



CITY OF OAKLAND

AGENDA REPORT


TO: Jestin D. Johnson,
City Administrator

FROM: Ashleigh Kanat
Director, Economic &
Workforce Development
Department

SUBJECT: Extension of Oakland Ballers License
Agreements

DATE: March 7, 2025

City Administrator Approval


Jestin Johnson (Mar 11, 2025 13:41 PDT)

Date:

Mar 11, 2025

RECOMMENDATION

Staff Recommends That The City Council Adopt:

An Ordinance (1) Authorizing The City Administrator To Negotiate And Execute License Agreements With The Oakland Ballers, A Minor League Baseball Team, For Use Of (A) The Raimondi Park Baseball Field For A Term Of Ten Years At A Base Rate Of One Thousand Dollars (\$1,000) Per Month With An Annual Three Percent (3%) Increase And Additional Rent Of Fifty Cents (\$0.50) Per Paid Admission With An Annual Three Percent (3%) Increase, Fifty Percent (50%) Of Naming Rights Revenue And Twenty Percent (20%) Of Business And Advertising Sign Revenue And (B) 1707 Wood Street For Special Event Parking For A One Year Term With Two 1-Year Options At A Rate Of Five Hundred Dollars (\$500) Per Month; (2) Making Appropriate California Environmental Quality Act Findings

EXECUTIVE SUMMARY

The recommended action would authorize a 10-year license agreement between the City of Oakland (City) and the Oakland Ballers Baseball Club, LLC (Ballers) for the professional baseball franchise to continue using the baseball field at Raimondi Park as their home field. It would also authorize a three-year license agreement for the Ballers to continue using the City-owned lot at 1707 Wood Street for game-day parking. This would extend the Ballers' existing use of these properties, which the franchise used for its very successful inaugural season in 2024, enable a new set of capital improvements to the baseball field financed by the Ballers, and would create a new set of revenue sources for the City that were not included in the initial agreements. The Ballers would maintain the facility, and public would have ongoing rights to use the ballfield during non-game days and would benefit from a number of community benefits provided by the Ballers.

BACKGROUND / LEGISLATIVE HISTORY

The City owns real property located at 1689 20th Street, Oakland, CA 94607 (Assessor Parcel Number 007-0568-00100), otherwise known as Raimondi Park (Park). The City also owns real property located at 1707 Wood Street, Oakland, CA 94607 (Assessor Parcel Number 018-0310-01301) (Wood Street Property), which is subject to an Exclusive Negotiating Agreement (ENA) with Midpen Housing Corporation and Habitat for Humanity East Bay/Silicon Valley, Inc. for development of affordable housing pursuant to [Resolution No. 87795 C.M.S.](#), as amended by [Resolution No. 88968 C.M.S.](#). The ENA allows the City to grant to other parties a license to the Wood Street Property for parking prior to conveyance of the Wood Street Property to the developers, which is not expected until after the 2027 season.

2024 Agreements

The Ballers is a professional baseball team that provided approximately \$1,600,000 in improvements to the baseball field located at the Park (Park Premises) in exchange for the ability to play 48 home games plus potential additional playoff games at the Park Premises last year, during its 2024 Pioneer Baseball League season. A map of the Park Premises is attached as **Attachment A**.

On April 30, 2024, the City Council authorized license agreements with the Ballers for use of the Park Premises for home games and use of the Wood Street Property for parking, each for a duration of one year pursuant to [Ordinance No. 13791 C.M.S.](#)

Accordingly, on May 3, 2024, the City entered into a one-year license agreement with the Ballers for use of the Park Premises and on May 20, 2024, entered into a one-year license agreement with the Ballers for parking at the Wood Street Property.

The Ballers subsequently financed and implemented substantial capital improvements to the Park Premises, including a new scoreboard, bleachers, dugouts, batter's eye and fencing. The Ballers have secured and maintained both the Park Premises and Wood Street Property throughout the ongoing terms of these license agreements.

New Proposal

The Ballers now propose to continue their use and stewardship of the Park Premises for another ten years and to continue using the Wood Street Property for game-day parking until it is needed by the City for development pursuant to a new pair of license agreements (License Agreements). The Ballers and City staff have negotiated a set of terms summarized in **Attachment B** that include ongoing use and maintenance of the field, a set of new capital improvements, a portfolio of community benefits, expanded public access, a new on-site advertising program, potential sale of naming rights (subject to City approval), and substantial new revenue sources for the City.

The proposed capital improvements include the Ballers' financing and installing a taller outfield wall and netting in left field to reduce the number of balls hit into the public right of way, batting cages, more durable perimeter fence, and new modular facilities for concession sales, merchandise sales, and restrooms.

