

A wide-angle photograph of the Oakland-Alameda County Coliseum and its surrounding parking lot. The stadium is a large, modern structure with a distinctive, angular, metallic facade. Several tall stadium light towers are visible in the background. The foreground is a large, paved parking lot with white parking lines. The sky is overcast and grey.

# **OAKLAND COMPLEX**

# **2024 IMPACT REPORT**





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# LETTER FROM THE GENERAL MANAGER

What an incredible year it has been! 2024 has built on the positive momentum from 2023, reinforcing our position as the leading destination for entertainment. At the same time, we've strengthened our dedication to both the community and our sustainability efforts. From hosting unforgettable events, the Arena and Coliseum are not just venues for entertainment but also key contributors to Oakland and the surrounding areas.

As you explore this report, I'm thrilled to highlight some of the standout achievements and milestones that have defined this year. You'll learn about the strong, collaborative partnerships we've built with local organizations while creating lasting ties that benefit Oakland and Alameda County families. This report also showcases our commitment to sustainability, detailing how our forward-thinking environmental initiatives are not only shaping a more sustainable present but are also laying the foundation for a greener, more resilient future.

To kick off 2024, we launched our Proud To Be Here campaign that showcases our pride in being in the heart of Oakland and Alameda County. This effort celebrates our iconic history and has also sparked collaboration with other community-driven organizations that align with our mission to support local partners and enrich the community, all while nurturing a profound sense of pride of Oakland.

In our ongoing commitment to uplifting and empowering our community, our team remains dedicated to making a meaningful and positive impact. Through the work of the AEG Oakland Community Foundation, we've successfully organized a variety of events designed to directly benefit children and families across Oakland and Alameda County. As we look ahead to 2025, we are eager to continue building on this momentum, expanding our efforts, and hosting even more events that inspire and make a real difference in the lives of those we partner with.

In 2024, our sustainability efforts centered on reuse and eco-education. We introduced the first phase of the Arena's reusable cup program in premium spaces, marking a significant milestone in waste reduction, with plans to expand the program throughout the venue. Additionally, the report emphasizes the importance of sustainability education, empowering guests, staff, and facility partners to actively contribute to resource conservation.

I am confident that the efforts and impact our team is making will inspire you to join us in our mission. Together, we can create meaningful experiences, drive positive transformation within our community, and continue to build a legacy that will leave a lasting imprint for years to come. By collaborating and working hand-in-hand, we can continue to foster growth, spark change, and ensure that the impact we make today will echo for generations to come.

Sincerely,

Nicole Strange

General Manager, Oakland Arena and Oakland-Alameda County Coliseum

ASM Global - Oakland



# SPONSORSHIP SPOTLIGHT

## CALIFORNIA OFFICE OF TRAFFIC SAFETY

THE CALIFORNIA OFFICE OF TRAFFIC SAFETY HAS BEEN AN INVÁLUABLE PARTNER IN NUMEROUS COMMUNITY EVENTS HOSTED AT OUR VENUE OVER THE YEARS. THEIR ACTIVE PARTICIPATION HAS PLAYED A CRUCIAL ROLE IN EDUCATING OAKLAND AND ALAMEDA COUNTY RESIDENTS ABOUT SAFE DRIVING PRACTICES AND THE IMPORTANCE OF SAFETY AWARENESS. THROUGH THEIR EFFORTS, THEY'VE HELPED RAISE VITAL AWARENESS, PROVIDING ATTENDEES WITH THE TOOLS AND KNOWLEDGE TO MAKE SAFER CHOICES ON THE ROAD. THEIR ONGOING SUPPORT HAS BEEN INSTRUMENTAL IN FOSTERING A CULTURE OF SAFETY WITHIN OUR COMMUNITY.

"OUR COLLABORATION WITH THE OAKLAND ARENA PROVIDES A GREAT OPPORTUNITY TO EDUCATE THE PUBLIC ABOUT SAFE ROAD BEHAVIORS AND SHARE IMPORTANT SAFETY INFORMATION WITH THE COMMUNITY. THROUGH THE GO SAFELY GAMEPLAN INITIATIVE, WE CAN PROMOTE THE IMPORTANCE OF HAVING FUN RESPONSIBLY, FOSTERING A SAFER AND MORE AWARE COMMUNITY."

