



Oakland-Alameda County
Coliseum Authority

OAKLAND-ALAMEDA COUNTY COLISEUM AUTHORITY

**NOTICE AND AGENDA
BOARD OF COMMISSIONERS
OAKLAND ARENA PLAZA CLUB
7000 COLISEUM WAY
OAKLAND CA 94621**

REMOTE ATTENDANCE

**Commissioner David Haubert
Scott Haggerty Heritage House
4501 Pleasanton Ave
Pleasanton, CA 94566**

**Commissioner Chuck Baker
1807 Martin Luther King Jr. Way
Oakland, CA 94612-1348**

You are invited to a Zoom webinar.

When: Oct 20, 2023, 08:30 AM Pacific Time (US and Canada)

Topic: OACCA Board Meeting 10.20.23

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/85429888523?pwd=fRMO2PU23SCGOUyNckp1V15hctHyhg.Fvx0B24JuD5n1zJ1>

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Webinar ID: 854 2988 8523

Passcode: 820217

1. CALL TO ORDER

2. ROLL CALL

3. OPEN FORUM



Oakland-Alameda County
Coliseum Authority

OAKLAND-ALAMEDA COUNTY COLISEUM AUTHORITY

4. APPROVAL OF MINUTES

5. REPORTS

5a. Executive Director Report

- 1. Marketing of Stadium for 2025 Events**
- 2. Resolution Assigning a Portion of Budget Surplus to City and County Contribution**

5b. General Manager Report

6. NEW BUSINESS

**RESOLUTION ASSIGNING THE BUDGET SURPLUS FOR FISCAL YEAR 2022-2023 OF
THE OAKLAND-ALAMEDA COUNTY COLISEUM AUTHORITY TO THE CONTRIBUTION OF THE
CITY OF OAKLAND AND THE COUNTY OF ALAMEDA FOR FISCAL YEAR 2023-2024 IN THE
AMOUNT OF \$10,000,000**

7. PRESENTATION and DISCUSSION

ENHANCED INFRASTRUCTURE FINANCING DISTRICT

8. ADJOURNMENT



Oakland-Alameda County
Coliseum Authority

Oakland-Alameda County Coliseum Authority
September 15, 2023
Zoom Board Meeting Minutes

CALL TO ORDER

Chair Kaplan called the meeting to order at 8:40 a.m.

ROLL CALL

Chair Kaplan
Commissioner Haubert
Commissioner Baker

V. Chair Miley
Commissioner Iglesias
Commissioner Vukasin

OPEN FORUM

Zennie Abraham spoke regarding the African American Sports Entertainment Group "AASEG" and Roots as potential Coliseum tenant. Zennie noted his concerns of the problems and competitiveness associated with the Coliseum Complex.

Chair Kaplan replied to Mr. Abraham stating AASEG and Roots have been collaborating and she will keep the Board updated.

APPROVAL OF MINUTES

The meeting minutes for July 21, 2023, were submitted for approval. Commissioner Baker moved to approve, and V. Chair Miley seconded the motion Roll Call: Baker, Haubert, Miley, Kaplan approved. The motion was approved by four aye votes. Commissioners Vukasin and Iglesias abstained.

REPORTS

Executive Director Henry Gardner updated and gave a summary to the Board on the surplus of finances generated. A full finance report will be presented at an upcoming meeting in October 2023.

Chair Kaplan commended the AEG staff on an excellent job!

OPEN FORUM

5a. Zennie Abraham congratulated Henry on the surplus of revenues. Zennie questioned the status of Oakland A's occupancy. Zennie also questioned the upgrades and repairs needed at the Coliseum facility in the upcoming years.

ED Gardner replied there are extensive things to be considered, change of ownership with the county and if the structure can be repaired or would need to be demolished.

General Manager Nicole Strange informed the Commissioners of the upcoming concert and community events the Complex will host.

OPEN FORUM

5b. Zennie Abraham recommended giving a press release of upcoming community events.

NEW BUSINESS

RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A SETTLEMENT AND RELEASE AGREEMENT WITH RINGCENTRAL, INC.

The resolution was submitted for approval. Chair Kaplan moved to approve, and Chair Miley seconded the motion; Roll Call: Commissioners: Roll Call: Baker, Haubert, Miley, Kaplan, Iglesias, Vukasin approved. The motion was approved by six aye votes.

DISCUSSION

Potential Future Public Uses and Functions for the Coliseum Site

Chair Kaplan opened the discussion with conversation the City of Oakland has had mentioning public functions that could occupy the complex

V. Chair Miley discussed the different potentials of the Coliseum Complex. Miley highly favoring AASEG taking the lead running the stadium. Miley expressed his goal of AASEG and Oakland A's healthy negotiating for good terms. Miley stated the value and convenience of the location of the complex. Miley stated he will support wherever he can to transform the complex to a new stage of growth an opportunity for the community.

Chair Kaplan suggested the City and County work together and plan a meeting on potential options for Enhanced Infrastructure Financial District "EIFD"

Open Forum

Commissioner Vukasin shared Coliseum history with an original sales brochure produced at the time the complex was being developed.

Commissioner Iglesias spoke stating his excitement of the options mentioned for the complex and the possibilities it could provide for East Oakland young families.

