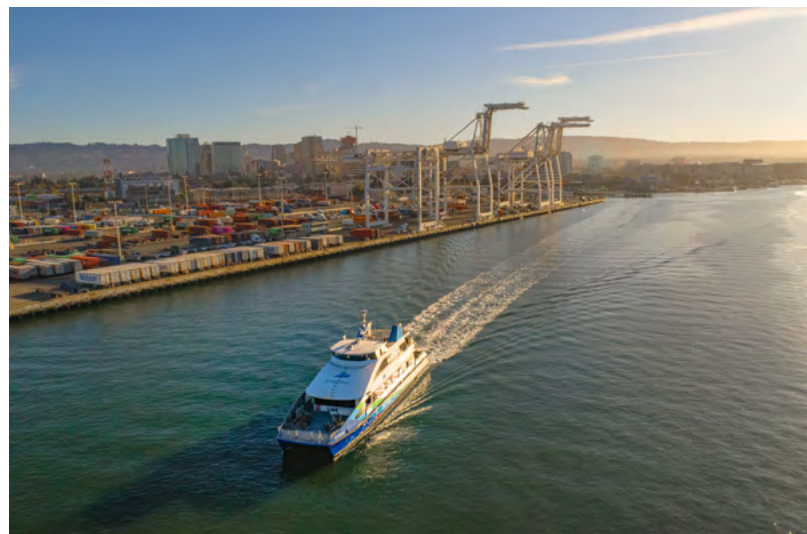
BAY AREA RAPID TRANSIT (BART)

BART connects Oakland to San Francisco in 12 minutes. It goes directly to SFO and OAK airports. BART stops at 50 stations in the greater Bay Area. For 45 years BART has provided fast, reliable transportation to downtown offices, shopping centers, tourist attractions, entertainment venues, universities and other destinations.

GREYHOUND bus service operates out of Oakland with the station located at 2103 San Pablo Avenue.

FERRY

The Ferry boards at Jack London Square and gets to San Francisco in 30 minutes.





LODGING

Hotels	40
Total Rooms	5500

ATTRACTIONS

- African American History Museum of Oakland
- Chabot Space & Science Center
- Children’s Fairyland
- Oakland Aviation Museum
- Oakland Ale Trail
- OMCA – Oakland Museum of California
- Oakland Zoo

ARTS & ENTERTAINMENT

- Fox Theater
- Paramount Theater
- Oakland Art Murmur
- First Fridays
- Oracle Arena + Ring Central Coliseum
- The Crucible
- Yoshi’s Jazz Club



FOOD & BEVERAGE

Oakland offers an array of authentic global cuisines that celebrate The Town’s diverse culture. From restaurants run by Michelin star chefs to local family owned establishments, Oakland is one of the top food cities in the US. Each year, the city celebrates Restaurant Week - a ten day promotion that highlights special offers at participating restaurants. Oakland is home to fifteen breweries and taprooms that are featured on the city’s official Ale Trail.

OUTDOOR RECREATION

Oakland Athletics Baseball
Oakland Roots Soccer Club
80 parks
1200 miles of hiking trails
19 miles of coastline with a Marina, waterfront attractions, trails and parks
Lake Merritt, an urban lake with a 3 mile surround perfect for jogging, walking and biking

AREA STATISTICS

Year Founded:	1772
Year Chartered:	1852
County:	Alameda County
Geographic Size	78.5 square miles
Oakland Population	425, 195

WEATHER

Sunny Days:	260 sunny days a year
Average Annual Precipitation:	23.96 inches
Average Temperature July:	73 degrees
Average Temperature December:	53 degrees

WHEN YOU KNOW, YOU KNOW, FUN FACTS ABOUT OAKLAND

GEOGRAPHY 510

- Oakland is the seventh largest city in California. It's about 78 square miles. You can go from ocean to city to redwood forest in 20 minutes, all while staying within Oakland.
- Oakland has 19 miles of coastline with beautiful waterside commerce, trails and parks.
- Oakland is a major port city and is the fifth busiest container port in the US due to its large cargo volume. The **PORT OF OAKLAND** is responsible for 99 percent of containerized goods moving through Northern California.



