




OAKLAND ROOTS / SOUL INTRODUCTION
INTERIM STADIUM PROPOSAL

FEBRUARY 2023

OVERVIEW

- About Oakland Roots and Oakland Soul
- Game Day Venue Plans
- Proposal at Malibu
- Q&A



Oakland Roots SC is the first purpose-driven, professional sports team in the USA.

Our Purpose is “to harness the magic of Oakland and the power of sports as a force for social good.”

Our Mission: Increase the health, equity, and happiness of Oakland by building a sustainable pro sports club with winning teams that develop talent and a world class brand.

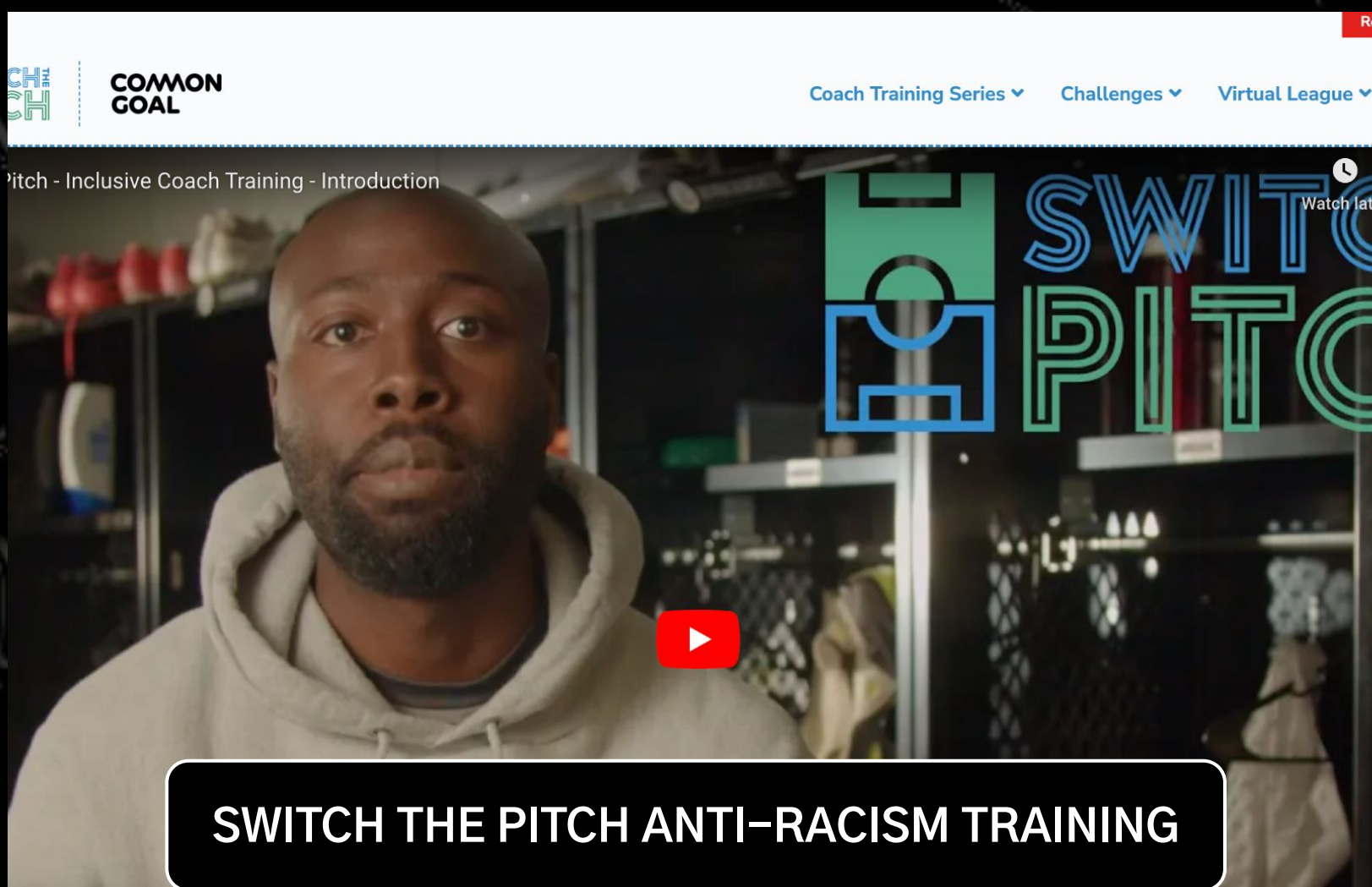
LIVE OUR VALUES AND MAKE AN IMPACT



COMMUNITY COACHES TRAINING



BLACK CULTURAL ZONE OUTDOOR PLAY DAY



SWITCH THE PITCH ANTI-RACISM TRAINING

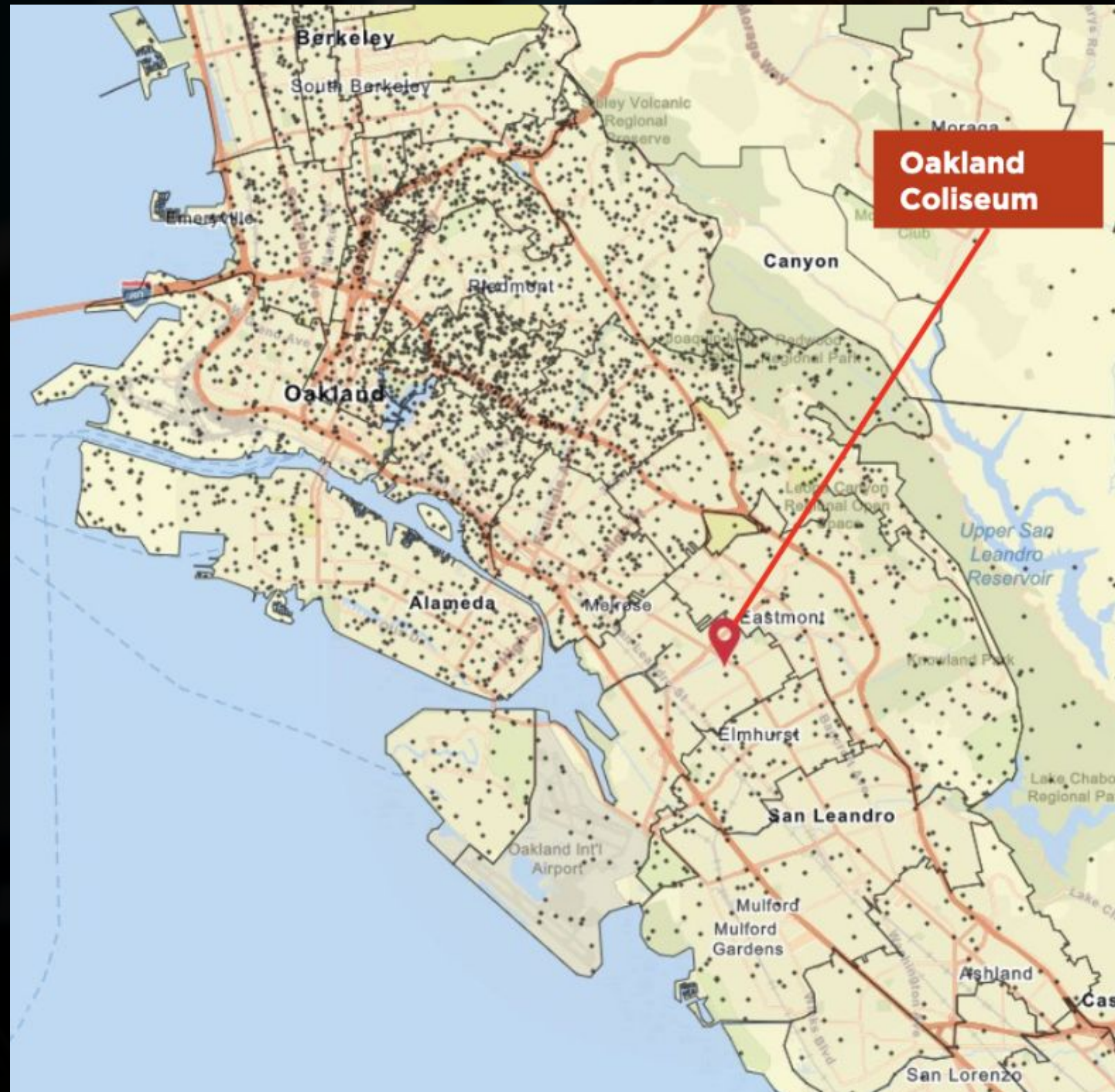


DÍA DE LOS MUERTOS – FRUITVALE

POSITIVE TRAJECTORY SINCE INCEPTION