Commissioner Haubert spoke agreeing with the EIFD option. Commissioner Haubert also supports possible tenants.

Zennie Abraham suggested changing the focus of the future of the complex.

Ray Bobbitt spoke saying this is a terrific opportunity for a new beginning at the Complex.

Alan said this could be an economic advantage with multiple opportunities the Complex could provide.

CLOSED SESSION

The Board moved to closed session at 9:35 a.m.

REPORT FROM COUNSEL ON CLOSED SESSION

The Board has nothing to report from closed session.

ADJOURNMENT

The meeting adjourned at 10:45 a.m.

Erin Roseman / Secretary

October 20, 2023

Honorable Chairperson Rebecca Kaplan and Commissioners of the Authority

5.a

Marketing of Stadium for 2025 Events

The A's license agreement expires on December 31, 2024. To date, we have received no notice from the A's of an intent to request an extension. Consequently, we are proceeding to market the Stadium for a variety of events given the freeing of eighty-one days that would otherwise be obligated for baseball. As previously noted, a couple of major concerts in the Stadium net more revenues to the JPA than an entire season of baseball. While the opportunity for multiple concerts in the Stadium is limited because of few concerts region-wide commanding a venue capacity of 40,000 or more, the absence of baseball opens up opportunities that did not exist heretofore. There are other non concert events that we will aggressively pursue that require stadium facilities. Our robust marketing strategy continues for the Arena, as last year's performance shows.

Resolution Assigning a Portion of Budget Surplus to City and County Contribution

As previously reported, we had a very successful year of events at the Arena and Stadium during Fiscal Year 2022-2023. As a result, we ended the year with a surplus of \$10,000,000. The budget for the JPA is heavily dependent upon contributions from the City and the County. The amount for Fiscal Year 2022-2023 was \$20,000,000. We have budgeted a similar amount for Fiscal Year 2023-2024. We are recommending that \$10,000,000 of the surplus be assigned to the City and County contribution, \$5,000,000 each for Fiscal Year 2023-2024.

The City and the County have supported the operations of the Authority since 1995, averaging \$10,000,000 each. There have only been a few years when the amount was less. When the JPA was created, the assumption was the City and County contribution would rarely be required. That proved not to be the case. Given the strong performance of last year, we recommend approval of this resolution.

Respectfully submitted,

Henry L. Gardner

ASM Global Oakland
General Manager's Board Report
October 20, 2023

Event Activity

Added Events:

- Disney on Ice – (October 19-22, 2023)
- Travis Scott – (October 31 & November 1, 2023)
- Atif Aslam – (November 3, 2023)
- Kirk Franklin – (November 5, 2023)
- Ms. Lauryn Hill & Fugees – (November 7, 2023)
- All Elite Wrestling – (November 10, 2023)
- Gabriel Iglesias – (November 17, 2023)
- Pancho Barraza – (November 18, 2023)
- Rod Wave – (November 30, 2023)
- Stadium Links – (December 1-3, 2023) (Stadium)
- Jhene Aiko – (December 2, 2023)
- Anita Baker – (December 23, 2023)
- 90s Pop Tour USA – (February 4, 2024)
- Zach Bryan – (May 31, 2024) (Stadium)

Postponed Events (new date):

- 85 South – (TBD)

Canceled:

- Aniversario De La Raza – (October 14, 2023)

General Manager Letter to the Oakland-Alameda County Authority Board of Commissioners

Press Mentions



To: Oakland-Alameda County Coliseum Authority Board of Commissioners

From: Nicole Strange, General Manager, Oakland Arena and Oakland-Alameda County Coliseum

Date: October 3, 2023

Subject: Oakland Arena and Oakland-Alameda County Coliseum Property Update

As we head into Q4 2023, I wanted to share an update on the great successes and highlights of the Oakland Arena and the Coliseum complex.

Following a record-breaking fiscal year in 2022, recording the highest-grossing events at both the Coliseum (Bad Bunny Concert, 9/14/22) and Arena (Paul McCartney Concerts, 5/6 & 5/8/22), the ASM Global Oakland team is on pace to both meet and exceed these incredible statistics for fiscal year 2023. The complex is looking to finish the year as a top 10 venue for ASM Global – the world's leading venue management company with over 350 venues worldwide.

2023 has featured multiple sold-out shows, including Carin Leon, SZA, Mana, Suga, Twice, and Zach Bryan. More than 330,000 guests have been welcomed on the property to experience their favorite artists live in Oakland. In August, the Arena saw another record-breaking night with a sold-out Zach Bryan concert (8/21/23), marking a new record for tickets sold and also breaking records for suite ticket sales, and food and beverage totals, with more than 18,000 guests enjoying the sounds of the up-and-coming country artist.

The team is primed and ready for an exceptional Q4 2023 with a full event calendar rich in shows that reflect the Oakland community's diversity. Guests will be welcomed to two nights with hip hop/rap superstar Travis Scott (10/31 & 11/1) and performances by Ms. Lauryn Hill and Fugees (11/7), Jhene Aiko (12/2), and Anita Baker (12/23), among other concerts, comedy shows, family events and more. The full upcoming event calendar can be found at theoaklandarea.com/events. Oakland Arena continues to be a Bay Area leader in employment opportunities, with nearly 650 part-time employees hired per event.

