



VISIT OAKLAND ENCOURAGES VISITORS AND FAMILIES TO SHOP, DINE, AND EXPLORE JACK LONDON THIS HOLIDAY SEASON

Oakland’s Jack London Neighborhood Offers Urban Wine, Unique Shops, and Live Entertainment Within Easy Access to Public Transportation

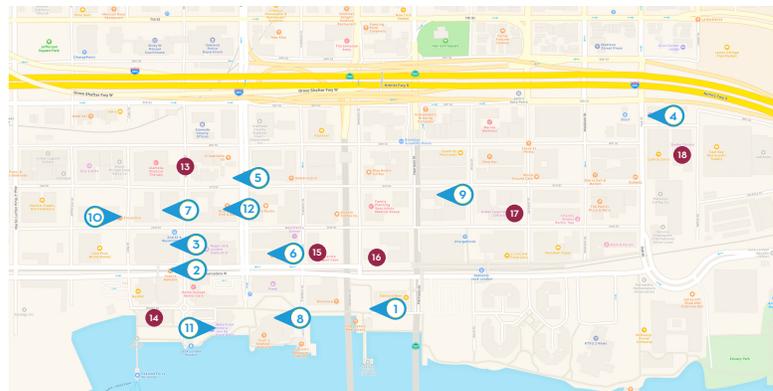
Oakland, CA (December 1, 2016) —Visit Oakland, the city’s official destination marketing organization, invites visitors to explore the **Jack London**, the featured neighborhood for December’s Oakland Spotlight program. In addition to the dining and holiday activities along the waterfront in Jack London Square proper, the neighborhood incorporates the Oakland’s warehouse district where many urban wineries, boutique shops, and craft breweries are housed. While shopping for holiday gifts and partaking in festive celebrations, motorists can enjoy [free holiday parking](#) on Saturdays until New Year’s Day.

“Jack London is Oakland’s historic working waterfront and entertainment district—we’ve got it all- from the best dining and music venues—to an all-night wholesale produce market in continuous operation since 1917,” says Savlan Hauser, Executive Director of the Jack London Improvement District. “Rent a kayak and tour the estuary, visit world famous coffee roasters and urban wineries by bike, or simply stroll Water street for spectacular urban views.”

“Jack London is the perfect destinations for families in Oakland,” says Mark Everton, President & CEO of Visit Oakland. “There’s holiday events planned throughout the month and fantastic restaurants and shopping that appeals to visitors of all ages.”

JACK LONDON NEIGHBORHOOD

The Jack London neighborhood stretches from Oakland Estuary to Interstate 880, between Jefferson Street and 5th Street.



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|-------------------------------------------|--------------------------------|
| 1. Heinold’s First and Last Chance Saloon | 10. Narrative |
| 2. Yoshi’s | 11. Waterfront Hotel |
| 3. Oakland Metro Operahouse | 12. Z Hotel Jack London Square |
| 4. Nido | URBAN WINE TRAIL |
| 5. Souley Vegan | 13. Brooklyn West |
| 6. Home of Chicken and Waffles | 14. Rosenblum |
| 7. The Fat Lady | 15. Jeff Cohn |
| 8. Baia Pasta | 16. Cerruti |
| 9. Oakland Supply Company | 17. Urban Legend |
| | 18. Dashe |



Home to more than 300 businesses, the Jack London area has seen taxable sales grow by more than 43 percent since 2010.

The area is named after renowned author Jack London who spent much of his childhood in Oakland. He was seen frequently with the owner of Heinold's First and Last Chance who supported his education as a young boy.

The area developed as an industrial neighborhood with much of the renovated architecture reflecting this rich past. In the late 19th and early 20th centuries, Oakland served as the western terminus of the Transcontinental Railroad, which connected the West to the East Coast. Western Pacific Railroad's train station on 3rd Street spurred development along the Oakland waterfront. Today, with warehouses and the produce district nestled near the Oakland Estuary and the Port of Oakland, the transportation of people and goods remains an important sector in our city's diverse economy.

The neighborhood boasts easy access to various public transportation options including the [San Francisco Ferry](#), [Amtrak](#) and [AC Transit](#), with quick connections to [BART](#) via the [Free B Shuttle](#).

EVENTS

[Christmas Tree Lighting at Jack London Square](#) (Dec. 2) – Ring in the holiday season with Jack London Square's annual tree lighting! The family-friendly event features an enchanting evening of holiday performances, live reindeer, and an appearance by Santa Claus himself.