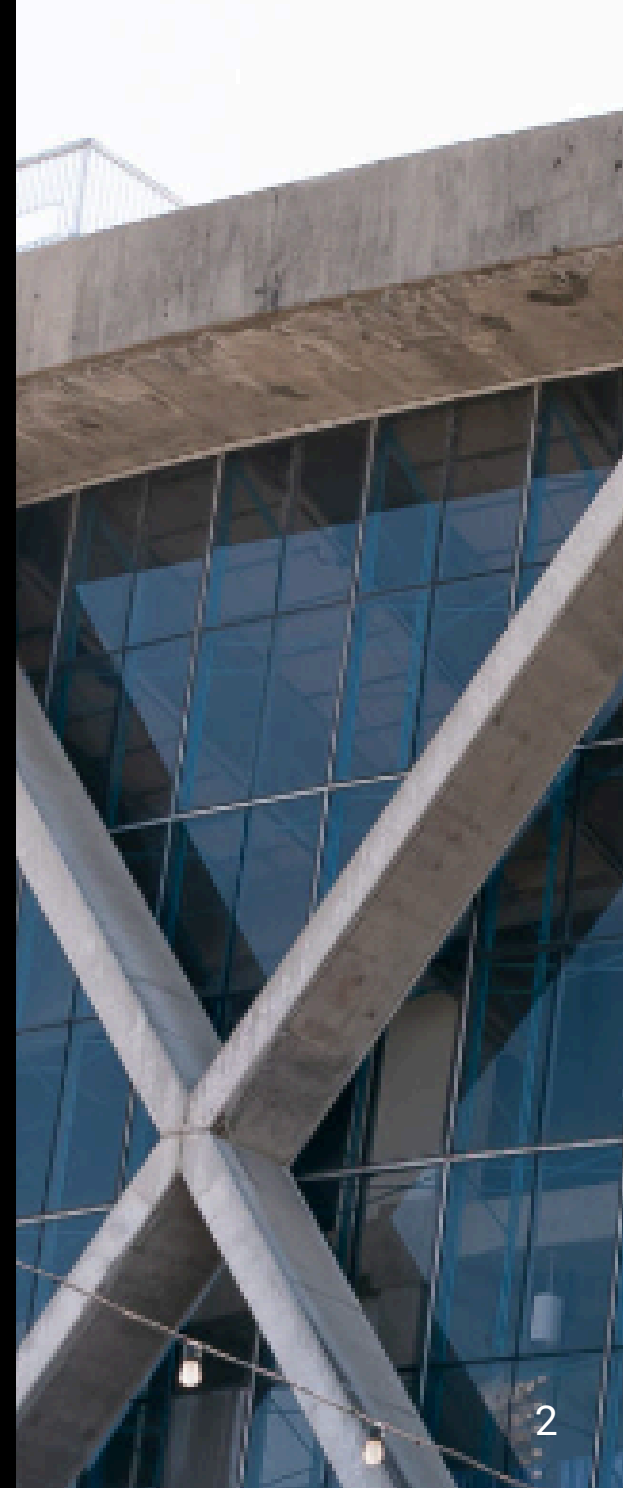
-TIM WEISBER, DEPUTY DIRECTOR, MARKETING AND PUBLIC AFFAIRS, CALIFORNIA OFFICE OF TRAFFIC SAFETY

## SPARE THE AIR

IN 2024, OAKLAND ARENA PROUDLY PARTNERED WITH SPARE THE AIR TO ENGAGE AND EDUCATE OUR COMMUNITY ABOUT THE CRITICAL IMPORTANCE OF CLEAN AIR. THROUGH THIS COLLABORATION, WE WERE ABLE TO RAISE AWARENESS OF AIR QUALITY ISSUES AND INSPIRE COLLECTIVE ACTION TO PROTECT OUR ENVIRONMENT.

"AS AN ORGANIZATION FOCUSED ON IMPROVING THE AIR QUALITY FOR EVERYONE IN OUR BAY AREA COMMUNITIES, WE ARE PLEASED TO PARTNER WITH OAKLAND ARENA AS ITS PUBLIC TRANSPORTATION SPONSOR. BY CHOOSING TRANSIT TO AND FROM EVENTS AT THE ARENA, EVENTGOERS CAN HELP SPARE THE AIR."