Outside of the robust concert and event schedule, the property has seen many transformations to enhance the guest experience, increase sustainability efforts, and support the community we are so proud to be a part of. The entire interior façade of the concourse levels has been beautifully retouched to brighten the space, including fan interactive photo opportunities, branded bars, and custom artist paintings.

Massive Wi-Fi improvements have been made to support the growing demand for Wi-Fi consumption from concertgoers, and Arena technology needs, as well as new and reliable infrastructure to our 600+ in-arena televisions that are used to highlight upcoming events, food and beverage options, sponsor messaging and safety information.

Coming later this fiscal year, substantial Arena upgrades will occur, including replacing the center roof, repaving Championship Plaza, and new point of sales software and hardware to improve food and



beverage purchasing. The Plaza Bar, a new pre-event gathering place, will open and give guests the back-of-house aesthetic experience that artists enjoy, featuring a mural of past Arena and Coliseum performers.

New Arena spotlights and a new rolling stage capital project will also be completed that directly support the show production, in addition to the already new show production office, where tour staff can meet and unwind privately.

With the Coliseum Complex's commitment to sustainability, the LEED Silver Certified Oakland Arena will continue its deployment of 3-stream recycle, waste, and compost bins in all front-of-house and back-of-house spaces. Since the start of 2023, the venue has diverted more than 16 tons of composted material and 119 tons of recycled material. In water conservation efforts, the Arena has been retrofitted with water-efficient faucets, and landscaping efforts of planting drought-resistant plants and replacing sod with mulch have saved 385,000 gallons of water.

Through the work of the AEG Oakland Community Foundation, the Oakland team continues to partner with local agencies to support communities most in need in our surrounding neighborhoods. Earlier this summer, we co-hosted the 9th annual Safe Kids Day, where 235 booster car seats and 500 helmets were distributed to local families, and 50 community partner organizations joined to interact with guests and highlight the importance of injury prevention and health education. Later this month, we will host more than 200 students for a safe trick-or-treating Halloween event and are planning a college prep course for early 2024.

Thank you for your partnership as we head into Q4 2023 full speed ahead to deliver a world-class experience for our guests and continue to partner with the Oakland community.

Sincerely,

A handwritten signature in black ink that reads "Nicole Strange".

Nicole Strange

General Manager, Oakland Arena and Oakland-Alameda County Coliseum
ASM Global



TOP PRESS MENTIONS

Zach Bryan Announces New Dates for Quittin Time Tour (Pollstar) – 10/9/23

<https://news.pollstar.com/2023/10/09/zach-bryan-adds-more-stadiums-to-quittin-time-tour/>

Rod Wave Bringing 'Nostalgia' Tour to US Arena's This Fall (Pollstar) – 9/11/23

<https://news.pollstar.com/2023/09/11/rod-wave-bringing-nostalgia-to-us-arenas-this-fall/>

Bay Area Concerts in Fall 2023 - 13 Must-See Shows (SF Datebook, SF Chronicle) – 9/6/23

<https://datebook.sfchronicle.com/music/bay-area-concerts-2023-18297482>

K-Pop Guide to San Francisco (Thrillist) – 8/30/23

<https://www.thrillist.com/lifestyle/san-francisco/k-pop-guide-to-san-francisco-where-to-eat-drink-shop-and-more>

230 Plus Child Booster Seats Donated to Families in Oakland by Alameda County Emergency Medical Services Agency and AEG Oakland Community Foundation as part of 2023 Safe Kids Day (Oakland Arena) – 7/12/23

<https://www.theoaklandarena.com/news/detail/230-plus-child-booster-seats-donated-to-families-in-oakland-by-alameda-county-emergency-medical-services-agency-and-aeg-oakland-community-foundation-as-part-of-2023-safe-kids-day>

ASM Global-Managed Oakland Arena and Oakland-Alameda County Coliseum Highlights Event Capabilities in Industry Showcase (Oakland Arena) – 5/5/23

<https://www.theoaklandarena.com/news/detail/asm-global-managed-oakland-arena-and-oakland-alameda-county-coliseum-highlights-event-capabilities-in-industry-showcase>

Oakland Arena Stays Busy Post NBA (VenuesNow) – 4/26/23 (*attached)

<https://venuesnow.com/oakland-arena-stays-busy-post-nba/>

Here's how SZA Delivered the Show to Beat in 2023, Oakland Arena (Mercury News) – 3/15/23

<https://www.theoaklandarena.com/news/detail/recap-fantastic-sza-sos-tour-is-now-the-show-to-beat-in-2023>

Oakland Arena Posts its Most Successful Concert Season Ever in 2022 (Mercury News) – 3/2/23 (*attached)

<https://www.mercurynews.com/2023/03/02/oakland-arena-posts-its-most-successful-concert-season-ever-in-2022/>

ASM Global Managed-Oakland Arena Celebrates Record Grossing Revenue Year (Oakland Arena) – 3/1/23 (*attached)

<https://www.theoaklandarena.com/news/detail/news-asm-global-managed-oakland-arena-celebrates-record-grossing-revenue-year>



