

An aerial night photograph of the Oakland Complex, showing the Oakland Arena and the Oakland-Alameda County Coliseum illuminated against the dark city skyline.

OAKLAND COMPLEX 2023 IMPACT REPORT

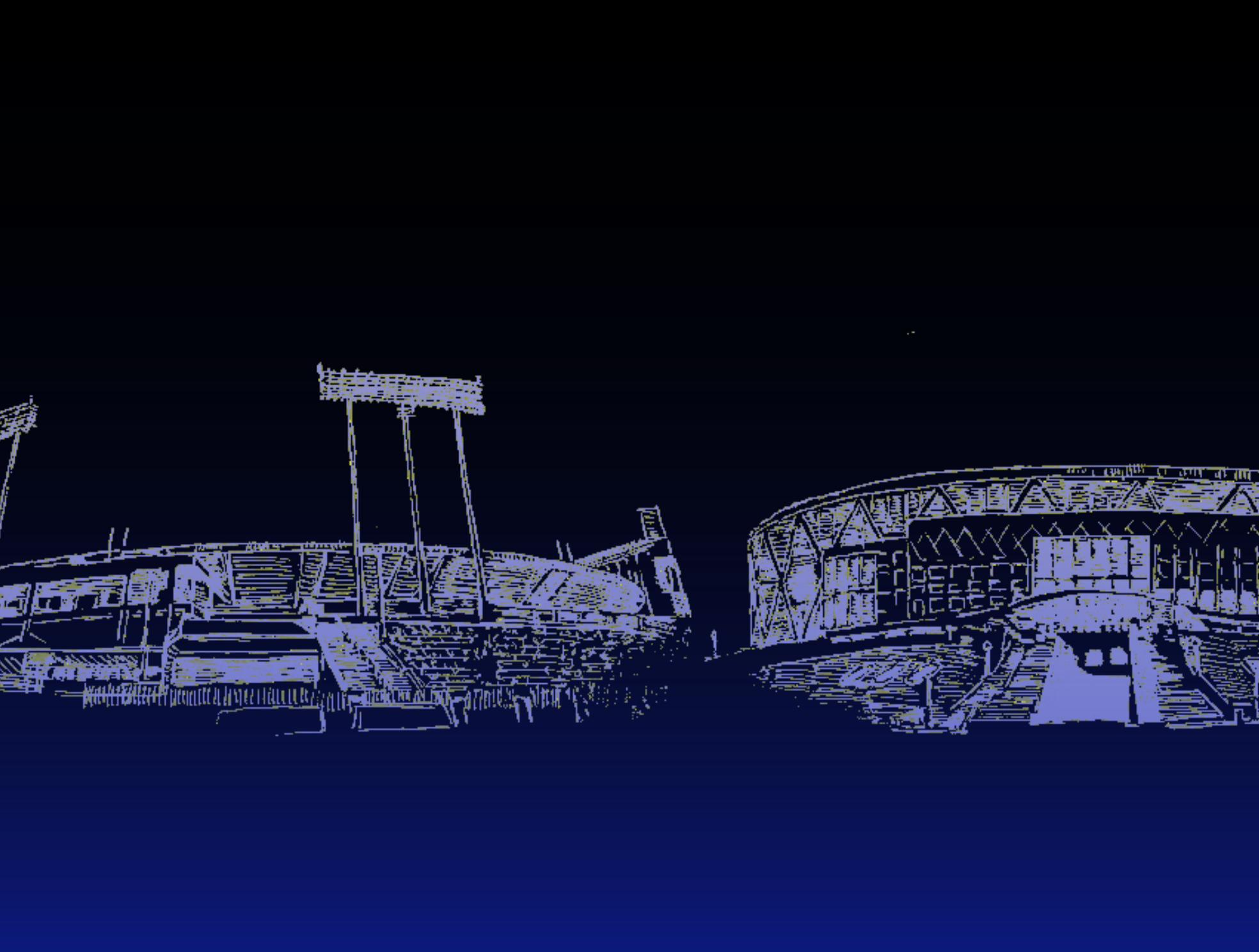


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LETTER FROM THE GENERAL MANAGER

What a year! On the heels of a record-breaking year in 2022, 2023 proved to be an even stronger year, with multiple sold-out shows and the highest-grossing revenue year in property history. These accomplishments ranked Oakland Arena as a top 10 venue for ASM Global, the world's leading venue management company with over 350 venues worldwide – a feat we are so very proud of. Throughout this report, I am excited to share more about our achievements in the live entertainment industry, our deep connection within the Oakland and Alameda County community, and our unwavering commitment to sustainability.

