



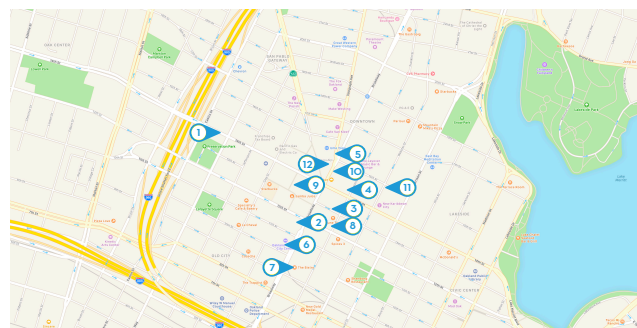
VISIT OAKLAND CELEBRATES BLACK HISTORY MONTH IN DOWNTOWN OAKLAND FOR FEBRUARY OAKLAND SPOTLIGHT

Catch the Free B-Shuttle to Visit the African American Museum and Shop for Oakland Apparel While Downtown

Oakland, CA (February 1, 2017) —Visit Oakland, the city’s official destination marketing organization, encourages visitors to celebrate Black History Month with a stop at the African American Museum & Library in Downtown Oakland. While in the neighborhood, shop, dine and visit some of Oakland’s top attractions and restaurants.

“As the central business district of Oakland, Downtown offers residents, workers, convention goers and visitors a mix of professional services, dining and entertainment options. And, best of all, it’s accessible, with easy access from 12th Street BART and the Free “B” Shuttle,” said Natalie Alvarez, VP of Marketing & Business Development for Visit Oakland.

“Downtown Oakland is a fun and diverse neighborhood that should be on everyone’s must see list in Oakland. The Oakland Convention Center welcomes over 90,000 people a year to the district which is why the Oakland Marriott has continued to invest in this neighborhood with a beautiful renovation of our hotel, restaurant Iron & Oak and M Lounge,” said Lisa Kershner, General Manager of Oakland Marriott City Center.



DOWNTOWN

Downtown Oakland is the central business district of Oakland. Established in the 1850s, the architecture exemplifies gorgeous examples of Art Deco design.

The neighborhood is currently undergoing a revitalization with new businesses and a vibrant nightlife. Visitors can hop on and off the free [B Shuttle](#) along Broadway to explore Downtown and its surrounding neighborhoods. “Downtown Oakland is an urban oasis that is poised between the serene waters of Lake Merritt and the stunning waterfront estuary on the San Francisco Bay, “ said Steve Snider, Executive Director of Downtown Oakland Association.

1. African American Museum & Library in Oakland
2. Visit Oakland Mural
3. Tribune Tower
4. Joyce Gordon Gallery
5. 3rd Thursdays at Latham Square
6. Oakland Marriot City Center
7. Courtyard Marriott City Center
8. Tribune Tavern
9. Core Kitchen
10. Oaklandish
11. Town Biz
12. Show & Tell Concept Shop



EVENTS AND ATTRACTIONS

- [African American Museum & Library in Oakland](#) (659 14th Street) – The African American Museum and Library in Oakland is dedicated to the discovery, preservation, interpretation and sharing of historical and cultural experiences of African Americans in California and the West for present and future generations. Check out their unique reference library featuring children’s books and the recent acquisition of the eight-volume *African-American National Biography*, edited by Henry Louis Gates. Current exhibitions include the history and contributions of the Black Panther Party

Upcoming Events

2/11 @ 2PM [Barbers, Books, Bridges Community Event](#)

2/25 @ 12PM [The Crisis in Black Education: Then, Now and the Speculative Conclusions](#)