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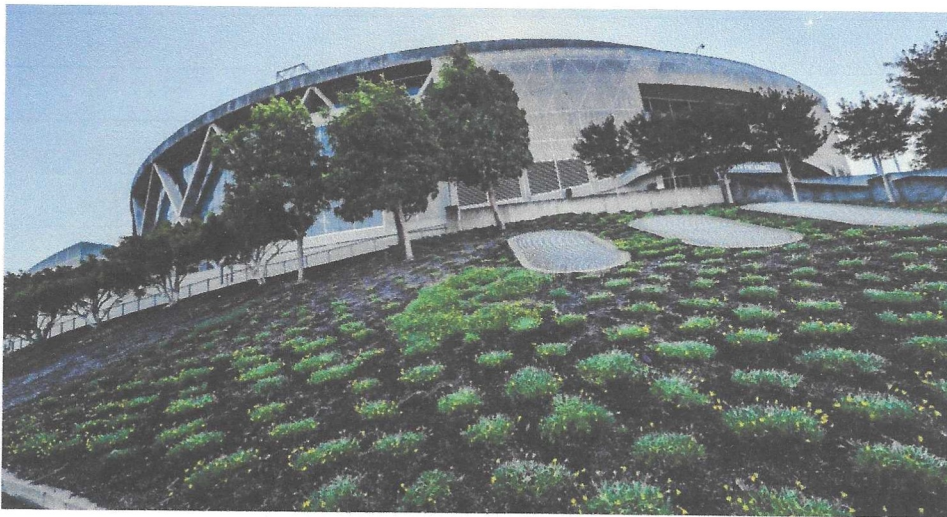
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OAKLAND ARENA STAYS BUSY POST-NBA



Posted by **Ryan Borba** | Apr 26, 2023 | Arenas & Stadiums

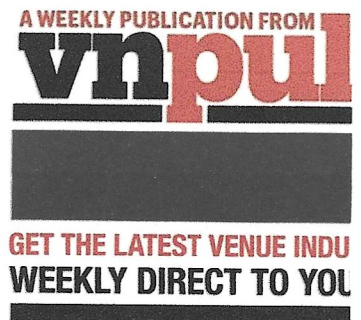


DAY ON THE GREEN: *Oakland Arena, operated by ASM Global, had its highest-grossing concert year in 2022. (Courtesy venue)*

COLISEUM HAS OPTIONS SHOULD A'S LEAVE

The Oakland Athletics appear to have set their sights on relocating to Las Vegas after many years of trying to build a new ballpark in their home region, but it's not all bad news in the East Bay.

"It's been a whirlwind," says Nicole Strange, general manager at Oakland Arena and Oakland Coliseum, both operated by



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ASM Global. "2022 was our best financial year ever, and something to be proud of."

THIS MONTH'S VENUESN

The year saw more than 65 events at the arena, alone, attracting more than 500,000 attendees, with a 12% increase in ticket sales over 2019, prior to the pandemic.

Strange started at the complex in 2013 as an event manager, running Golden State Warriors games before moving up to director of events, assistant general manager and, in 2021, general manager.

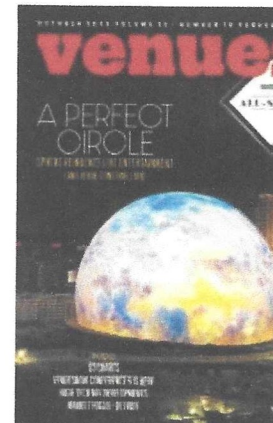
Over the past four years, Strange has seen the Warriors and Raiders leave town, and ASM Global weathered the pandemic shutdown. Considering those issues, Oakland Arena's busy calendar "gave everybody that pep in their step to keep going and see what we can achieve," she said. "That's the launching pad to what we're going to do here."

In 2019, the Golden State Warriors left Oakland Arena for new Chase Center in San Francisco. Strange said their exit opened other opportunities to fill dates and generate revenue streams previously under the NBA team's control.

"When they left, we took over selling premium and suites and sponsorships, and we've just recently created a private events arm. All three have taken off and are doing amazingly," Strange said. "We still have some spaces within the arena that we're looking to brand."

The Warriors' exit opens dates in the fall and spring as Oakland Arena competes for events with SAP Center in San Jose, Chase Center in San Francisco and Golden One Center in Sacramento — all having to work around dates committed for their big league sports tenants.

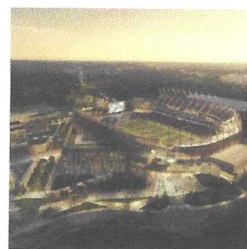
Oakland Arena ranked No. 30 on Pollstar's Year End Top 200 Arenas chart of 2022, with \$45 million in gross ticket sales. There's still the occasional concert at the coliseum as well. Bad Bunny sold 42,702 tickets for his Sept. 14, 2022 performance. It was reminiscent of the stadium's sellouts of yesteryear with legacy rock acts filling the venue in the 1970s.