As a team, we take great pride in our involvement and partnership in our community. Through the work of our AEG Oakland Community Foundation, we proudly hosted five community events directly benefiting children and their families within Oakland and Alameda County. These events have been monumental in making strides to impact people through meaningful activities that have built character, promoted greatness, and reinforced the importance of giving back. We are dedicated to continuing our impactful initiatives, striving to positively influence families and engage young people in meaningful ways within this deeply rich community. We look forward to hosting even more events in 2024.

Our commitment to the community is two-fold, as sustainability has remained a constant priority, driving us to take impactful steps to create a healthier environment for Alameda County. With LEED Silver Certification awarded in 2021, a robust waste diversion program, and three-stream waste bin deployment, our team has achieved impressive milestones through these initiatives. The notable data outlined within the report directly reflect and showcase how proud we are of the ongoing commitment to making sustainable efforts while working towards the property's goals.

As we embark on the exciting journey that lies ahead in 2024, I'm eager with anticipation and excitement about how we will continue to bring iconic talent to our vibrant and diverse community. I hope that the work and impact our team is putting forth inspires you to join us in our efforts. Together, we will continue to create meaningful experiences, drive change within our community, and make a lasting difference that will resonate for years to come.

In Community,

Nicole Strange

General Manager, Oakland Arena and Oakland-Alameda County Coliseum

PROPERTY SUCCESS IN 2023

RECORD-BREAKING NIGHT

ZACH BRYAN SET OUR NEW RECORD FOR CONCERT TICKETS SOLD SINCE THE OAKLAND ARENA RENOVATION IN 1966!

OAKLAND ARENA RECORDS BEST FINANCIAL YEAR* IN PROPERTY HISTORY

WITH RECORD-BREAKING CAPACITY CROWDS AND SHOW SELLOUTS -INCLUDING THE HIGHEST-GROSSING EVENT EVER ON RECORD AT THE OAKLAND-ALAMEDA COUNTY COLISEUM WITH LATIN SUPERSTAR BAD BUNNY -OAKLAND ARENA AND COLISEUM COMPLEX MARKED ITS BEST FINANCIAL YEAR IN PROPERTY HISTORY.

**FY 2022- 2023 (7/1/22 - 6/30/23)*

TOP 10 VENUE FOR ASM GLOBAL

Show reply

THE ASM GLOBAL- OAKLAND TEAM AGAIN FINISHED THE YEAR AS A TOP 10 VENUE FOR ASM GLOBAL, THE WORLD'S LEADING VENUE-MANAGEMENT COMPANY WITH OVER 350 VENUES WORLDWIDE.

MULTIPLE SOLD-OUT SHOWS

2023 FEATURED MULTIPLE SOLD-OUT SHOWS, INCLUDING CARIN LEON, SZA, MANA, SUGA, GROUPO FRONTERA, TWICE, ZACH BRYAN, AND TRAVIS SCOTT. MORE THAN 500,00 GUESTS WERE WELCOMED ON THE PROPERTY TO EXPERIENCE THEIR FAVORITE ARTISTS LIVE IN OAKLAND.



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

READ ACROSS AMERICA

THIS YEAR, THE AEG OAKLAND COMMUNITY FOUNDATION PARTNERED WITH MARTIN LUTHER KING JR. ELEMENTARY IN OAKLAND FOR READ ACROSS AMERICA, WHERE OVER

900+

BRAND NEW EDUCATIONAL BOOKS WERE DONATED TO THE STUDENTS. ASM GLOBAL OAKLAND STAFF WERE ABLE TO JOIN THE EVENT, PASSED OUT BOOKS TO THE STUDENTS, SHARED THEIR EDUCATIONAL JOURNEY, AND CELEBRATED THE IMPORTANCE OF LITERACY.



