



AEG OAKLAND VISION REALIZED

COMMUNITY IMPACT REPORT 2012-2018





A VISION REALIZED

COMMUNITY LETTER

Dear Residents of Alameda County and the City of Oakland,

As we reflect on AEG Oakland's opportunity to operate Oracle Arena and Oakland-Alameda County Coliseum, we are proud of the partnerships, investments and relationships fostered. When AEG Facilities was selected to manage the iconic sports complex, we articulated our commitment to be a strong partner; and this report, "A Vision Realized," demonstrates those collective efforts.

Now entering our seventh year, we wanted to reflect and celebrate the community that welcomed us in 2012. This year, we opted to present an overview of our philanthropic activities and contributions to Alameda County and the City of Oakland from 2012 to 2018. As you read the community impact report, you will witness our focused efforts to enhance the lives of children, youth and families across the region.

Each year, we work with local public schools, community groups, nonprofit organizations and other strong partners to identify charitable opportunities across the county that encourage our youth to achieve and thrive. In partnership with the dedicated volunteers that comprise the AEG Oakland Community Advisory Board, we develop strategic relationships that positively impact families and engage young people in meaningful activities which build character, promote excellence and reinforce the importance of giving back.

From our 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. Through all of this, we work diligently as stewards of the environment, dedicated to energy efficiency, water preservation and sustainable solutions to encourage a healthy footprint.

Thank you for the opportunity to serve you over the past six years. The entire AEG Facilities team is energized by the past and look forward to what the future holds.

Sincerely,



CHRIS WRIGHT

Vice President, AEG Facilities
General Manager, Oracle Arena & Oakland-Alameda County Coliseum



TABLE OF CONTENTS

4	Community PARTNERSHIPS AND STUDENT INITIATIVES IN THE OAKLAND AND ALAMEDA COUNTY COMMUNITY
6	People TELLING THE STORIES OF THE LIVES WE'VE TOUCHED
8	Sustainability DEDICATING OURSELVES TO AN EFFICIENT, SUSTAINABLE FUTURE
10	Economic Impact OUR WORK WITH OAKLAND'S VIBRANT, DIVERSE BUSINESS COMMUNITY
12	The Future INVESTING IN THE REGION'S FUTURE LEADERS AND INNOVATORS
14	Summary



COMMUNITY

Read Across America

2,000 BOOKS DONATED IN 6 YEARS

Annually each spring, AEG Oakland promotes literacy by selecting a school to donate over 300 new books to their library. Many of these libraries can not afford new books due to budget challenges. We work with the principal and teachers to identify specific books to purchase for students from kindergarten up to sixth grade. AEG Oakland employees join the event and read aloud to students, often sharing their educational journey. Students then select a free book to take home.



Fourth of July Essay Contest

300 WRITERS OVER 5 YEARS

Leading into the Fourth of July holiday, we asked middle school students to answer the question, "What does freedom mean to me?" in a 500-word essay. Students drew from their personal experiences to write stories on freedom, civil and social justice. Annually, 60 students are invited along with 2 guests of their choice to attend the Oakland A's 4th of July game at no cost. All guests receive complimentary food vouchers and enjoy the post-game fireworks on the field.



Halloween Trick or Treat Adventure

1,500 TRICK-OR-TREATERS FROM 15 SCHOOLS OVER 5 YEARS

Candy and pumpkin decorating. Balloon animals, magic shows and creepy-crawlers from the Oakland Zoo. What more could a second or third grader ask for? How about a picture with the Golden State Warriors' NBA championship trophy, or a tour through Halloween-themed rooms decorated by all 3 professional sports teams (Warriors, Oakland Raiders and Oakland A's) along with Levy Restaurants? Since 2013, students are invited to a safe trick or treat experience which includes a comprehensive tour of the sports complex and, lunch in a safe and fun environment.

PEOPLE

Back-to-School Shoe Giveaway

13,400 NEW PAIRS OF SHOES IN PARTNERSHIP WITH FAME CHURCH

In 1996, First African Methodist Episcopal Church launched the Annual Shoe Giveaway. 17 years later, the event moved to Oracle Arena and Oakland-Alameda County Coliseum. Since joining efforts, over 13,400 free new pairs of shoes have been distributed to K through 12th grade students across Alameda County. 70% of the families that receive shoes have annual incomes below \$25,000. Each September, we celebrate the new academic school year in a safe, family friendly environment filled with community and health resources for all attendees. Title corporate sponsors such as Kaiser Permanente and the Shoe Palace Corporation make significant investments along with other generous companies across the region. The daylong community event welcomes 6,000 annually.



PEOPLE

Washer & Dryer for School Uniforms

SERVING ALL STUDENTS AT ENCOMPASS ACADEMY

It can be difficult for parents to find affordable access to a washer and dryer. That's why we donated a new set to Encompass Academy, a school serving economically disadvantaged students in Oakland. Now all 300 students can attend class wearing clean uniforms.

Seats for Safety

1,000 NEW BOOSTER SEATS IN 2 YEARS

California law requires children of a certain age and weight to ride in a booster seat. Unfortunately, too many parents are unable to afford one. For these families, a \$700 traffic ticket can be devastating. That's why we partnered with Safe Kids Alameda County Coalition and AAA to provide free new low and high-back booster seats. Installed by certified technicians, families can transport their children knowing they are safe.