HOT TICKETS: OCTOBER 12, 2023

by Bob Allen

October 12, 2023



College Stadium Developers Mi

by Don Muret

October 12, 2023



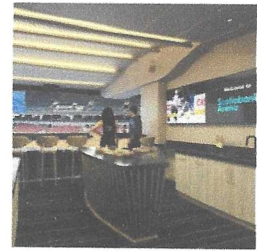
VN Photo Gallery: October 10, 2

by VenuesNow Staff

October 10, 2023

For the arena, last year's highlights included two nights of Paul McCartney, which grossed \$7.58 million on 28,599 tickets, a record for the venue. Other blockbuster shows were Kendrick Lamar, Pearl Jam, Tyler, The Creator, New Edition, and K-pop artists, including Twice, returning for two more shows in 2023.

Strange credited senior director of booking Gretchen Claffey, who "is killing it." Upcoming shows are Alicia Keys, Zach Bryan, Sam Smith, Erykah Badu, Greta Van Fleet, Lil Baby, and doubles from K-pop phenoms Mamamoo, Suga, and Twice. "We've become K-pop central," said Strange, noting the ethnic diversity of the Bay Area and northern California as a whole.

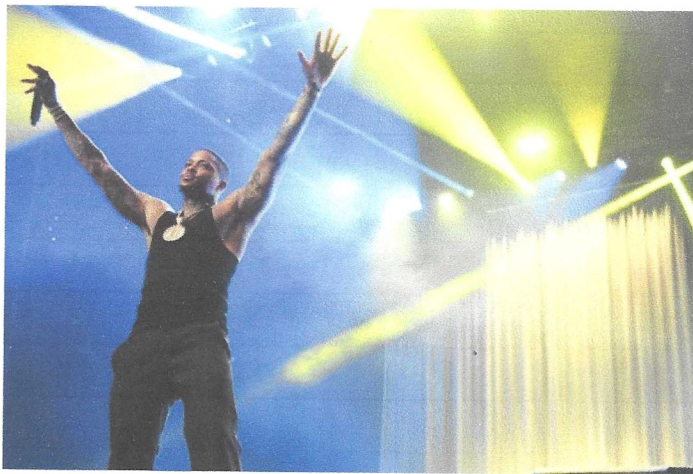


Scotiabank Arena upgrades — a

by Don Muret
October 10, 2023



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SOLO CUP: YG's "Red Cup Tour" stopped at Oakland Arena on Feb. 1. (Getty Images)

tive for touring productions, with a huge parking lot and easy freeway access from all directions. It's situated near the Oakland International Airport and set up for effective public transport. Strange says her experienced staff and back-of-house amenities also make the building attractive to touring productions.

"(Load-in and loadout) is faster, cheaper and we take care of shows and promoters," she said.

The Warriors' old locker room has been converted to green room space for artists and crews, with a cafe, video games and ping pong tables, "where people can chill out and take a breather."

Renovations to the arena roof and the plaza between the arena and coliseum are in the works. The Warriors' old team store has been converted to a plaza bar, where fans will be able to enjoy drinks outside before events. It opens in the coming weeks.

"That's going to be a huge perk, and we're going to start showing it to sponsors. That's one thing we're very excited about," Strange said.

The arena was awarded LEED Silver certification in 2021.

The news that the A's have pretty much given up on Oakland stings for local baseball fans and anyone who enjoys rooting for a team that for most of its existence been the underdog in the Bay Area. But local government officials see the coliseum footprint as ripe for redevelopment.

In February, the African American Sports and Entertainment Group, a local developer, entered into an exclusive negotiating agreement with the city of Oakland to acquire the city's 50% interest in the complex. The group plans to bring affordable housing, restaurants, office space and other entertainment to the 200-acre complex, which it feels is underserved. The group has two years to come up with a plan, for what could potentially be a \$5 billion development, local media reported.

The A's own the remaining 50% of the Coliseum site, purchased in 2019, and the prospective buyer has told local media it is interested in pursuing a buyout of the team's share as well.