- Regularly sellout Laney College
- 60,000 tickets annually
- 100,000 followers on social media
- 50,000+ mailing list
- Fan Net Promoter Score over 80

OUR FANS REPRESENT THE ENTIRE TOWN



OAKLAND
-VS-
EVERYBODY

Minutes From Stadium 2022 Zip Codes

15 Minutes	39.6%
30 Minutes	71.9%
60 Minutes	91.6%
90 Minutes	94.6%
120 Minutes	95.7%



SUPPORT LOCAL BUSINESSES & CREATE LOCAL JOBS

Official Jersey Partner:



Official Premier Partners:



Official Partners:



Pub Partners:



Youth Partners:





LANEY

LANEY EARLES
NATIONAL
CHAMPIONS

CCCAA
CHAMPION

MISSISSAUGA
ON
3RD
NOW
LEASING
mississauga.ca

UNITY
Coca-Cola
Anthem
USL Championship
Anthem
FOX KTVU
KTVU PLUS
EAST BAY COMMUNITY ENERGY
Anthem
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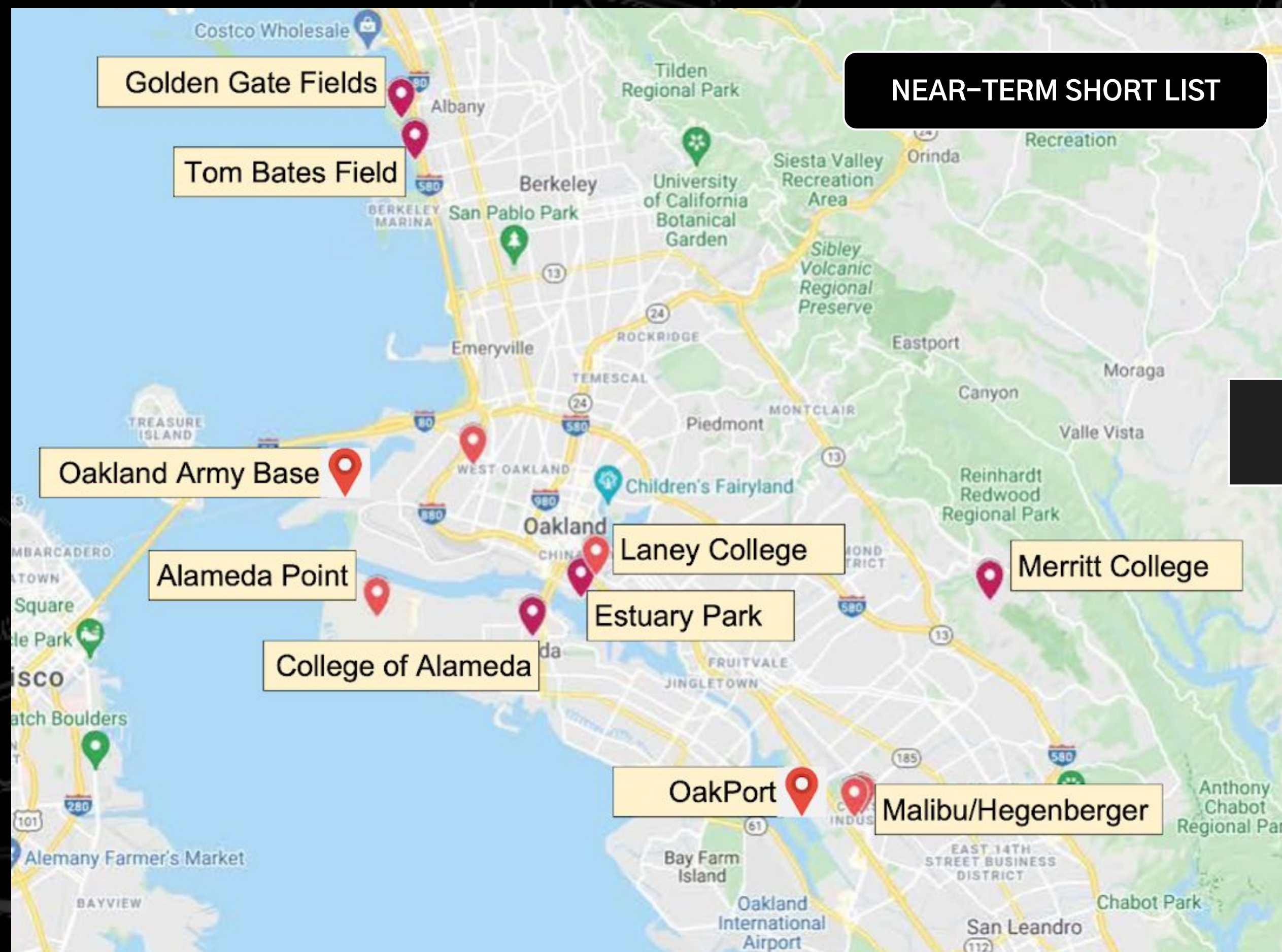
INTERIM STADIUM: TECHNICAL GOALS