-LAURA ZILVERBERG, SENIOR VICE PRESIDENT INTEGRATED MARKETING AT ALLISON+PARTNERS  
MEDIA AGENCY FOR THE BAY AREA AIR QUALITY MANAGEMENT DISTRICT





# IN 2024 WE...



WELCOMED  
**500K+**  
TO OUR PROPERTY



HOSTED  
**5+**  
COMMUNITY  
EVENT



HOSTED  
**75+**  
EVENTS



ASM GLOBAL  
EMPLOYEED  
**250+**  
FULL & PART  
TIME POSITIONS



HOSTED  
**5+**  
SUSTAINABILITY  
ACTIVATIONS



# PROUD TO BE HERE CAMPAIGN

AT THE END OF 2023, THE PROPERTY LAUNCHED ITS #PROUDTOBEHERE CAMPAIGN, AN INITIATIVE DESIGNED TO CELEBRATE ITS CONNECTION TO OAKLAND AND THE BAY AREA. THIS CAMPAIGN HIGHLIGHTS OUR PRIDE AS A CORNERSTONE OF OAKLAND'S CULTURAL LANDSCAPE AND REINFORCES ITS LONG-STANDING DEDICATION TO THE LOCAL COMMUNITY. THROUGH STORYTELLING, STRATEGIC PARTNERSHIPS, AND ENGAGING VENUE SIGNAGE, AS WELL AS AN ACTIVE PRESENCE ON DIGITAL PLATFORMS LIKE THE COMPLEX'S WEBSITE AND SOCIAL MEDIA, THE #PROUDTOBEHERE SERVES TO ELEVATE THE COMPLEX'S BRAND AND NARRATIVE. THE CAMPAIGN GOES BEYOND SHOWCASING THE EVENTS HOSTED ON PROPERTY; IT SERVES AS A POWERFUL EXPRESSION OF THE COMPLEX'S IDENTITY AND A CELEBRATION OF ITS ESSENTIAL ROLE IN THE RICH, DIVERSE TAPESTRY OF THE OAKLAND COMMUNITY.





# **PROUD TO BE HERE CAMPAIGN**

**OAKLAND IS MORE THAN A CITY IT'S A CANOPY OF GREAT PRIDE.**

**WE ARE PROUD OF OUR STRENGTH STEEPED IN OUR CONVICTION, INTERTWINING US ALL TO FORM A COMMUNITY AS RESILIENT AS IT IS DIVERSE.**

**PROUD OF OUR DEEPLY RICH MELTING-POT OF URBAN CULTURES THAT HAVE GIVEN RISE TO SOME OF THE MOST PROLIFIC AND ACCOMPLISHED ARTISTS, ENTERTAINERS, ATHLETES, AND LIVE PERFORMANCES THIS WORLD HAS EVER SEEN.**

**AND FOR NEARLY SIXTY YEARS THE OAKLAND ARENA HAS BEEN PROUD TO BE HERE IN THE HEART OF IT ALL. PROUD TO STAND A TOWERING MONUMENT TO THE VIBRANT ENERGY, UNWAVERING RESOLVE AND DEEP SOULFULNESS THAT IS OAKLAND.**

**PROUD TO BRING THE MOST ICONIC OF TALENT TO THE MOST ICONIC OF PEOPLE, ON A STAGE LIKE NO OTHER.**

**BUT MOST OF ALL PROUD TO BE DEEPLY INGRAINED IN THE FABRIC OF THIS COMMUNITY WE ARE PRIVILEGED TO CALL HOME. NOW AND FOR THE NEXT SIXTY YEARS.**