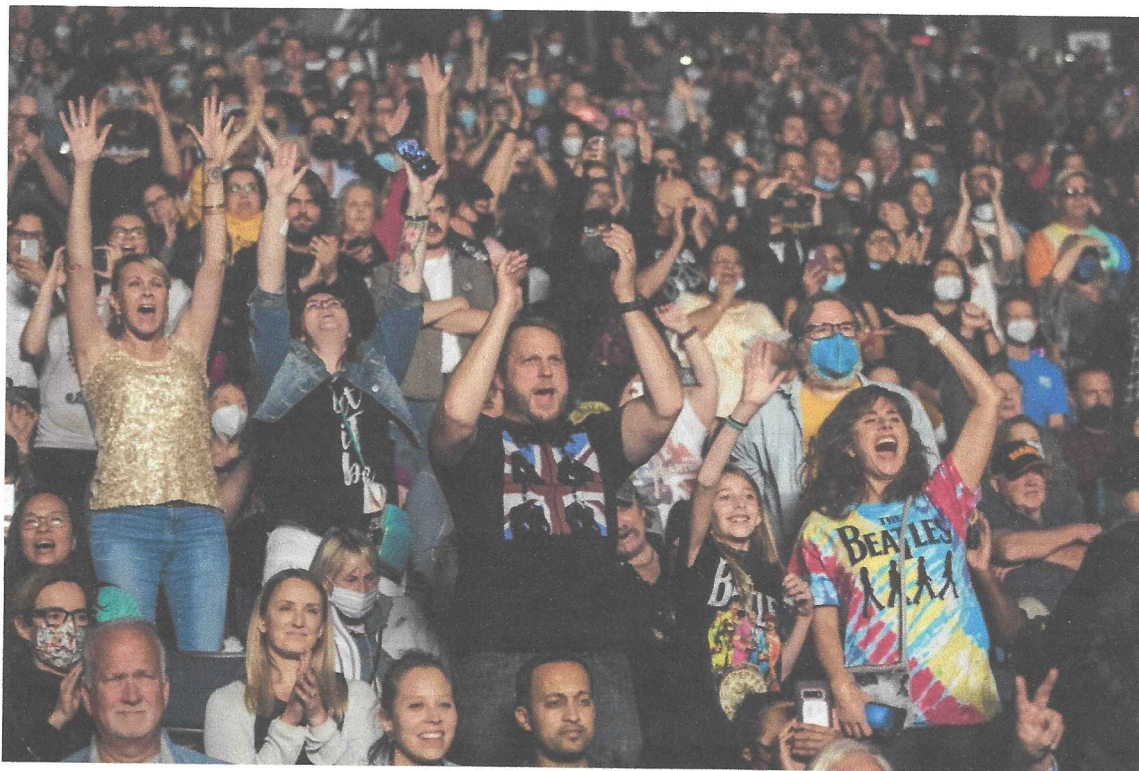
Strange says the USL Championship's Oakland Roots are interested in building a temporary modular soccer stadium in a space within the parking lots, which could lead to a more permanent venue in the future. The soccer team relocated home matches to Cal State Hayward after moving from a community college where it experienced turf problems.

The coliseum could also host international cricket matches. Originally designed for both baseball and football, the stadium's extensive foul territory makes it one of few existing

THINGS TO DO > MUSIC • News

Oakland Arena posts its most successful concert season ever in 2022

Paul McCartney delivers highest-grossing concert in venue history.



OAKLAND, CALIFORNIA – May 6: Paul McCartney fans cheer during his performance at the Oakland Arena, Friday, May 6, 2022, in Oakland, Calif. (Karl Mondon/Bay Area News Group)

By **JIM HARRINGTON** | jharrington@bayareanewsgroup.com | Bay Area News Group
March 2, 2023 at 11:51 a.m.

Oakland Arena posted its most successful concert year ever in 2022.

The longtime East Bay venue, which opened in 1966, hosted more than 65 events that drew over a half million people last year, according to a news release.

The figures show that the venue has bounced back impressively from the COVID-19 shutdown of live entertainment venues that began in 2020. They also serve as a firm rebuttal to those who have questioned whether the Oakland Arena could survive and even thrive after the Golden State Warriors moved to Chase Center in San Francisco at the start of the 2019-20 season.

Fans certainly flocked to the venue in 2022, resulting in the arena posting its highest-grossing year of concerts and non-sports-related live shows in its 55-year-plus history.



Impressively, the Oakland Arena earned the 30th spot Pollstar's annual worldwide arena ranking list, which was topped by the Big Apple powerhouse Madison Square Garden and also included Southern California's Kia Forum in second place.

Highlights for the ASM Global-managed venue in 2022 included performances from Pearl Jam, Kendrick Lamar, Daddy Yankee and Paul McCartney, whose delivered the arena's largest-grossing show in history. ([Read our review of McCartney at Oakland Arena.](#))

Also, the neighboring RingCentral Coliseum — home of the Oakland A's — hosted its highest-ever grossing event when Bad Bunny performed a sold-out show in front of 40,000 fans over the venue.

"We are truly proud of the success we experienced in 2022 at Oakland Arena and RingCentral Coliseum," says general manager Nicole Strange. "The local team, together with ASM Global, has worked tirelessly to increase all offerings at the property and take the guest experience to new levels. We are excited to continue this momentum into 2023, welcome more guests and make fans out of everyone that walks through our doors."

Upcoming shows at the Oakland Arena include Los Angeles Azules on March 11, The Entertainers Tour on March 12, SZA on March 14, Mana on March 18, Future and Friends on April 1, Burna Boy on April 8, New Edition on April 9 and Muse on April 14.

For more information, visit www.theoaklandarena.com.

7000 South Coliseum Way in Coliseum Industri...

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Jim Harrington | Pop music writer