SUSTAINABILITY

LEED Certification

ENVIRONMENTALLY FRIENDLY CERTIFICATION - ORACLE ARENA RECOGNIZED

For a building to achieve LEED certification, it must meet significant industry performance standards such as a sustainable site, transportation, water savings, energy efficiency, material selection and indoor environmental quality. We instituted the following measures: installed water saving systems with low flow aerators in all restrooms, retrofitted and replaced all indoor lighting with low energy fixtures and incorporated motion sensors to produce a large energy savings. Green and ecofriendly purchasing accounts for more than half of our office purchases. We also partner with a local vendor that turns the oil collected from food and beverage concessions into bio diesel. AEG Oakland is dedicated to a green, sustainable future.



BMS System

MONITORING SYSTEM THAT MINIMIZES WATER, GAS AND ELECTRICITY USAGE

Our integrated Building Management System collects, monitors and analyzes usage in our facilities in order to reduce waste in water, electricity and gas consumption. We are constantly working to make AEG Oakland facilities the most efficient in the region.

LED Parking Lot Lights

69% DROP IN ANNUAL LIGHTING COSTS

In 2015, AEG Oakland turned exclusively to energy-efficient LED lights, drastically reducing both facility costs and our carbon footprint.



Water Efficient Plant Installation

70% DROP IN ANNUAL PLANT-RELATED WATER USE

In response to California's historic recent drought, we replaced traditional grass and plants with succulents, and put mulch in place of plants in other places.

Electronic Vehicle Charging Stations

CHARGING STATIONS THAT PROMOTE CLEAN MOBILITY

Increasingly, our guests drive electronic vehicles. Since 2016, we've worked to ensure our facilities were equipped to serve their needs. Visitors that drive electronic vehicles can drive up, plug in and enjoy their experience while promoting clean energy. Over the past 3 years, our charging stations provided 16,794 free miles and offset carbon emissions by 7,292 pounds.

Slough Crew


10,000 POUNDS OF LITTER REMOVED OVER 2 YEARS

We partnered with the City of Oakland to remove litter along Damon Slough, the estuary standing alongside Oracle Arena and Oakland-Alameda County Coliseum -- home to numerous species of wildlife.

ECONOMIC IMPACT

LOCAL

AEG Oakland understands the importance of supporting local businesses throughout the region. Over 54% of our vendors are headquartered or operate their business within Alameda County or the City of Oakland. 25% of these businesses are certified under Alameda County's Small Local Emerging Business Program or the City of Oakland's Local and Small Business Enterprise Program.

54% 

LOCAL VENDORS IN ALAMEDA COUNTY OR OAKLAND

All economic statistics are the result of a survey conducted with AEG Oakland's business partners by Research America, Inc. and completed on February 8, 2019.

DIVERSITY & INCLUSION

In 2018, AEG Corporate released its 4th Diversity & Inclusion Report #Better As One. President & CEO Dan Beckerman shared, “At AEG, diversity and inclusion are more than a corporate policy—they are embedded in everything we do.” This is also reflected in the DNA of AEG Oakland through the diversity of our employees and vendors.

To learn more visit :

<https://www.aegworldwide.com/sites/default/files/concentration-file/2018-04/DiversityReport.pdf>



SUPPLIER DIVERSITY

One-third of our vendors are diverse and reflect ethnic minorities, women, disabled veterans or lesbian, gay, bisexual or transgender business owners. Some suppliers are certified by local affiliates of National Minority Supplier Development Council and Women’s Business Enterprise National Council. Other certifications include California Department of General Services or the National Gay & Lesbian Chamber of Commerce. It is imperative that our vendors reflect the rich diversity of the communities that we serve.

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FUTURE

College Scholarships

\$175,000 to 12 students over 4 years

Each year college-bound students from all over Oakland and Alameda County compete in AEG Oakland's scholarship program, with three promising students winning an annual \$10,000 scholarship. Provided they maintain GPA requirements, these students are eligible to renew their scholarships each year, totalling \$40,000 over their college careers. Today we have 8 students currently benefiting from the scholarship program, with our inaugural class graduating in Spring 2019. To learn more, visit www.oraclearena.com/about-us/community.



“

I am proud to say that I am 4.0 Sociology student, I have completed a History minor, I have served my campus community through programming and lobbying efforts, and I will be studying abroad during the last half of my senior year. As I apply to graduate school, I am forever grateful for the amazing experiences I've had researching and studying as an undergraduate, and I know that it is all thanks to AEG!

”

- Zenzile Riddick, 2015-19 scholarship recipient

Summer Internships

Each of our scholarship recipients coming home for the summer is invited to take part in a paid summer internship, gaining hands-on professional experience with AEG Oakland's management team. To date, 6 students have taken part in this program and developed great relationships with our staff.

Job Shadowing

40 students over 5 years

AEG Oakland partners with East Bay Consortium in an after-school program designed to prepare high school students for their university application process. We then host a two- to three-day shadowing series in which students come to the arena and shadow employees from each of our departments as we host a major arena event -- a once-in-a-lifetime experience for many teens.

2,000+

BOOKS DONATED TO ALAMEDA COUNTY PUBLIC SCHOOLS

OVER 50%+

LOCAL & DEVERSE VENDORS



LEED CERTIFIED,
SUSTAINABLE FACILITIES

\$175k

IN SCHOLARSHIPS TO 12 STUDENTS OVER 4 YEARS



13,400

PAIRS OF SHOES DONATED TO
LOW-INCOME STUDENTS

AEG IS PROUD TO BE AN ACTIVE MEMBER OF THE OAKLAND AND ALAMEDA COUNTY COMMUNITIES. WE ARE HUMBLER AND HEARTENED BY THE RELATIONSHIPS WE HAVE BUILT OVER THE PAST SIX YEARS AS ARENA STEWARDS, AND WE LOOK FORWARD TO MORE COMMUNITY BUILDING FOR DECADES TO COME.

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