**#PROUDTOBEHERE**



# OAKLAND ARENA X OAKLANDISH PARTNERSHIP

THIS YEAR, WE PROUDLY ANNOUNCED AN EXCITING PARTNERSHIP WITH OAKLANDISH, AN ESTEEMED OAKLAND-BASED CLOTHING BRAND. THIS COLLABORATION IS ENTRENCHED IN OUR SHARED BELIEF IN SUPPORTING PARTNERS AND LOCAL COMMUNITIES THAT ARE DEDICATED TO MAKING OAKLAND A BETTER PLACE WHILE PROMOTING A SENSE OF PRIDE. IN COLLABORATION WITH OAKLANDISH, WE HAVE CRAFTED TWO ICONIC DESIGNS THAT CELEBRATE THE DIVERSE RANGE OF EVENTS HOSTED AT OAKLAND ARENA. THESE DESIGNS PROUDLY SHOWCASE AND VISUALLY REPRESENT THE ICONIC ELEMENTS OF OAKLAND AND PAY TRIBUTE TO THE HISTORIC AND ICONIC TALENT THAT HAS GRACED OUR STAGE AND TAKEN THE FLOOR LIVE IN OAKLAND. TO PURCHASE CLOTHING ITEMS WITH THE TWO DESIGNS, PLEASE VISIT [OAKLANDISH.COM](https://oaklandish.com).



SCAN HERE TO  
PURCHASE NOW!



# OAKLAND ARENA X POSITIVE COACHING ALLIANCE PARTNERSHIP

AS PART OF OUR PROUD TO BE HERE CAMPAIGN, WE PROUDLY ANNOUNCED OUR PIVOTAL PARTNERSHIP WITH POSITIVE COACHING ALLIANCE'S YOUTH SPORTS EQUITY COALITION. THIS ALLIANCE IS FUELED BY OUR CONVICTION TO HONOR AND SUPPORT THOSE PARTNERS AND LOCAL COMMUNITIES EFFORTS THAT CONTINUE TO MAKE THIS WORLD BETTER AND OAKLAND PROUD.

AS PART OF THIS PARTNERSHIP, THE ARENA BECAME AN OFFICIAL HOST FOR FUTURE OAKLAND YOUTH SPORTS EQUITY COALITION MEETINGS. IT WILL GENEROUSLY PROVIDE A SPACE WHERE IDEAS CAN BE SHARED, AND EFFORTS CAN BE COORDINATED TO CREATE MORE RACIALLY EQUITABLE YOUTH SPORTS OPPORTUNITIES, AS WELL AS TO INCREASE THE NUMBER OF BIPOC COACHES TRAINED IN THE PRINCIPLES OF POSITIVE YOUTH DEVELOPMENT.





# **2024 COMMUNITY IMPACT**

## **COMMUNITY MISSION STATEMENT**

**THE AEG OAKLAND COMMUNITY FOUNDATION DEVELOPS STRATEGIC RELATIONSHIPS THAT POSITIVELY IMPACT FAMILIES AND ENGAGE YOUNG PEOPLE IN MEANINGFUL ACTIVITIES WHICH BUILD CHARACTER, PROMOTE GREATNESS, AND REINFORCE THE IMPORTANCE OF GIVING BACK.**

**FROM CONSISTENT WORK WITH DIVERSE, LOCAL AND SMALL BUSINESSES TO PARTNERSHIPS WITH BUSINESS ASSOCIATIONS THROUGHOUT THE COUNTY, WE SHARE A DEEP COMMITMENT TO SUPPORT THE LOCAL ECONOMY TO PROMOTE A VIBRANT COMMUNITY.**



## COMMUNITY EVENT

# COLLEGE PREP FINANCIAL AID WORKSHOP

IN FEBRUARY 2024, THE AEG OAKLAND COMMUNITY FOUNDATION PARTNERED WITH EAST BAY/SOLANO COUNTY CONSORTIUM AND CAL-SOAP TO HOST A FREE WORKSHOP FOR HIGH SCHOOL STUDENTS. ALAMEDA COUNTY AND OAKLAND HIGH SCHOOL SENIORS WERE WELCOMED TO OAKLAND ARENA TO RECEIVE HANDS-ON SUPPORT ON HOW TO APPLY FOR FUNDING FROM FEDERAL STUDENTS AID (FAFSA) AND CALIFORNIA DREAM ACT APPLICATION (CADAA). WE ARE PROUD TO HAVE HOSTED THIS EVENT AND PROVIDE RESOURCES TO STUDENTS WITHIN OUR COMMUNITY.