FOR IMMEDIATE RELEASE

ASM GLOBAL-MANAGED OAKLAND ARENA CELEBRATES RECORD-GROSSING REVENUE YEAR

**INCREASE IN EVENTS AND NEW INITIATIVES
YIELD RECORD-BREAKING TICKET SALES AND ATTENDANCE**

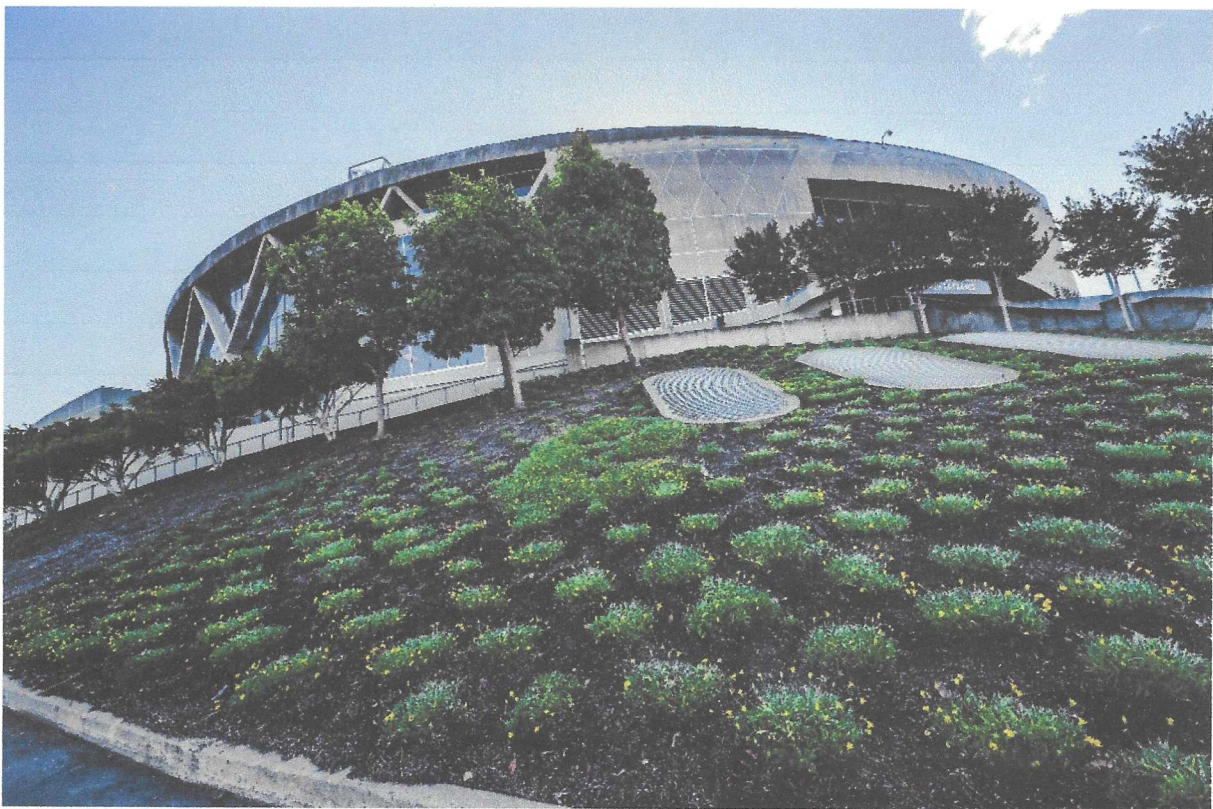


Image Courtesy of ASM Global

(OAKLAND, Calif. – March 1, 2023) — After the live entertainment industry shuttered in 2020, California's [Oakland Arena](#) reemerged in 2022 with its most successful and highest-grossing year since the venue opened in 1966.

Managed by [ASM Global](#), the world's leading venue management company and producer of live-event experiences, Oakland Arena featured a full calendar of live entertainment with more than 65 events in 2022. The premier venue welcomed more than 500,000 guests and saw a 12% increase in ticket sales versus 2019, the last fully operating year since the pandemic forced venue shutdowns worldwide.

With ASM Global's content team focused on local results, fans flocked to Oakland Arena in 2022 for performances by legendary artists like Pearl Jam, Kendrick Lamar, Daddy Yankee and more, with Paul McCartney's May 2022 concert on record as the arena's largest-grossing show in property history. Along with Oakland Arena's success, the neighboring venue on the property, [RingCentral Coliseum](#), hosted its highest-grossing event in coliseum history over the summer of 2022, a sold-out concert by 2023 Grammy Award-winner Bad Bunny with over 40,000 fans in the venue.

Committed to ASM Global's corporate social responsibility platform, ASM Global Acts, sustainability continued to be a top priority for the 19,000-seat, Silver LEED-certified Oakland Arena, which focused on several key pillars, including waste management, clean water initiatives, energy efficiency, certified "green" purchasing, and staff and guest education. In 2022, 440,000 pounds of waste was recycled and diverted, 104 tons of mulch was added to the property to aid in water retention and reduce landscape watering, and 100 LED lights were installed to result in energy efficiency.

Both ASM Global-managed venues also made significant strides to improve the overall guest experience in 2022, including implementing the Fast Pass program designed to enhance quick access to the venue as well as transitioning into a "cashless" complex. The property also launched new initiatives to generate additional revenue, including in-house sponsorships, private event sales, and multitiered venue parking options for guests.

These accomplishments were also recognized by the industry, earning Oakland Arena the 30th spot worldwide in Pollstar's annual arena ranking and the highest ranked in Northern California.

"We are truly proud of the success we experienced in 2022 at Oakland Arena and RingCentral Coliseum," said Nicole Strange, general manager. "The local team, together with ASM Global, has worked tirelessly to increase all offerings at the property and take the guest experience to new levels. We are excited to continue this momentum into 2023, welcome more guests and make fans out of everyone that walks through our doors."