THE ROAD TO FAME

- Actors **ZENDAYA** and **MARK HAMILL** were born in Oakland. **TOM HANKS**, **CLINT EASTWOOD** and **BRUCE LEE** were long time residents of The Town.
- Other famous historic Oakland residents include architect **JULIA MORGAN**, and writers **JACK LONDON** and **GERTRUDE STEIN**.
- The first black female Vice President of the United States of America, **KAMALA HARRIS**, was born in Oakland.
- A number of talented music artists emerged from Oakland including **JOHN LEE HOOKER**, **TUPAC**, **MAC DRE**, **MC HAMMER**, **TOO \$HORT**, **E-40** & **SHEILA E** to name a few.
- Oakland's **FENTONS CREAMERY** had a cameo in Pixar's UP. The business was written into the plot of the film as a love letter to the historic ice cream parlor.
- Some movies that have been filmed in Oakland are "The Matrix Reloaded", "A Time to Kill", "Howard the Duck", "Basic Instinct", "Moneyball", "Greed", "So I Married an Axe Murderer", "True Crime", and "Fruitvale Station".
- The **USS POTOMAC**, docked at Jack London Square, was Franklin Delano Roosevelt's Presidential yacht and was later owned by Elvis Presley.
- **AMELIA EARHART** landed in Oakland on January 12, 1935 - 18 hours and 16 minutes after departing Honolulu. She became the first woman to fly solo from Hawaii to the mainland.



GREAT TASTES

- The first **MAI TAI** Cocktail was created in Oakland in 1944.
- **ROCKY ROAD ICE CREAM** was invented in Oakland sometime around 1929.
- The **POPSICLE** was invented in Oakland in 1905, when 11 year old Frank Epperson left his drink out in the cold and woke up to find a treat frozen to the stirring stick.
- Oakland has a number of locally owned, small batch artisanal breweries and taprooms - 15 at last count! This inspired the creation of the **OAKLAND ALE TRAIL** - a must do for beer lovers!



HELLA ARTS + CULTURE

- Oakland has the highest ethnic diversity in the US. Over **125 DIFFERENT LANGUAGES** and dialects are spoken within the city.
- Oakland's nickname is **THE TOWN**.
- Oakland loves art, and its buildings are covered with over 600 colorful murals.
- The powerful and largest Civil Rights monument west of the Mississippi stands in the heart of Uptown Oakland featuring 25 faces of people who inspired change.
- There is always something to discover in Oakland. From art deco architecture, secret staircases, acres of gardens and reflecting ponds – Oakland is filled with hidden gems.
- It's the birthplace of the word "**HELLA**" that loosely translates to "very". Linguists believe that its use began in the late 1970s and spread widely through Northern California.
- The **BLACK PANTHER PARTY** was founded in Oakland by Huey Newton. A replica of his famous peacock chair can be found in OMCA's Black Power exhibit and commemorates the contributions the Black Panther Party made to the city of Oakland in the late 1960s and 1970s. You can also take a Black Panther walking tour in Oakland and learn about their powerful history and support of the community.
- Oakland's **CHINATOWN** is one of the largest and oldest in the country. It is home to the oldest Fortune Cookie Factory where the Fortune Cookie Folding Machine was invented.



A LITTLE FUN + GAMES

- Oakland has 3 beautiful historic movie theaters - The Fox, Paramount Theatre, and the Grand Lake Theatre.
- Modern **FANTASY FOOTBALL** first took place in Oakland in 1963.
- **THE WAVE** was invented at Oakland Coliseum in 1981 by George Henderson while leading the sold-out crowd at an Oakland A's home game against the New York Yankees.
- Oakland is home to the Leona Casting Pools built in 1958. This is the perfect place to practice fly fishing. Free lessons are offered from the Oakland Casting Club.