COMMUNITY EVENT

BOOSTER SEAT GIVEAWAY

IN PARTNERSHIP WITH THE ALAMEDA COUNTY EMERGENCY MEDICAL SERVICES AGENCY, LEAD AGENCY FOR SAFE KIDS ALAMEDA COUNTY, THE AEG OAKLAND COMMUNITY FOUNDATION HOSTED THE 9TH ANNUAL SAFE KIDS DAY AT THE OAKLAND ARENA AND OAKLAND-ALAMEDA COUNTY COLISEUM COMPLEX WHERE

230+

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

THE EVENT BENEFITED FAMILIES IN ALAMEDA COUNTY AND WAS A WAY FOR SAFE KIDS ALAMEDA COUNTY AND THE AEG OAKLAND COMMUNITY FOUNDATION TO GIVE BACK AND PROVIDE SOLUTIONS FOR A CRITICAL NEED TO FAMILIES IN THE AREA. TO BE ELIGIBLE FOR THE BOOSTER SEATS, FAMILIES APPLIED TO INDICATE THEIR INTEREST AND RECEIVED TRAINING ON STATE LAWS AND THE PROPER INSTALLATION OF BOOSTER SEATS TO ENSURE CHILD SAFETY.

THIS CHILD AND FAMILY-FOCUSED EVENT WELCOMED NEARLY 50 COMMUNITY VENDORS AND NON-PROFITS, EMPHASIZING INJURY PREVENTION AND HEALTH EDUCATION. PARTICIPATING AGENCIES PROVIDED EDUCATION THROUGH FUN, INTERACTIVE GAMES AND ACTIVITIES.



COMMUNITY EVENT

FOURTH OF JULY WRITING CONTEST

THIS YEAR, THE AEG OAKLAND COMMUNITY FOUNDATION RE-ESTABLISHED THE FOURTH OF JULY ESSAY CONTEST, WHERE LINCOLN ELEMENTARY AND ENCOMPASS ACADEMY STUDENTS WROTE A 500-WORD ESSAY ABOUT WHAT FREEDOM MEANS IN HONOR OF INDEPENDENCE DAY. ESSAY RECIPIENTS WERE REWARDED WITH TICKETS TO ENJOY AN OAKLAND A'S BASEBALL GAME WITH LUNCH PROVIDED AND A PHOTO WITH STOMPER!



COMMUNITY EVENT

JOB SHADOWING

IN JUNE, THE AEG OAKLAND COMMUNITY FOUNDATION PARTNERED WITH EAST BAY CONSORTIUM, A COLLEGE READINESS NON-PROFIT, AND SIX OAKLAND UNIFIED STUDENTS WERE ABLE TO GAIN VALUABLE INSIGHT INTO THE LIVE ENTERTAINMENT INDUSTRY. STUDENTS MET WITH

15+

STAFF MEMBERS ON OUR MANAGEMENT TEAM, INCLUDING OUR GENERAL MANAGER NICOLE STRANGE, ASSISTANT GENERAL MANAGER CAROLINE GRIGGS, AND REPRESENTATIVES FROM VARIOUS DEPARTMENTS SUCH AS BOOKING, ENGINEERING, EVENTS, GUEST SERVICES, MARKETING, PARKING, PREMIUM/SPONSORSHIP, AND STAGEHANDS. ASM GLOBAL-OAKLAND STAFF ACTIVELY SHARED THEIR KNOWLEDGE AND EXPERIENCES, INSPIRED THE STUDENTS, AND EQUIPPED THEM WITH ESSENTIAL WORK READINESS SKILLS.



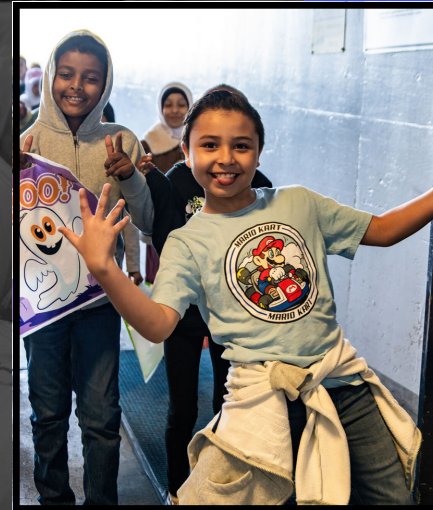
COMMUNITY EVENT HALLOWEEN

THE AEG OAKLAND COMMUNITY
FOUNDATION HOSTED A SAFE TRICK-
OR - TREAT EXPERIENCE FOR

200+

STUDENTS FROM THE OAKLAND UNIFIED
SCHOOL DISTRICT. ON THE SPACIOUS
OAKLAND ARENA FLOOR, STUDENTS
DECORATED PUMPKINS, RECEIVED CANDY
FROM OUR STAFF, AND ENGAGED IN OTHER
EXCITING ACTIVITIES LIKE FACE PAINTING
AND BALLOON MAKING.