## COMMUNITY EVENT

# READ ACROSS AMERICA

IN MARCH, THE AEG OAKLAND COMMUNITY  
FOUNDATION DONATED OVER

# 1,800+

GRADE-LEVEL CURRICULUM BOOKS TO CELEBRATE THE BIRTHDAY OF DR. SEUSS AND READ ACROSS AMERICA. THE FOUNDATION PARTNERED WITH LONGWOOD ELEMENTARY SCHOOL IN HAYWARD, WHERE ASM GLOBAL OAKLAND STAFF DISTRIBUTED THE BOOKS TO STUDENTS AND SPOKE TO THEM ABOUT THE IMPORTANCE OF LITERACY. STUDENTS INTERACTED WITH STAFF BY SHARING THEIR FAVORITE BOOKS AND WHAT THEY ARE CURRENTLY LEARNING IN SCHOOL. THE EVENT WAS A HUGE SUCCESS, WITH STUDENTS EXCITEDLY FLIPPING THROUGH THE NEW BOOKS AND EAGERLY SHOWING THEIR BOOKS TO OTHER STUDENTS.





## COMMUNITY EVENT

# SAFE KIDS DAY

IN PARTNERSHIP WITH THE ALAMEDA COUNTY EMERGENCY MEDICAL SERVICES AGENCY, LEAD AGENCY FOR SAFE KIDS ALAMEDA COUNTY, THE AEG OAKLAND COMMUNITY FOUNDATION HOSTED THE 10TH ANNUAL SAFE KIDS DAY AT THE OAKLAND ARENA AND OAKLAND-ALAMEDA COUNTY COLISEUM!

CHILD BOOSTER SEATS, BICYCLE HELMETS, AND OTHER SAFETY ITEMS WERE PROVIDED FREE OF CHARGE TO OAKLAND AND ALAMEDA COUNTY RESIDENTS.



**300+**

BOOSTER SEATS  
DONATED



**400+**

BICYCLE HELMETS  
DONATED



COMMUNITY EVENT

# FOURTH OF JULY WRITING CONTEST

IN JULY, THE AEG OAKLAND COMMUNITY FOUNDATION PARTNERED WITH THE LINCOLN SQUARE RECREATION CENTER, INVITING STUDENTS TO EITHER CREATE DRAWINGS OR COMPOSE A 500-WORD ESSAY REFLECTING ON THE MEANING OF FREEDOM IN CELEBRATION OF INDEPENDENCE DAY. AS A REWARD FOR THEIR EFFORTS, STUDENTS RECEIVED TICKETS TO ATTEND AN OAKLAND A'S BASEBALL GAME, ALONG WITH A COMPLIMENTARY LUNCH.



**200+**  
STUDENTS

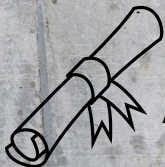




# COMMUNITY EVENT

# SCHOLARSHIP PROGRAM

IN SUPPORT OF OUR COMMITMENT TO THE OAKLAND COMMUNITY AND OUR GOAL OF MAKING A POSITIVE DIFFERENCE IN THE LIVES OF FAMILIES AND YOUTH, WE ARE PROUD TO SUPPORT STUDENTS WHO ASPIRE TO FURTHER THEIR EDUCATION. THE AEG OAKLAND COMMUNITY FOUNDATION HAS TAKEN SIGNIFICANT STEPS IN THIS DIRECTION BY AWARDING SCHOLARSHIPS TO ASSIST COLLEGE-BOUND STUDENTS WITH THEIR TUITION COSTS. THOSE STUDENTS WHO AIM TO PURSUE HIGHER EDUCATION SUBMITTED THEIR APPLICATIONS AND ENGAGED IN INTERVIEWS WITH THE ASM GLOBAL-OAKLAND STAFF, WHERE THEY SHARED INSIGHTS ABOUT THEIR HIGH SCHOOL EXPERIENCES AND ACADEMIC GOALS. CONGRATULATIONS TO OUR 2024 RECIPIENTS WHO WILL BE ATTENDING SAN FRANCISCO STATE UNIVERSITY AND THE UNIVERSITY OF CALIFORNIA, BERKELEY!