THE TOWN, NATURALLY

- Oakland has two redwood parks - **OAKLAND REDWOOD REGIONAL PARK** and **JOAQUIN MILLER PARK**. There are thousands of acres of redwood forest and miles and miles of trails to explore. The redwoods you'll find are some of the oldest in the Bay Area, dating back to the 1880s.
- There are over 80 parks in Oakland. Local favorites include the Sausal Creek trail in the Dimond District, which runs along a creek and the Sibley Volcanic Regional Preserve, which was created by lava over 10 million years ago.
- **MOUNTAIN VIEW CEMETERY** stretches for 226 acres in the hills above Oakland. The beautiful spot has one of the best views of the San Francisco Bay in town. On any given day, you'll find Oakland residents jogging, walking their dogs, enjoying a picnic or just relaxing in the great outdoors.
- Oakland is the only city in the world with a natural saltwater lake - **LAKE MERRITT**, a beautiful area for outdoor recreation, gathering and dining.
- The oldest bonsai tree in the United States is located in **BONSAI GARDEN AT LAKE MERRITT**. It was donated by its owner - Abraham Lincoln's ambassador to China.
- Each year, millions of ladybugs migrate to **REDWOOD REGIONAL PARK**, group together to mate. They form a big cluster of ladybug love, and then fly away home.
- The **BLACK CROWNED NIGHT HERON** is the official bird of Oakland. They can be found at Lake Merritt and nest in the downtown ficus trees. The concrete surroundings can be dangerous for young birds. The Golden Gate Audubon Society has forged a partnership with the Oakland Zoo and International Bird Rescue to save the lives of fallen and injured young herons.



VERY ATTRACTIVE ATTRACTIONS

- In 2022, the **OAKLAND ZOO** celebrates its 100th birthday. The 100 acre Oakland Zoo is home to 850 animals and is the only zoo that is endorsed by PETA (People for the Ethical Treatment of Animals) for the Zoo's animal welfare standards and practices. The two animal loving organizations partner to help improve the welfare of captive animals across the US.
- **CHILDREN'S FAIRYLAND** in Oakland inspired Walt Disney to create Disneyland after visiting for the opening of the beloved theme park. Children's Fairyland has been on the shores of Lake Merritt since 1950.
- **OMCA** houses the most complete collection of photographer **DOROTHEA LANGE'S** work anywhere. Upon her death in 1965, Lange's husband Paul S. Taylor donated her personal archive of more than 40,000 original negatives and 6,000 vintage prints to OMCA. The gift also included field notes, personal correspondence, proof sheets, audio tapes, and other material that tell the story of Lange's documentary process.
- For decades, **CHABOT SPACE & SCIENCE CENTER** was the original timekeeper for the entire Bay Area. The original transit telescope that was used in the 1800s is still on display today. Chabot is home to the only research-level telescopes regularly available to the public for weekly live viewing in the Western United States. Chabot Space & Science Center and their 20-inch refracting telescope played a crucial role in Apollo 13 and helped bring the craft and its crew home.



NEIGHBORHOODS



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- 4 DIMOND DISTRICT
- 5 DOWNTOWN OAKLAND
- 6 FRUITVALE
- 7 GLENVIEW
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AROUND THE TOWN

Hipsters and hip hop, passionate activists and grassroots entrepreneurs—it takes time to peel back all of the layers that make up the city. To truly appreciate Oakland's diverse culture, spend some time exploring its neighborhoods. You'll find prideful locals around every corner, whether it's at the farmers market in Chinatown or a theater in Uptown. Don't settle in one spot for too long—there's a lot of ground to cover in Oakland. Read on for your cheat sheet to The Town's best.

2 BROOKLYN BASIN'S waterfront parks, lively street life and diverse dining, retail and residential options are creating a new destination in the heart of the Bay Area.



1 AIRPORT

Oakland's Airport neighborhood isn't just a place for arrivals and departures—although it may be famous for one arrival in particular, Amelia Earhart's in 1937. On a knob of land, almost island-like and just south of Alameda Island, the Airport is framed by the central artery of I-880 on one side, but on the other its marshland. The area is home to Oracle Arena and O.co Coliseum, the Oakland Aviation Museum and Oakland's Metropolitan Golf Links, with 18 holes of picturesque putting.

2 BROOKLYN BASIN

A very new neighborhood in Oakland, Brooklyn Basin boasts a waterside location, cool marketplace, park setting and modern loft and condo living. On the weekends – the public courtyard is the place to roll – literally. Roller skating enthusiasts gather, skate and provide entertainment for all. With plans to further develop the area, Brooklyn Basin is a wonderful example of the ongoing growth and evolution of Oakland.