COMMUNITY ENTITIES CAME OUT AND
EDUCATED THE STUDENTS ON TRAFFIC
SAFETY, WATER EFFICIENCY, AND PROPER
WASTE DIVERSION PRACTICES, AND THEY
LEARNED ABOUT VARIOUS ANIMALS VIA A
PETTING ZOO.



SEASON OF GIVING

CANNED FOOD & COAT DRIVE

WE PARTNERED WITH URBAN ALCHEMY, WHERE ASM GLOBAL-OAKLAND STAFF DONATED CANNED FOOD AND COATS TO BENEFIT YOUTH AND FAMILIES WITHIN ALAMEDA COUNTY.

BRIGHTER BEGINNING'S ADOPT A FAMILY PROGRAM

AEG OAKLAND COMMUNITY FOUNDATION ADOPTED 13 FAMILIES TO PROVIDE GIFTS FOR LOW-INCOME FAMILIES DURING THE HOLIDAY SEASON.

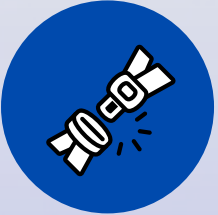


BY THE NUMBERS



909

BOOKS DONATED TO MARTIN LUTHER
KING JR. ELEMENTARY SCHOOL



235

BOOSTER SEATS DONATED TO
ALAMEDA COUNTY RESIDENTS



15 +

ALAMEDA COUNTY ELEMENTARY
SCHOOLS NEWLY CONNECTED WITH THE
FOUNDATION



6

OAKLAND UNIFIED HIGH SCHOOL
STUDENTS SHADOWED OUR STAFF TO
LEARN MORE ABOUT THE LIVE
ENTERTAINMENT INDUSTRY



30 +

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



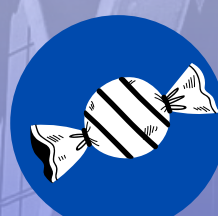
44

GALLONS OF MILK DONATED TO GREATER
NEW BEGINNINGS YOUTH SERVICES INC.



10 +

ALAMEDA COUNTY CENTERED NON-PROFITS
NEWLY CONNECTED TO THE FOUNDATION



200 +

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

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

WATER EFFICIENCY PLANT INSTALLATION

IN RESPONSE TO CALIFORNIA'S WATER SCARCITY, WE REPLACED TRADITIONAL GRASS WITH MULCH. THIS PROJECT CONVERSION SAVED 384,472 GALLONS OF IRRIGATION AND PLANT-RELATED WATER USAGE IN THE 1ST YEAR SINCE THE PROJECT COMPLETION.



SUSTAINABILITY

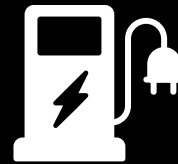
GREEN TRANSPORTATION

SINCE THE START OF 2023, IN PARTNERSHIP WITH VOLTA ELECTRIC, THE ELECTRIC VEHICLE CHARGING STATIONS ON PROPERTY HAVE BEEN ABLE TO PROVIDE OVER 31,000 MILES OF FREE ELECTRIC CHARGING TO OUR GUESTS.



**31k+
MILES**

THIS HAS RESULTED IN 894 ARENA AND COLISEUM GUESTS UTILIZING THE STATIONS TO CHARGE THEIR ELECTRIC VEHICLES.



**894
CHARGING
SESSIONS**

THE STATIONS HAVE PROVIDED 11,400 kWh TO ELECTRIC VEHICLE DRIVERS.



**11,400
kWh
DELIVERED**

OUR STATIONS HAVE OFFSET THE OVERALL CO2 EMISSION EQUIVALENT TO 81 TREE SEEDLINGS GROWING FOR TEN YEARS.