## \$10K

AWARDED FOR COLLEGE  
EXPENSES





# COMMUNITY EVENT

## BACK-TO-SCHOOL SHOE GIVEAWAY + HEALTH & WELLNESS FAIR

IN AUGUST, THE AEG OAKLAND COMMUNITY FOUNDATION HOSTED A BACK-TO-SCHOOL SHOE GIVEAWAY AND HEALTH AND COMMUNITY FAIR. THIS EVENT WAS HELD ON THE OAKLAND ARENA FLOOR, WHERE OVER 1,000 ATTENDEES FROM ALAMEDA COUNTY RECEIVED VARIOUS RESOURCES. ATTENDEES RECEIVED MORE THAN 700+ PAIRS OF SHOES PURCHASED BY THE AEG OAKLAND COMMUNITY FOUNDATION AND SOME GENEROUSLY DONATED BY SHOE PALACE.

IN ADDITION TO THE SHOE DISTRIBUTION, MEMBERS OF THE COMMUNITY WERE OFFERED SCHOOL SUPPLIES, HAIRCUTS, AND VARIOUS SUPPORT SERVICES. THE INITIATIVE WAS DESIGNED TO AID FAMILIES IN ALAMEDA COUNTY WHILE MARKING THE BEGINNING OF THE NEW ACADEMIC YEAR IN A SAFE, FAMILY-FRIENDLY ENVIRONMENT, ENHANCED WITH HEALTH AND COMMUNITY RESOURCES FOR ALL ATTENDEES.



**700+**  
SHOES  
DONATED



**1,200+**  
SCHOOL SUPPLIES  
DONATED





## COMMUNITY EVENT

# HALLOWEEN TRICK-OR-TREAT

THE AEG OAKLAND COMMUNITY FOUNDATION HOSTED A HALLOWEEN TRICK-OR-TREAT EVENT FOR MORE THAN

**200+**

ELEMENTARY STUDENTS FROM THE OAKLAND UNIFIED SCHOOL DISTRICT. ON THE ARENA FLOOR, STUDENTS ENJOYED PUMPKIN DECORATING, GATHERED CANDY FROM STAFF, AND ENGAGED IN ENTERTAINING ACTIVITIES LIKE FACE PAINTING AND MORE. LOCAL COMMUNITY ORGANIZATIONS PARTICIPATED AND EDUCATED THE STUDENTS ON VITAL SUBJECTS SUCH AS WATER CONSERVATION AND EFFECTIVE WASTE MANAGEMENT WHILE ALSO OFFERING AN OPPORTUNITY TO LEARN ABOUT VARIOUS ANIMALS AT A PETTING ZOO.





# COMMUNITY EVENT SEASON OF GIVING

THIS YEAR, ASM GLOBAL AND LEGENDS LAUNCHED A COMPANY-WIDE GLOBAL MONTH OF GIVING INITIATIVE, PROVIDING TEAM MEMBERS AROUND THE WORLD WITH MEANINGFUL OPPORTUNITIES TO GIVE BACK BY VOLUNTEERING, DONATING, AND ENGAGING IN LOCAL COMMUNITY PROJECTS. AS PART OF THIS INITIATIVE, THE AEG OAKLAND COMMUNITY FOUNDATION COLLABORATED WITH BRIGHTER BEGINNINGS TO PURCHASE GIFTS FOR FAMILIES IN NEED. ASM GLOBAL - OAKLAND STAFF CAME TOGETHER TO WRAP THESE THOUGHTFUL PRESENTS, ENSURING THEY WOULD BRING JOY TO FAMILIES THROUGHOUT THE HOLIDAY SEASON.

BEYOND THE GIFT-WRAPPING PROJECT, ASM GLOBAL - OAKLAND STAFF ACTIVELY ENGAGED IN MULTIPLE DONATION DRIVES. WE PARTNERED WITH THE SAN LEANDRO SCHOOL DISTRICT'S WINTER WISHES AND CARE CLOSET COLLECTION DRIVE, WHICH GATHERED ESSENTIAL ITEMS TO SUPPORT LOCAL FAMILIES, ESPECIALLY THOSE EXPERIENCING FINANCIAL OR MEDICAL HARDSHIPS. THESE DONATIONS WILL MAKE A SIGNIFICANT DIFFERENCE IN THE LIVES OF YOUTH AND FAMILIES WITHIN THE SAN LEANDRO COMMUNITY, OFFERING VITAL SUPPORT DURING A TIME OF NEED.