On February 12, 2025, the Parks and Recreation Advisory Commission (PRAC) recommended that the City Council authorize the License Agreements and recommended that the Planning Department approve an associated minor conditional use permit (Minor CUP) and minor variance required for some of the Ballers' planned improvements. The Planning Department approved the Minor CUP and minor variance on March 4, 2025.

The City Administration will separately consider a Special Event Permit application which would govern the Ballers' use of the Park Premises and Wood Street Property on game days and associated neighborhood impacts.

City Revenue

The Ballers have agreed to pay to the City as consideration for the License Agreement of the Park Premises the sum of One Thousand Dollars (\$1,000) per month in base rent, subject to 3% annual escalations and offsetting credits for the value of the Ballers' improvements to the Premises up to \$500 per month; Fifty Cents (\$0.50) per paid admission, subject to 3% annual escalations; and 20% of all on-site advertising revenue and 50% of naming rights revenue, net of reasonable third-party commissions, manufacturing and installation costs.

The Ballers have agreed to pay to the City as consideration for the License Agreement of the Wood Street Property Five Hundred Dollars (\$500) per month in base rent, in addition to the in-kind service of securing and maintaining the Wood Street Property until it is needed for development.

ANALYSIS AND POLICY ALTERNATIVES

The recommended action would build upon the success of the Ballers' inaugural 2024 season and help to retain the franchise in Oakland for the next decade. The Ballers activated the Park with nearly 100,000 attendees to their home games, generated economic activity in West Oakland, and stirred civic pride throughout Oakland. Staff expect that this would continue under the extended License Agreements.

The recommended action would sustain the Park Premises as one of the City's highest-quality sport facilities. Having already brought the Park Premises to a professional standard in its inaugural season, the Ballers would finance additional improvements to further enhance the Park Premises at no cost to the City. The Ballers would continue to secure and maintain the Park Premises to a professional standard, also at no cost to the City. While the Ballers would have priority use of the Park Premises during their season, it will otherwise be available for public use at reasonable fees agreed-upon by OPRYD, as described in the attached term sheet.

The recommended action would also enable the Ballers to deliver a substantial portfolio of community benefits including camps that would be free for Oakland residents, free game day tickets for OPRYD's summer camps, field maintenance internships for City field maintenance staff, community events (e.g., movie nights and symphony performances), open play times and priority hiring for displaced Coliseum workers and Oakland public school students.

Finally, as described in more detail below, the recommended action would establish several new sources of revenue for the City, estimated to total nearly \$100,000 in the first year with substantial growth opportunity. These payments are consistent with the fair market rental value of the Park Premises as determined by an independent appraisal commissioned by the City.

Alternatively, the City could not enter into the proposed License Agreements. Security and maintenance obligations would revert to the City, the Ballers future in Oakland would be at risk, and the City would not receive the anticipated new revenues.

The recommended action would advance the Citywide priorities of **housing, economic, and cultural security** and **good jobs and vibrant economy** by sustaining a driver of economic activity in West Oakland and source of civic pride in Oakland.

FISCAL IMPACT

The City would collect the following revenue sources from the License Agreement for the Park Premises, totaling nearly \$100,000 annually, at minimum.

1. *Base rent* – Ballers to pay \$1,000 per month in base rent, increasing 3% annually. Future capital improvements to the Park Premises that are financed by the Ballers would be credited up to half of this amount, such that actual base rent received is anticipated to be \$500 per month, or \$6,000 per year, increasing 3% annually.
2. *Ticket surcharge* – Ballers to pay \$0.50 per each ticket sold, increasing 3% annually. This is anticipated to be approximately \$50,000 per year based on actual attendance in 2024.
3. *Advertising sign revenue share* – Ballers to pay 20% of on-site advertising sign revenue net of reasonable third-party commissions, manufacturing and installation costs. This is difficult to estimate due to limited advertising in 2024 but is anticipated to be approximately \$30,000 in the first year of the new ten-year term with substantial growth possibility in future years.
4. *Naming rights revenue* – Ballers to pay 50% of naming rights revenue net of reasonable third-party commissions, manufacturing and installation costs. This is also difficult to estimate as the Ballers have not attempted to sell naming rights before.

The City would also collect \$500 per month, or \$6,000 annually, in rent from the License Agreement for the Wood Street Property.

The base rent, advertising sign revenue and naming rights revenue from the License Agreement for the Park Premises would all be deposited into OPRCA Self Sustaining Revolving Fund (1820), Office of OPR Director Organization (501110), Raimondi Revenue - OPR Project (1007985), Program NB01. The base rent would be deposited into Land Rental: Field Revenue Account (44211), advertising sign revenue into Other Rental: Billboards Revenue Account (44418) and naming rights revenue into Other Rental: Miscellaneous Revenue Account (44419). These funds would thereby be reinvested in Oakland's parks.