3 CHINATOWN

One of the oldest Chinatowns in the United States, Chinatown Oakland was settled in the 1850s, shortly after the gold rush. Today, this 16-block area is not only home to a large Chinese population but is now Pan Asian - with a community of Koreans, Vietnamese and Japanese. Oakland Chinatown is the center of Asian cultures, arts and gourmet cuisine.

4 DIMOND DISTRICT

This quiet, residential stretch at the base of the Oakland Hills has a strong Latino culture and refreshingly unpretentious vibe. Part of the 94-acre Dimond Canyon bookends this immigrant community, giving the area a pleasant urban-nature balance. In the early 1900s, Dimond was known as Little Germany. While the mix of culture is now very diverse, the neighborhood is still home to Oakland's annual Oktoberfest.

5 DOWNTOWN OAKLAND

To say Downtown Oakland is eclectic and diverse would barely skim the surface of this melting pot. On any given day, you're likely to bump into a scholar, a Federal judge, a tech entrepreneur and a civil rights activist in a one-block area. Downtown Oakland is a vital crossroads, where all the cultures meet, eat and mingle. Discover Art Deco architecture, the African American Museum and Library, the Museum of Art and Digital Entertainment (MADE), and locally owned shops and restaurants.

6 FRUITVALE

This urban stretch at the base of the Oakland Hills that was a land of fruit trees. In the late 1960s and 70s, it became a center for the Chicano Movement, including the Brown Berets. Today, the population is almost half Hispanic with a solidly preserved culture and village vibe centered around International Boulevard.

7 GLENVIEW

A sweet neighborhood of California bungalows in the lower Oakland Hills, Glenview feels more like a very quiet Rockridge with a couple good restaurants and well-manicured gardens. The main strip of Park Boulevard, now a bustling street - was once a path where redwoods traveled to get from where they were felled - to the lumberyard.

8 GRAND LAKE

Oakland's Grand Lake neighborhood is in the northeast area of Lake Merritt, named after the communities of Grand and Lakeshore Avenues. There is plenty of shopping and restaurants for visitors and families to enjoy. On Saturdays – there is an amazing farmer's market where you'll see vibrant, diverse Oakland energy at its best. Whether you're looking for that lakeside relaxed vibe or the hustle and bustle - Grand Lake has it all.

9 JACK LONDON DISTRICT

Location. Location. Location is Jack London's selling point. It's got Bay views, the call of seabirds, and the ferry as public transit. Enjoy the peace of the waterfront, or head a few paces onshore and down European styled walkways to a booming bar and restaurant scene. Tucked within these modern-day diversions and loft-style living are serious old-school stops.



10 KONO

Featuring Korean businesses, Middle Eastern Markets, barbecue joints, brew pubs, art galleries and more - KONO is an eclectic mix of cultures not to be missed. KONO is a thriving stretch of community that's a quintessential embodiment of The Town's culture and influence in the Bay Area.

11 LAKE MERRITT

Lake Merritt was the United States' first official wildlife refuge in 1870. Geese quack, joggers loop the perimeter and rowers work their oars through the water. Add to that some barbecuing, salsa dancing and sun bathing at Lakeside Park and you have a true Lake Merritt experience.

12 LAUREL DISTRICT

The Laurel District is a neighborhood filled with lots of local businesses. Walk through the Laurel arch and into a bustling neighborhood filled with shopping, events and annual street festivals. As you explore Laurel, you may notice many neon signs that date back to a time period when MacArthur was Oakland's major thoroughfare - US Highway 50.

13 MONTCLAIR

This wealthy outpost, just off Highway 13, contains some of the most coveted real estate in the Bay Area. You won't find industrial restaurant décor or coffee houses in this pedestrian-friendly village, exuding a Bavarian mountain town vibe. Montclair is a terrific launching point into Oakland's wilderness and some of the East Bay's best hiking spots.

14 OLD OAKLAND

Though there are Victorians sprinkled throughout Oakland, this slice of preserved late century architecture is brochure-perfect. Many of the buildings within this six-block stretch look fresh off an 1870s remodel. Back in the day, this was the place to be seen. And it still is- although it took a serious amount of restoring to bring it back from after the 1906 earthquake.



