

2025 OCT 30 PM 12:13
CITY CLERK



CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. 909794 C.M.S.

CO-SPONSORED BY COUNCILMEMBER JANANI RAMACHANDRAN
AND COUNCILMEMBER NOEL GALLO

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A TRANSIENT OCCUPANCY TAX SHARING AGREEMENT WITH OAKLAND PRO SOCCER LLC, DBA OAKLAND ROOTS & SOUL, IN AN AMOUNT NOT-TO-EXCEED THREE HUNDRED THOUSAND DOLLARS (\$300,000) TO SUPPORT THE ATTRACTION OF A WORLD CUP TEAM TO THE OAKLAND ROOTS & SOUL SOCCER CLUB TRAINING FACILITY DURING THE 2026 FIFA WORLD CUP TOURNAMENT

WHEREAS, in June 2026, the International Federation of Association Football (FIFA) Men's World Cup Tournament will be held across North America, including venues in California; and

WHEREAS, each World Cup team requires a Team Base Camp, which serves as its training and lodging headquarters throughout the tournament; and

WHEREAS, Oakland Pro Soccer LLC is the owner of the Oakland Roots and Soul Sports Club (Roots & Soul) and has secured a fifteen (15) year lease of the former Oakland Raiders training facility located at 1220 Harbor Bay Parkway, Alameda, California 94502, now known as the UCSF Health Oakland Roots & Soul Performance Center through a long-term lease with Redco Development, which acquired the Property from the City of Oakland and County of Alameda in June 2025; and

WHEREAS, the Roots & Soul has been approached by FIFA to have its training facility in Alameda designated as a Team Base Camp; and

WHEREAS, being designated as a Team Base Camp is expected to generate significant visitor activity and economic benefits to the City of Oakland, including hotel stays, restaurant and retail spending, and international exposure; and

WHEREAS, FIFA projects that a host community may experience an average of 30,000 hotel nights related to a Team Base Camp with estimates that Oakland could realize an incremental Transient Occupancy Tax (TOT) increase above the June 2025 baseline of \$1,355,084; and

WHEREAS, the June 2025 baseline of \$1,355,084 reflects the City's current inventory, an approximate 65% occupancy rate, and the base 11% TOT rate as opposed to the full rate of 14%, which is comprised of the base 11% that goes to the General Fund pursuant to Ord. 11629 C.M.S. established in 1993 plus a 3% surcharge that was approved through Measure C to fund arts and tourism as directed by Resolution 81855 C.M.S. adopted in 2009; and

WHEREAS, the Roots & Soul will incur at least \$700,000 in expenses to host a team, in addition to investing approximately \$5 million in facility upgrades, and therefore are seeking partnership with the City of Oakland and neighboring jurisdictions; and

WHEREAS, the City proposes to share up to a maximum of Three Hundred Thousand Dollars (\$300,000) from the incremental TOT revenue generated in the City of Oakland above the June 2025 baseline amount with the Roots & Soul, thereby improving the competitiveness of the Roots & Soul while the remainder of additional TOT revenue would remain in the City's General Fund; and

WHEREAS, in coordination with the State of California, Alameda County, and the City of Alameda, the City of Oakland desires to contribute to enhancing the competitiveness of the Property's selection as a FIFA team base camp; and

WHEREAS, before granting an economic development subsidy in the amount of One Hundred Thousand Dollars (\$100,000) or more, each local agency shall provide public notice and a hearing regarding the economic development subsidy and shall prepare and place on file a summary of the transaction contemplated, pursuant to Section 53083 of the California Government Code; and

WHEREAS, funds are available in the General Purpose Fund (1010), Treasury Operations Organization (08721), City Promotion Expenditure Account (53311), DP080 Administrative Project (1000007), Financial Management Program (IP59); now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City Administrator to negotiate and execute a TOT sharing agreement with Oakland Pro Soccer LLC to share in an amount not exceed Three Hundred Thousand Dollars (\$300,000) based on the incremental TOT revenue to the General Fund above the June 2025 baseline of \$1,355,084 ; and be it

FURTHER RESOLVED: That the City Administrator is authorized to modify, extend or amend the agreement to further the purpose of this Resolution without increasing the amount; and

FURTHER RESOLVED: That in the event the incremental TOT revenue to the General Fund is less than Three Hundred Thousand Dollars (\$300,000), the City shall have no obligation to fill the gap; and in the event the incremental TOT revenue is more than Three Hundred Thousand Dollars (\$300,000), the remainder would remain in the City's General Fund; and be it

FURTHER RESOLVED: That if FIFA designates the Roots & Soul training facility in Alameda as a Team Base Camp, the City Administrator shall return to the Community and Economic Development Committee with an informational report on the outcome of the TOT sharing agreement by no later than October 13, 2026, and which may be forwarded to the City Council; and be it

FURTHER RESOLVED: That the City Administrator is authorized to take any other action necessary and consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA,

DEC 02 2025

PASSED BY THE FOLLOWING VOTE:

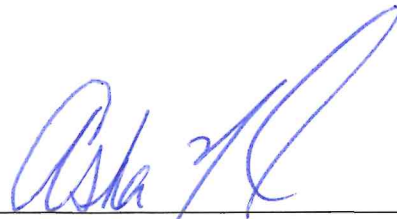
AYES - BROWN, FIFE, GALLO, ~~HOUSTON~~, RAMACHANDRAN, UNGER, WANG, AND
PRESIDENT JENKINS - 7

1 NOES - Houston

ABSENT - 0

ABSTENTION - 0

ATTEST:



ASHA REED

City Clerk and Clerk of the Council of the
City of Oakland, California