ADDITIONALLY, STAFF MEMBERS PARTICIPATED IN A DONATION DRIVE ORGANIZED BY THE LEND A HAND FOUNDATION, WHERE ITEMS SUCH AS CANNED FOOD, WARM CLOTHING, AND TOILETRIES WERE COLLECTED. THIS FOUNDATION'S MISSION IS TO ENHANCE THE QUALITY OF LIFE FOR UNDERSERVED CHILDREN, YOUTH, AND FAMILIES IN OAKLAND AND ACROSS ALAMEDA COUNTY. THROUGH THESE EFFORTS, THE AEG OAKLAND COMMUNITY FOUNDATION AND ASM GLOBAL - OAKLAND STAFF HAVE PLAYED A CRUCIAL ROLE IN SUPPORTING THOSE FACING CHALLENGING CIRCUMSTANCES, OFFERING BOTH IMMEDIATE RELIEF AND A LONG-LASTING POSITIVE IMPACT ON OUR COMMUNITY.





# COMMUNITY IMPACT BY THE NUMBERS



**200+**

OAKLAND UNIFIED STUDENTS PARTICIPATED  
IN THE RE-ESTABLISHED FOURTH OF JULY  
WRITING CONTEST



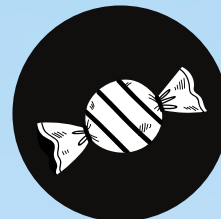
**69**

PHONES DONATED TO 911 CELL PHONE  
BANK



**10+**

ALAMEDA COUNTY CENTERED NON-PROFITS  
NEWLY CONNECTED TO THE FOUNDATION



**200+**

OAKLAND UNIFIED ELEMENTARY  
STUDENTS ATTENDED THE HALLOWEEN  
TRICK-OR-TREAT EVENT



**1800+**

BOOKS DONATED TO LONGWOOD  
ELEMENTARY SCHOOL



**300+**

BOOSTER SEATS DONATED TO  
ALAMEDA COUNTY RESIDENTS



**2**

ALAMEDA COUNTY HIGH SCHOOL  
SENIORS AWARDED SCHOLARSHIPS



**700+**

SHOES DONATED TO OAKLAND AND  
ALAMEDA COUNTY FAMILIES



# THANK YOU TO OUR COMMUNITY PARTNERS AND VENUE SPONSORS FOR SUPPORTING OUR COMMUNITY EVENTS IN 2024!

IN 2024, THE AEG OAKLAND COMMUNITY FOUNDATION WAS AWARDED A GRANT FROM ALAMEDA COUNTY THAT SIGNIFICANTLY INCREASED OUR REACH AND KIDS AND FAMILIES IMPACTED BY THE FOUNDATION'S WORK.  
THANK YOU!

- AAA
- 4CS OF ALAMEDA COUNTY
- ABC TREE FARMS
- ALAMEDA COUNTY EMS INJURY PREVENTION PROGRAM
- ALAMEDA COUNTY COMMUNITY FOOD BANK
- ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT NUTRITION SERVICES
- ALAMEDA COUNTY SOCIAL SERVICES AGENCY
- ALAMEDA COUNTY SHERIFF'S OFFICE BEHAVIOR HEALTH UNIT
- ALAMEDA COUNTY SHERIFF'S OFFICE SEARCH & RESCUE UNIT (ALCOSAR)
- ALAMEDA COUNTY WIC PROGRAM
- ALAMEDA HEALTH SYSTEMS
- BANCROFT MIDDLE SCHOOL
- BRIGHTER BEGINNINGS
- CALIFORNIA OFFICE OF TRAFFIC SAFETY
- CALIFORNIA HIGHWAY PATROL, OAKLAND OFFICE
- EAST BAY CONSORTIUM
- EAST BAY MUNICIPAL DISTRICT
- FALCK
- FIRST 5 ALAMEDA COUNTY/HELP ME GROW
- IRTH APP
- KIPP NORCAL
- LA CLINICA DE LA RAZA
- LA FAMILIA COUNSELING
- LITTLE PET EXPLORERS
- LOCKWOOD ELEMENTARY
- LONGWOOD ELEMENTARY
- NORCAL OAKLAND PROMISE
- OAKLAND PROMISE
- PEDIATRIC PANDEMIC NETWORK
- RUBICON CORE
- ROOTS COMMUNITY HEALTH CENTER
- SAFE MOVES
- SHOE PALACE
- STU212: MUSIC THERAPY, COPING AND CREATIVITY
- SURVIVING STRUGGLES FOUNDATION
- SUTTER HEALTH EDEN MEDICAL CENTER
- UCSF BENIOFF CHILDREN'S HOSPITAL OAKLAND (INJURY PREVENTION)
- UNIVISION BAY AREA
- WESTMED AMBULANCE
- WASTE MANAGEMENT
- YMCA OF THE EAST BAY EARLY CHILDHOOD IMPACT