Starting 2023 off strong with concerts from leading artist YG and a sold-out Carin Leon show, Oakland Arena will host many iconic performances throughout the year. Performers include Grammy Award-winner Sam Smith, Grammy Award-nominated rising country star Zach Bryan, Latin Recording Academy "Person of the Year" Maná, K-Pop star Suga of BTS, Anita Baker and many others coming later this year.

For a complete listing of upcoming events and premium seating options, please visit theoaklandarena.com.

###

About Oakland Arena

Home to many of the most iconic performances of all time, Oakland Arena is Northern California's premier music and event venue. With a maximum capacity of over 19,000, the facility is one of the largest arenas in the country. Managed by ASM Global, Oakland Arena continues to welcome legendary acts and host countless sold-out concerts, multiple show runs and major music festivals. For additional information, visit theoaklandarena.com.

About ASM Global

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). asmglobal.com

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**OAKLAND-ALAMEDA COUNTY COLISEUM AUTHORITY
RESOLUTION NO. 2023-6**

**RESOLUTION ASSIGNING A PORTION OF THE BUDGET SURPLUS FOR FISCAL YEAR
2022-2023 AS A CREDIT TO REDUCE THE DECEMBER 2023 CONTRIBUTION OF THE
CITY OF OAKLAND AND THE COUNTY OF ALAMEDA FOR FISCAL YEAR 2023-2024 IN
THE TOTAL AMOUNT OF \$10,000,000**

WHEREAS, the Amended and Restated Joint Exercise of Powers Agreement ("JPA Agreement") between the City of Oakland ("City") and the County of Alameda ("County") established the Oakland-Alameda County Coliseum Authority ("Authority") whose powers are exercised by a board of Commissioners ("Board") appointed by the City and the County; and

WHEREAS, the Auditor and Executive Director of the Authority have reviewed the audited financials of the Authority and have concluded that there is a budget surplus in Fiscal Year 2022-2023 in the amount of \$10,254,651; and

WHEREAS, said surplus is due in large part to the contributions by the City and the County to the budget for Fiscal Year 2022-2023; and

WHEREAS, the Board has considered the impacts on the budget for Fiscal Year 2022-23 and the surplus resulting therefrom;

NOW, THEREFORE, BE IT RESOLVED, that the Authority Board does hereby approve assigning a portion of the surplus from Fiscal Year 2022-2023 as a credit to the City in the amount of \$5,000,000.00 and as a credit to the County in the amount of \$5,000,000.00 toward their respective contribution for Fiscal Year 2023-2024, and

BE IT FURTHER RESOLVED that the Authority's Executive Director and Auditor are hereby directed to take the necessary actions to effect the assignment of the said surplus.

PASSED AND ADOPTED by the governing board of the Oakland-Alameda County Coliseum Authority, this 20th day of October 2023, by the following vote:

Ayes:

Noes:

Absent:

REBECCA KAPLAN, CHAIR

ATTEST:

SECRETARY

ENHANCED INFRASTRUCTURE FINANCING DISTRICT (EIFD)






WHAT IS AN ENHANCED INFRASTRUCTURE FINANCING DISTRICT?

- A portion of property tax increase revenues from a specific defined area to finance public infrastructure and economic development projects of community-wide significance.
- EIFD legislation was passed in 2014 following the dissolution of redevelopment agencies in 2012.
- No new taxes or fees to property owners.
- Schools are not impacted by use of tax increments.



PUBLIC FINANCING AUTHORITY (PFA)

- Authorizes, develops and implements the Infrastructure Finance Plan (IFP).
- The affected taxing entities, typically city and county, make up a majority of the membership, but also includes public members.
- PFA decides when to sell bonds; must meet minimum debt service coverage.
- May not sell bonds until some development has occurred and generating tax increments.
- General fund of city and County not used to meet debt service.



TAX INCREMENT FINANCING (TIF)

- Baseline property value is established when the district is created, freezing the appraised value of the properties in the district.
- The increase is determined between the frozen value and the annualized updated appraised value.
- Over time, the increments are generally sufficient to issue bonds in an amount to finance some of the infrastructure projects.
- It typically takes several years to generate the necessary increments to issue bonds.



WHAT IS AN ENHANCED INFRASTRUCTURE FINANCING DISTRICT? (CONTINUED)

- EIFDs expire 45 years after the first bonds are issued. At that point, the increments go away, and the City and County began to collect all the growth on property taxes and use them for general fund purposes.
- Many infrastructure projects are eligible for tax increment financing: streets and roads, wastewater and sewer projects, affordable housing, parks and recreation.



WHAT IS AN ENHANCED INFRASTRUCTURE FINANCING DISTRICT? (CONTINUED)

- SB 628 has been modified several times since it was passed in 2014.
- AB 733 was passed in 2017 and allows funds for climate change adaptation projects, projects that address impacts on public health, sea level rise and wildfires.
- SB 1145 was passed in 2018 and allows funds for infrastructure maintenance costs; AB 116 was passed in 2019 and allows for issuance of bonds without public vote but requires increased public engagement.

ENHANCED INFRASTRUCTURE FINANCING DISTRICT (EIFD)