[Lighted Yacht Parade](#) (Dec. 3) – Celebrate the season along the Oakland Estuary. As the sun sets, the waters are lit with colorful lights with a parade of holiday decorated yacht and sailboats.

ACTIVITIES & ATTRACTIONS

[Jack London Square](#) – The vibrant dining and shopping area provides plenty of activities for the entire family. Check out waterfront dining options, including [Scott's Seafood](#), [Kincaid](#), [Haven](#), [Bocanova](#), [Lungomare](#), [plank!](#), [Steel Rail Public House](#), and [Jack's Oyster Bar a& Fish House](#).

[Heinold's First and Last Chance Saloon](#) (48 Webster St.)– You can't visit Oakland and not stop into this famous watering hole and slanted bar for a drink. While you're at it, commemorate the 100th anniversary of author's Jack London's life and explore the plaza for other Jack London tributes. Visit the bronze statue of the man that overlooks the water, snap an obligatory selfie next to the bronze wolf (tribute to *The Call of the Wild*), and the replica of the log cabin he called home in the Yukon.

[Yoshi's](#) (510 Embarcadero) – The famous jazz music venue and sushi restaurant brings top musical talent and culinary creations together. Check out the calendar for performances by world-renowned Jazz musicians, hip-hop artists, and contemporary acts. December headliners include Chante Moore, Oakland's own Tony! Toni! Tone! and comedians D.L. Hughley and Sinbad.



[Oakland Metro Operahouse](#) (522 2nd St.) – The non-profit performing arts venue is an intimate space to see live acts up close. Catch up on underground performances and small bands before they hit the mainstream.

[Oakland Urban Wine Trail](#) – Did you know 5 out of the 10 Oakland wineries are in Jack London Square? Conveniently walkable, you can taste pours from different wineries all within a few blocks of each other.

DINING

[Nido](#) (444 Oak St.) – Authentic and traditional Mexican flavors are served in this unique restaurant at the Southern edge of the Jack London District. Named after the word for “nest” in Spanish, Nido welcomes guest into their family environment. In addition to delicious Mexican entrees, the restaurant serves a variety of margaritas sure to make a hit during happy hour.

[Souley Vegan](#) (301 Broadway) – No meat? No problem. Indulge in the flavors of Southern food without any compromises. Owner and Chef Tamearra Dyson creates recipes using fresh herbs and spices that’s delicious to both vegans and carnivores. Try the fried okra and jalapeno poppers.

[Home of Chicken and Waffles](#) (444 Embarcadero) Owner Derrick Johnson chose Oakland to open the first of his three Bay Area locations. Calling Jack London Square home for 10 years, not only does the restaurant serve up delicious family-style meals, it also employs formerly incarcerated individuals by giving them a second chance and necessary skills to change their path in life.

[The Fat Lady](#) (201 Washington Street) – This former brothel offers a private ambiance that’s perfect for intimate parties or for a special dinner date. Serving lunch and dinner, the Fat Lady continues to be family-owned and operated. Part of the fun is checking out their seasonal decorations throughout the restaurant.

SHOPPING

[Baia Pasta](#) (431 Water St) – Artisan handmade pasta in Oakland made from organic grains and crafted on-site in Jack London Square. Named after the Oakland waterfront and the SF Bay Area, “baia” means Bay in Italian. Baia’s four-person operation team provides fresh dried pasta in the slow food theory, with local, sustainable, and fair food practices. Gluten free options are also available.

[Oakland Supply Company](#) (291 2nd St) – Sister company of apparel brand Oaklandish, the boutique showcases American-made goods and fine local wares from The Town. Artisan jewelry, personal care items, and home goods are just a sampling of what is offered in their rotating selection of inventory.

[Narrative](#) (560 2nd St) – Narrative is a cool antique shop selling vintage and rare collectibles and goods. Specializing in home décor, furniture, art, and music, this brand-new boutique is a perfect location to spend a lazy afternoon shopping for the perfect gift.



ACCOMMODATIONS

[Waterfront Hotel](#) (10 Washington St.) – Take in views of the Bay and San Francisco from one of nautical-themed rooms at this hotel right by the water. The shops, restaurants, and nightlife of Jack London Square are right out the front door providing the most convenient hotel in Jack London Square.

[Z Hotel Jack London Square](#) (233 Broadway) – Near Jack London Square, this boutique hotel was recently renovated and rebranded to bring it in line with Oakland's new vibe. The Z delivers first-class hospitality with 100 rooms. It also features a pool, a gym, free parking, a restaurant and free newspaper service.

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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