- 10,000 Fan Capacity (2x Current Capacity)
- Ability to Schedule Roots and Soul Equitably
- Accessible Locations, Parking Availability
- Target 2025 Opening
- Already Zoned for Use
- Minimize Intervention – Leave in Good Shape for Future Use

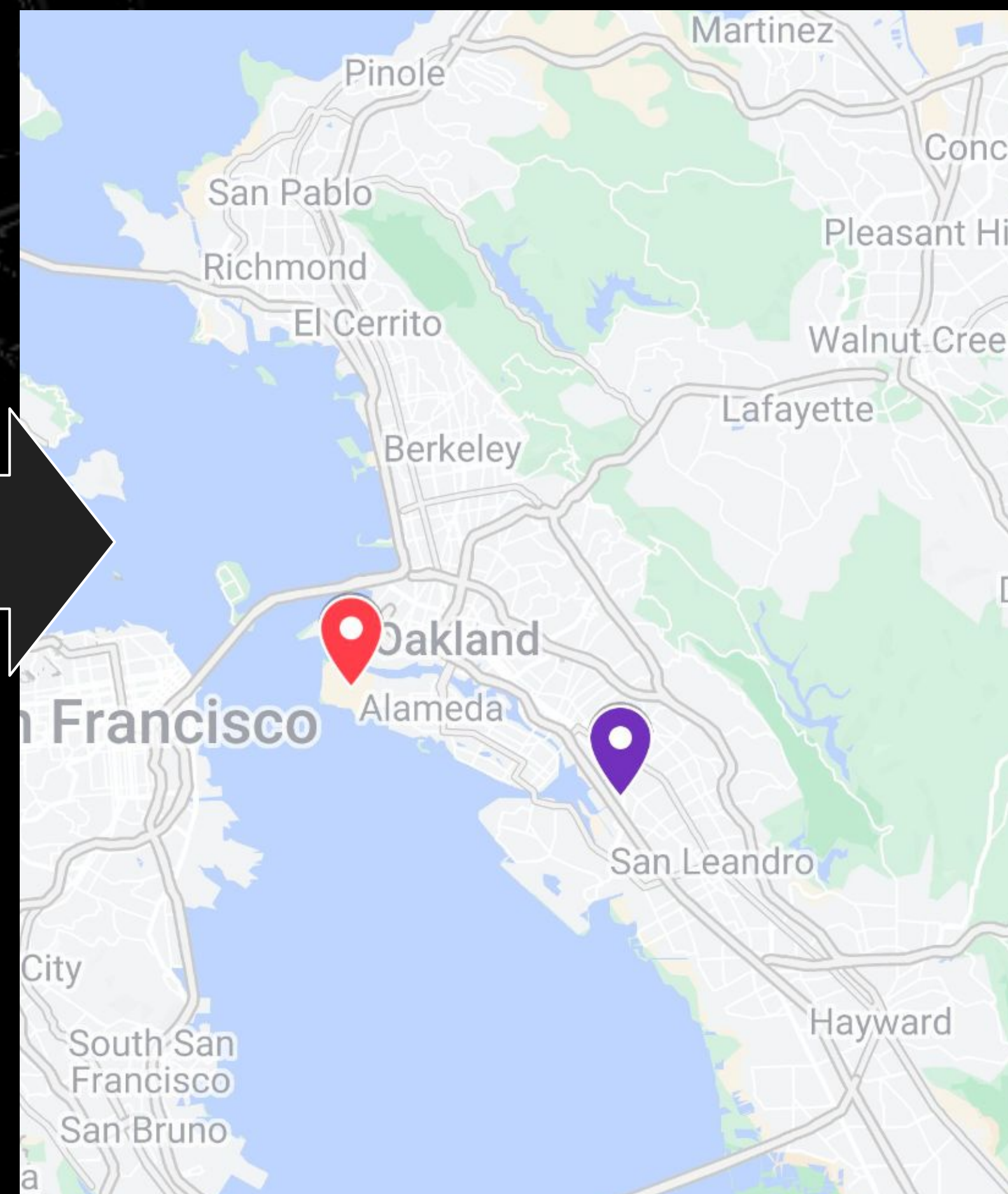
INTERIM STADIUM: QUALITY GOALS

- Activation Opportunities
- Community Resource
- Improve Fan Experience
 - Retain Intimate, Affordable, Family Vibe
 - Supercharge Block Party
 - Continue to Leverage Investments Locally

INTERIM STADIUM



NEAR-TERM SHORT LIST



DILIGENCE TO DATE

- Physical Test Fit
- Event Coordination Discussions
- Technical (Geotech, Environmental, Easements, Utilities, BCDC)
- Alignment w/ Long Term Development Plans



PROJECT PROGRAM: COLISEUM/MALIBU

- **Vision:** Activates the Coliseum area with 40+ Roots + Soul games a year plus other sports & community events (e.g., high school sports, farmers market, pop up events, etc).

ON SITE (8.8 acres):

- 10,000 fan capacity
- Home Team & Visiting Team Game Day Facilities
- Broadcast/AV
- Admin/Game Day Operations
- Block Party Redux

OFF SITE / COLISEUM:

- Event Parking (Parking/Tailgate)
- Potential Bike Parking Facility
- Pedestrian Access from BART