- [Visit Oakland Mural](#) (between 10th & 11th Streets) The official selfie wall of Oakland, no visit is complete without a picture of Visit Oakland’s mural in front of the Oakland Marriott. In partnership with street muralist Illuminaries, the design is based on Visit Oakland’s current Inspiration Guide featuring all the iconic attractions in Oakland.
- **Tribune Tower** (409 13th Street) – Built in 1906, this building was the official headquarters of the Oakland Tribune newspaper and is a recognizable icon in the Oakland skyline. Its historic clock and illuminated signage shines brightly in the night sky and is lit with professional sports team colors during season openings and playoffs.
- [Joyce Gordon Gallery](#) (406 14th Street) – This fine arts gallery and event space reflects Oakland’s diverse artists and artwork that come out of the city and the Bay Area.
- **3rd Thursdays at Latham Square** (Telegraph & Broadway) – Check out 3rd Thursdays at Latham Square, running from May to October, for live music, food, beer and wine while shopping at your favorite Downtown retailers. Located at the intersection of the two streets in Oakland, the newly-renovated space encourages social gathering and socialization in the public sphere.
- [Oakland City Center](#) (1300 Clay Street & 505 14th Street) – Close to BART, Oakland City Center is a conveniently located business hub, offering green office space. The center also features restaurants, retail, concerts and other business amenities.
- [Preservation Park](#) (1233 Preservation Park Way) – This Victorian neighborhood, occupying two blocks in the heart of downtown, features historic residences that have been transformed into innovative workplaces and event space.

ACCOMODATIONS & DINING

- [Oakland Marriott City Center](#) (1001 Broadway) – The newly-renovated Oakland Marriott City Center is conveniently located across from the 12th Street BART station and within walking distance of most Oakland neighborhoods. A favorite of business travelers (it’s connected to the Oakland Convention Center), the Oakland Marriott also features urban industrial design detail and an Oaklandish-designed suite. During your stay, dine at Iron & Oak Restaurant & Bar, the hotel’s new Oakland-themed restaurant.
- [Courtyard Oakland Downtown](#) (988 Broadway) – Located across the street from the Oakland Marriott City Center, the hotel’s mini-suites make visitors feel more at-home when traveling.



- [Tribune Tavern](#) (401 13th Street) – Located on the street level of the iconic Tribune Tower, the restaurant is a casual, gastro-pub style eatery with artisanal cocktails, local craft beers and wine. Great for dinners and happy hour visits.
- [Core Kitchen](#) (499 14th Street) – Vegans and carnivores will love this brand-new restaurant concept featuring plant-based fast food. Touting itself as the first gluten-free certified restaurant in the nation and the first and only produce-only restaurant in the world, not even oil is used in their cooking process.
- [Tambo Restaurant](#) (1414 Jefferson Street) – Visitors can enjoy Peruvian cuisine at this restaurant, serving ceviche, Peruvian tapas and South American beer and wine. The chef sources local ingredients from Oakland farms and producers.
- [Downtown Wine Merchants](#) (102 Frank H. Ogawa Plaza) – This wine bar, restaurant and bottle shop offers a wonderful atmosphere, located in the historic Lionel J. Wilson Building. It is also a Wine Spectator “Award of Excellence” holder.

SHOPPING

- [Oaklandish](#) (1444 Broadway) – Show off your Oakland pride in style. Stocked with T-shirts, hoodies and onesies branded with iconic Town images, this downtown flagship store also sells Oakland-made gifts and housewares.
- [Town Biz](#) (349 15th Street) – Representing Oakland through art and apparel, this unique store showcases Oakland’s progressive voice and proud Oakland vibe with local vendors and designers.
- [Show & Tell Concept Shop](#) (1427 Broadway) – Oakland is a lifestyle and this store, gallery and gathering space features sustainable designs by American companies.
- [Laurel Book Store](#) (1423 Broadway) – Located in the historic Lionel J. Wilson Building, this book store features an eclectic collection, author readings and event space.
- [Urban Stitch Boutique](#) (1635 Broadway) – This boutique, located in a sunlit, upstairs space sells contemporary designer apparel and home accessories.

Follow Oakland Spotlight on social media using **#oaklandspotlight** and **#oaklandloveit**.

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The **Oakland Spotlight** program is 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. Featured information 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.

The program 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. Visit www.oaklandspotlight.com to learn more about the initiative and featured neighborhoods.



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.

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