**81
TREE
SEEDLINGS**

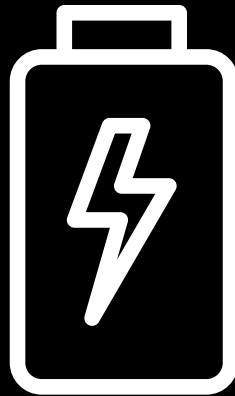


SUSTAINABILITY

RENEWABLE ENERGY

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

49.4%



SUSTAINABILITY

COMMUNITY DONATIONS BY THE POUND

70+ LBS

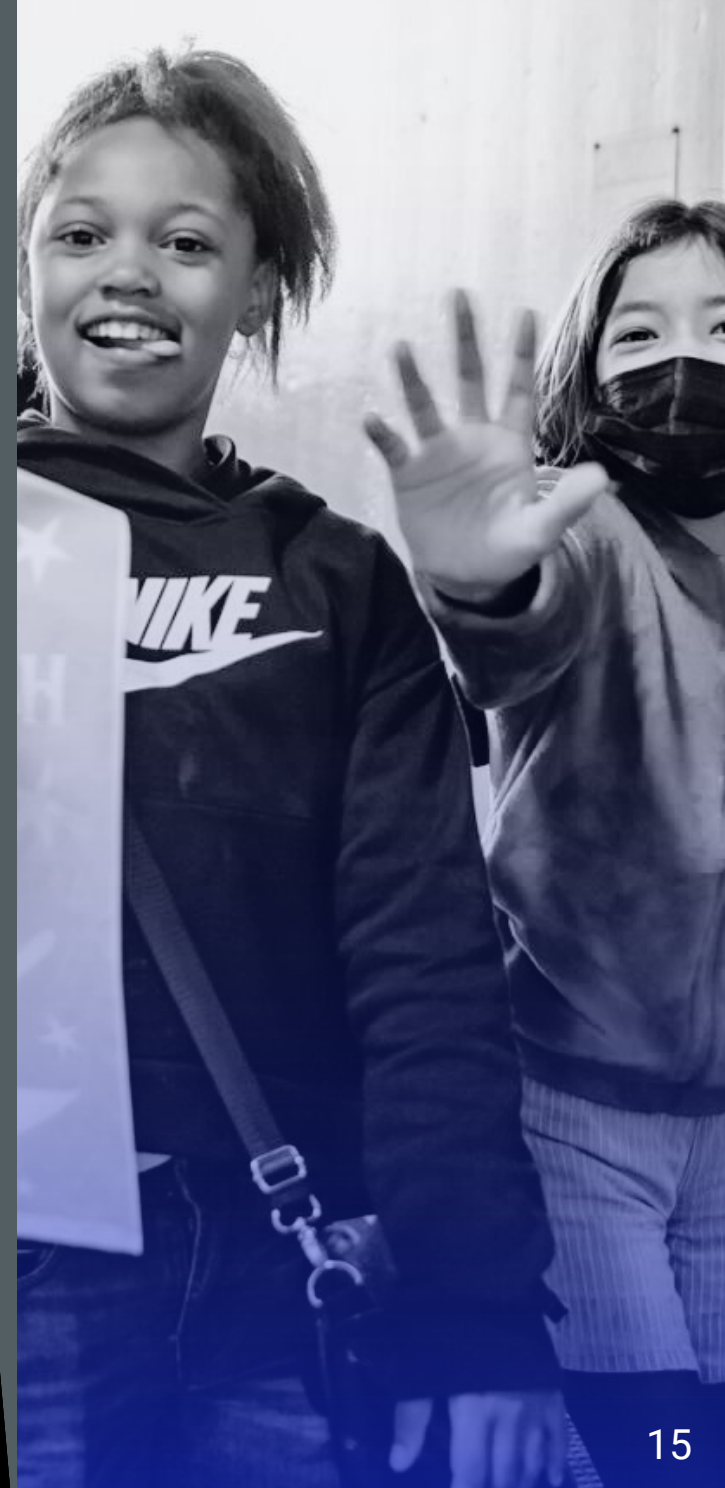
UNCLAIMED LOST & FOUND ITEMS DONATED TO
ALAMEDA COUNTY SCHOOLS.

500+ LBS

FOOD DONATED TO GREATER NEW BEGINNINGS
YOUTH SERVICES INC. AND URBAN ALCHEMY
NON-PROFITS.

30

UNCLAIMED PHONES HAVE BEEN DONATED TO
A NON-PROFIT CALLED 911 CELLPHONE BANK.



SUSTAINABILITY

WASTE DIVERSION BY THE TONS

25+ TONS

OF MATERIAL COMPOSTED

133+ TONS

OF MIXED RECYCLING MATERIALS SUCH
AS PLASTICS, METALS AND CARDBOARD

190+ TONS TOTAL

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



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#PROUDTOBEHERE