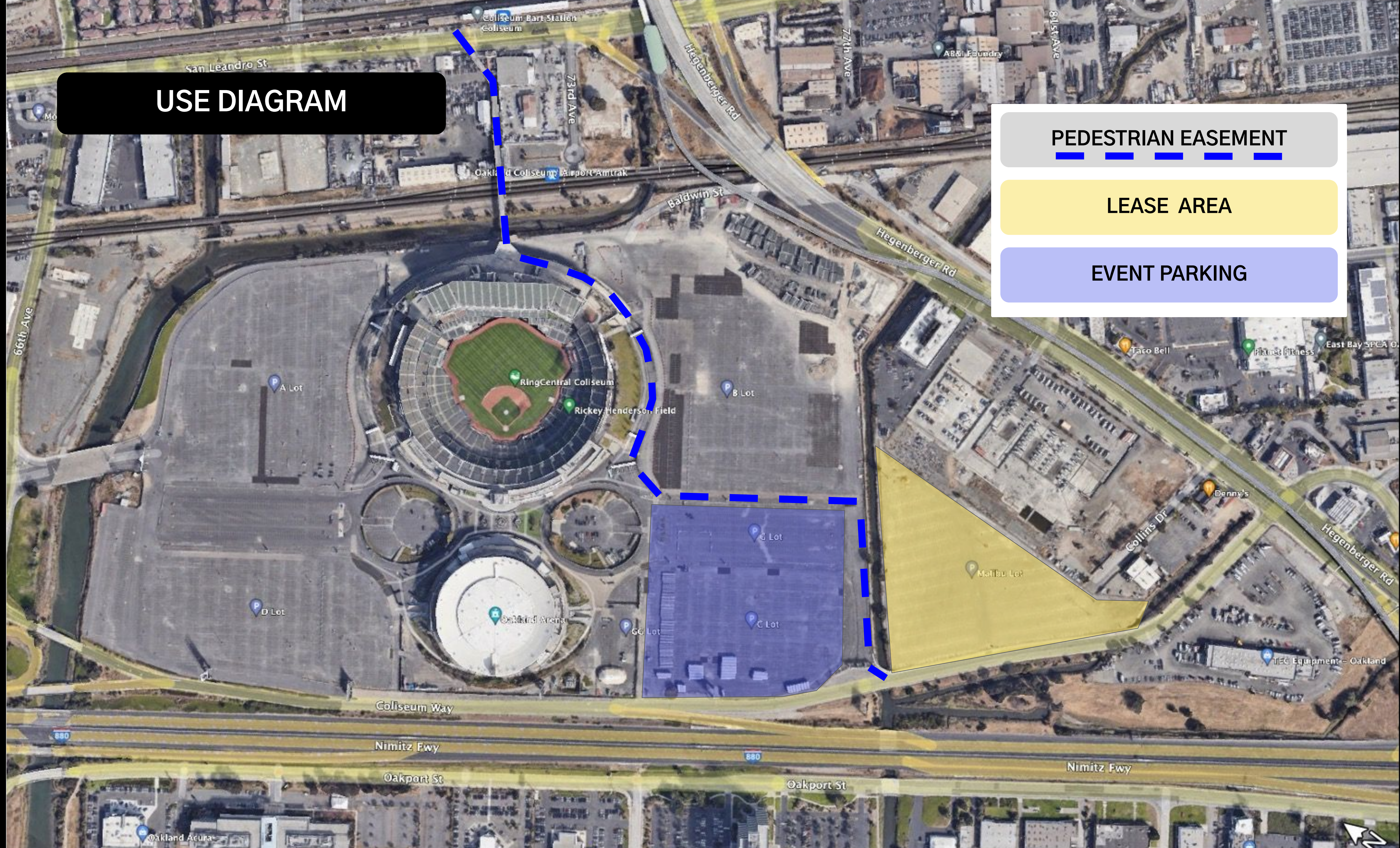


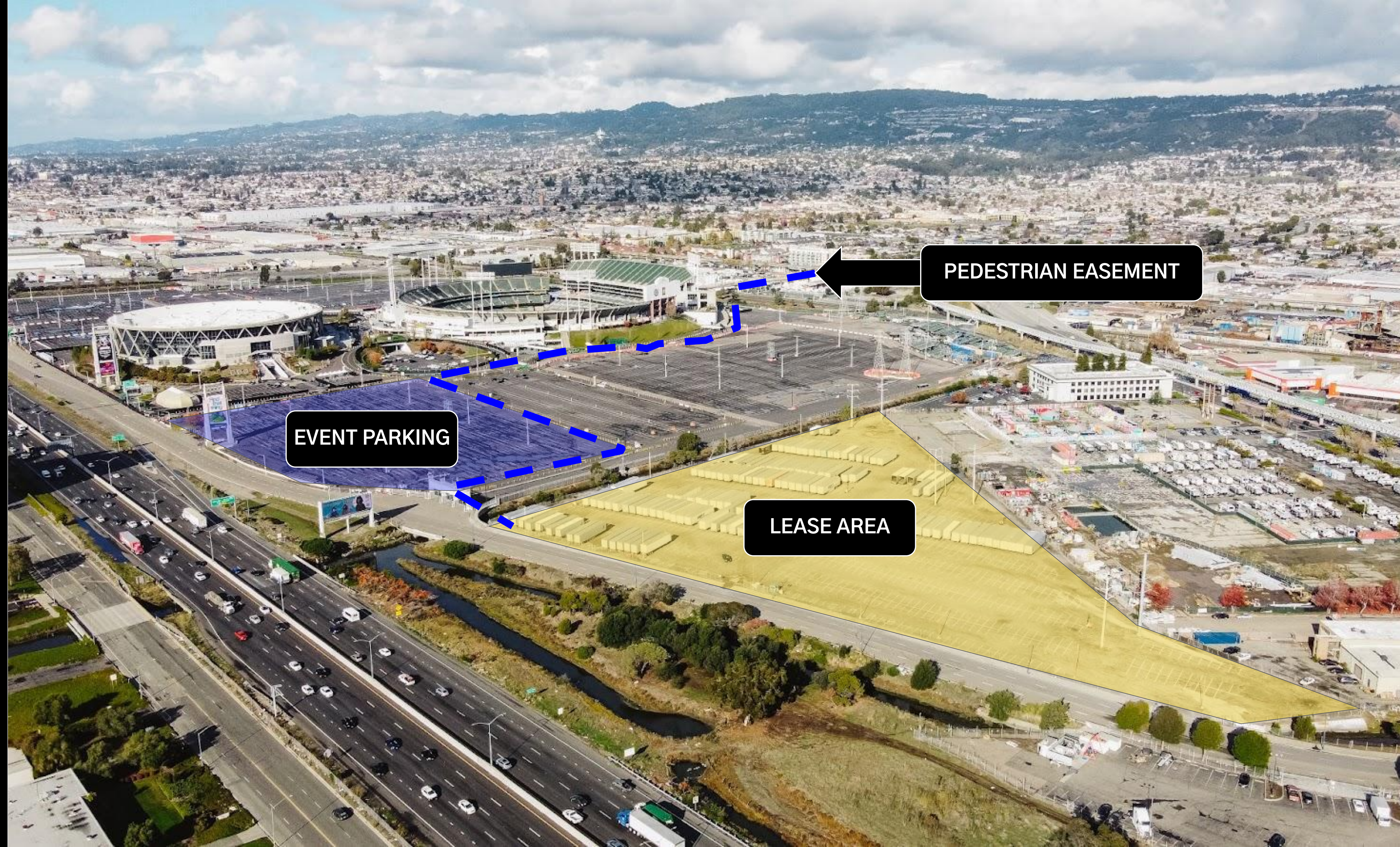
USE DIAGRAM

PEDESTRIAN EASEMENT

LEASE AREA

EVENT PARKING





TEST FIT

TEAM FACILITIES

MAIN ENTRY

BLOCK PARTY

ADMIN/BOH

SW AERIAL

BLOCK PARTY

MAIN ENTRY

SE AERIAL

MAIN ENTRY

TEAM FACILITIES

BLOCK PARTY

OUTSIDE DOCK /
MARSHALLING

CORNER VIEW



HIGHLIGHTS

- Generates More Activity, Jobs at Coliseum In Near Term
- Provides Additional Venue Option on Temporary Basis
- Flexible Modular System Allows Long Term Plans to Proceed
- Greater Capacity Allows Club to Increase its Community Impact
- Keeps Club in Oakland as it Searches for its Permanent Home

An aerial photograph of the Oakland Coliseum and its surrounding area. The stadium is a large, circular structure with a white roof and a green field. It is surrounded by parking lots, some of which are filled with cars. In the foreground, there is a multi-lane highway with traffic. To the right of the highway, there are several large, rectangular structures, possibly storage units or trailers. In the background, there are hills and a dense urban area. A large, black, rounded rectangular box with the text "THANK YOU" in white capital letters is centered over the image.

THANK YOU