TO GET INVOLVED WITH OUR COMMUNITY EVENTS, PLEASE EMAIL  
[COMMUNITY@COLISEUM.COM](mailto:COMMUNITY@COLISEUM.COM)





# **2024 SUSTAINABILITY IMPACT**

## **SUSTAINABILITY MISSION STATEMENT**

**CREATING A MORE GREEN, SUSTAINABLE ARENA AND COLISEUM  
THROUGH THE FOLLOWING CATEGORIES: WATER EFFICIENCY,  
ENERGY EFFICIENCY, A WASTE DIVERSION PROGRAM, GREEN  
TRANSPORTATION, GUEST AND STAFF EDUCATION, AND  
ENGAGEMENT.**



## **SUSTAINABILITY**

# **REUSABLE CUP PROGRAM**

**OAKLAND ARENA DEBUTED ITS REUSABLE CUP PROGRAM IN THE FALL OF 2024, WITH THE GOAL OF MINIMIZING SINGLE-USE PLASTIC. GUESTS ON THE PREMIUM LEVEL RECEIVE A REUSABLE CUP FOR THEIR BEVERAGES AND RETURN IT AFTER USE IN THE DESIGNATED BINS LOCATED THROUGHOUT THE PREMIUM LEVEL.**

**5,040+**

**REUSABLE CUPS USED IN 2024!**

**WITH A 90.4%**

**USED CUP RETURN RATE**

**THIS TRANSLATES TO:**

**157 POUNDS OF EMISSIONS MITIGATED**

**1,490 GALLONS OF WATER CONSERVED**

**98 LITERS OF CRUDE OIL SAVED**





## SUSTAINABILITY

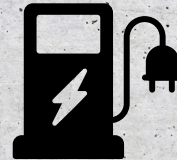
# GREEN TRANSPORTATION

SINCE THE START OF 2024, IN PARTNERSHIP WITH VOLTA ELECTRIC, THE ELECTRIC VEHICLE CHARGING STATIONS ON PROPERTY HAVE BEEN ABLE TO PROVIDE 17894.99 KWH TO ELECTRIC VEHICLE DRIVERS.



11,400 kWh  
DELIVERED

THIS HAS RESULTED IN 908 ARENA AND COLISEUM GUESTS UTILIZING THE STATIONS TO CHARGE THEIR ELECTRIC VEHICLES.



908  
CHARGING  
SESSIONS

OUR STATIONS HAVE OFFSET THE OVERALL CO2 EMISSION EQUIVALENT TO 70 TREE SEEDLINGS GROWING FOR TEN YEARS.



70  
TREE  
SEEDLINGS



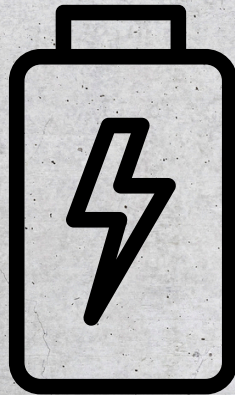


## SUSTAINABILITY

# RENEWABLE ENERGY

49.4% OF THE ARENA AND COLISEUM'S ENERGY  
COMES FROM ELIGIBLE RENEWABLE ENERGY.

**49.4%**





## SUSTAINABILITY

# WASTE DIVERSION BY THE TONS

**34+ TONS**

OF MATERIAL COMPOSTED.

**146+ TONS**

OF MIXED RECYCLING MATERIALS SUCH AS  
PLASTICS, METALS AND CARDBOARD.

**182+ TONS TOTAL**

OF DIVERTED MATERIAL FROM THE ARENA AND  
COLISEUM VIA RECYCLING, COMPOSTING &  
DONATIONS.









# OAKLAND COMPLEX 2024 IMPACT REPORT

**#PROUDTOBEHERE**