15 PIEDMONT AVENUE

Not to be confused with Piedmont, a small city in Alameda County, Piedmont Avenue is one long sidewalk of restaurants, shops and home bric-a-brac, stacked side by side. Despite being part of the big city, it's very small-town, with a genuine magazine stand, a sewing shop with lessons, and a tobacconist.

16 ROCKRIDGE

An amalgamation of art, nature and food - this charismatic corner of Oakland has historic cottages, nice gardens, and a 99 walk score. Right off the freeway and the Rockridge BART station, discover new favorite cafés, confectioneries, craftstore and more!

17 TEMESCAL

One of Oakland's recent up and coming areas, Temescal is home to pre-war bungalows and duplexes. Many shops that were once horse stables are now converted and feature locally designed fashion, home treasures, art and jewelry. There is a vibrant food scene here with well-known Oakland favorites such as Curbside Creamery and Bakesale Betty.

18 UPTOWN

Once a shopping district in the early 20th century, Uptown is the hottest neighborhood in Oakland. A new restaurant, indie boutique, or bar seems to open every other week, with nearly 125 opened in the past decade. Billed as the arts and entertainment district of Oakland, it fulfills its promise, particularly during the boisterous Art Murmur on First Fridays.

19 WEST OAKLAND

West Oakland has long been the cool-cat neighborhood of Oakland with strong African American roots that earned it the nickname Harlem of the West. Aretha Franklin, Billie Holiday and Big Mama Thornton among others had gigs along the 7th Street strip. Today, West Oakland is undergoing a growth spurt driven by grassroots organizations that inspire local love and civic pride.



OAKLAND IN 50 WORDS

Oakland celebrates its diverse community, artistic vibe, beautiful scenery, locally owned shops, multi-cultural cuisine and civic pride. Bordered by 19 miles of coastline and rolling hills, Oakland's unique neighborhoods are at the heart of The Town. Oakland offers a prime location, great weather and a wealth of resources and activities.

OAKLAND IN 100 WORDS

Oakland celebrates its diverse community, artistic vibe, beautiful scenery, locally owned shops, multi-cultural cuisine and civic pride. Located on the east side of the Northern California Bay Area, Oakland is bordered by 19 miles of coastline to the west and rolling hills to the east. It is conveniently located near three major airports and can be easily accessed via railway, bus or ferry. Measuring 78.5 square miles, Oakland is the eighth largest city in California. The Town is home to numerous parks, family attractions, theaters, museums, live music venues and performing arts companies.

OAKLAND IN 250 WORDS

Oakland celebrates its diverse community, artistic vibe, beautiful scenery, locally owned shops, multi-cultural food scene and civic pride. Located on the east side of the Northern California Bay Area, Oakland is bordered by 19 miles of coastline to the west and rolling hills to the east. It is conveniently located near three major airports and can be easily accessed via railway, bus or ferry.

Measuring 78.5 square miles, Oakland is the eighth largest city in California with the highest ethnic diversity in the United States. 125 languages are spoken throughout the city. Oakland is comprised of many neighborhoods – each with a unique personality offering a truly authentic experience. One can travel from water to redwoods in 20 minutes-all while staying in Oakland. Enjoy historic tours of the city including the most popular experience - The Black Panther tour.

Oakland is home to 30 parks, the Oakland Zoo, Lake Merritt, the historic Paramount and Fox Theaters, the African American Museum at Oakland, OMCA, Children's Fairyland, the Chabot Space & Science Center, the Oakland Symphony and Oakland Ballet Company.

Oakland features a 100,566 square foot convention center and multiple unique venues for meetings and events. With industrial warehouse space, lush park-like settings and contemporary outdoor venues, museums, attractions and historic buildings –Oakland offers an array of options. To welcome visitors, Oakland has 40 hotels with over 5,000 hotel rooms from first-class hotels and boutique properties, to top names in lodging and budget-friendly inns.

CONTACT US

The Visit Oakland Public Relations department is here to provide local, national, and international journalists with the latest destination stories and news to share what makes The Town shine.

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