The ticket surcharge from the License Agreement for the Park Premises and the rent from the License Agreement for the Wood Street Property would be deposited into Telecommunications Land Use Fund (1770), Real Estate Organization (85231), Miscellaneous Land Rental Revenue Account (44219) and Other Revenue: Administrative Fees Account (48726), Real Estate Program (PS32), in a Project to-be-determined or created (TBD). These funds would thereby be reinvested in economic development programs and enable the Economic & Workforce Development Department to continue developing public private partnerships like this at other City-owned sites.

PUBLIC OUTREACH / INTEREST

The Parks & Recreation Advisory Committee (PRAC) discussed the recommended action at its public meeting on February 12, 2025 and recommended approval. At the same meeting the PRAC also recommended that the Director of Planning and Building approve the Minor CUP, Minor Variance and signage program. On February 14, 2025, a public notice of the Minor CUP and Minor Variance was posted at the Park Premises and mailed to all owners and occupants within 300 feet of the site as part of the required 17-day public notification for the Planning permit application. All of the public comments submitted to the City were supportive of the proposal.

COORDINATION

Several departments have collaborated on this project, including the Economic & Workforce Development Department, Parks, Recreation & Youth Development Department, Planning & Building Department, City Administrator's Office, and City Attorney's Office.

SUSTAINABLE OPPORTUNITIES

Economic: The recommended action would result in several hundred thousand dollars of new capital improvements to the Park, at least 48 professional baseball games and associated local spending, and approximately \$100,000 in new revenues to the City with substantial growth opportunity.

Environmental: The Ballers provide shuttles from the West Oakland BART station to encourage public transit ridership and valet bike parking to encourage active transportation to

and from home games. The Ballers will also need a special event permit for game days, which will address traffic, trash collection and other neighborhood impacts.

Race & Equity: The recommended action would result in ongoing investment into and care of a public park in a historically Black neighborhood that has long borne a disproportionate share of negative environmental and public health impacts from nearby highways and Port and industrial activities. The Ballers' community benefit commitments include free use for nearby McClymonds High School, whose student body is 77% Black, 9% two or more races and 8% Hispanic, and free baseball camps for Oakland residents.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

Construction for the proposed project would entail only minor construction activities at the Park Premises, such as installation of higher outfield wall, installation of batting cages, and placement of a few, small modular units for the sale of concessions and merchandise and for bathrooms. Project operations would entail amplified sound system, crowd noise and fireworks.

Based on an examination of the CEQA analysis, findings, and conclusions of the West Oakland Specific Plan Environmental Impact Report (WOSP EIR), implementation of the proposed project would not substantially increase the severity of significant impacts identified in the WOSP EIR, nor would it result in new significant impacts related to noise that were not identified in the WOSP EIR or experienced in the Ballers' first year at Raimondi Park in 2024. The WOSP EIR did not identify any mitigation measures related to noise, and none would be necessary for the proposed project.

The proposed project would be required to implement SCAs to reduce construction noise, and ensure project design and operation of the sound system equipment to meet applicable noise performance standards, (for reference, these are SCA-NOI-7: Operational Noise, SCA NOI-1: Construction Days/Hours, SCA NOI-2: Construction Noise, SCA NOI-3: Extreme Construction Noise, and SCA NOI-5: Construction Noise Complaints).

On a separate and independent basis, the CEQA analysis for the project found that the project would be exempt from CEQA pursuant to CEQA Guidelines sections 15301 (existing facilities), 15304 (minor alterations of land; temporary uses), 15303 (small structures), 15308 (protection of the environment), and 15183 (projects consistent with General Plan and Zoning).

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt:

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Of Fifty Cents (\$0.50) Per Paid Admission With An Annual Three Percent (3%) Increase, Fifty Percent (50%) Of Naming Rights Revenue And Twenty Percent (20%) Of Business And Advertising Sign Revenue And (B) 1707 Wood Street For Special Event Parking For A One Year Term With Two 1-Year Options At A Rate Of Five Hundred Dollars (\$500) Per Month; (2) Making Appropriate California Environmental Quality Act Findings

For questions regarding this report, please contact Brendan Moriarty, Real Property Asset Manager, at bmoriarty@oaklandca.gov or (510) 238-6354.

Respectfully submitted,



Ashleigh Kanat (Mar 10, 2025 17:43 PDT)

Ashleigh Kanat, Director
Economic & Workforce Development Department

Reviewed by:

Fred Kelley, Director
Parks, Recreation & Youth Development

Kelley Kahn, Assistant Director
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Prepared by:

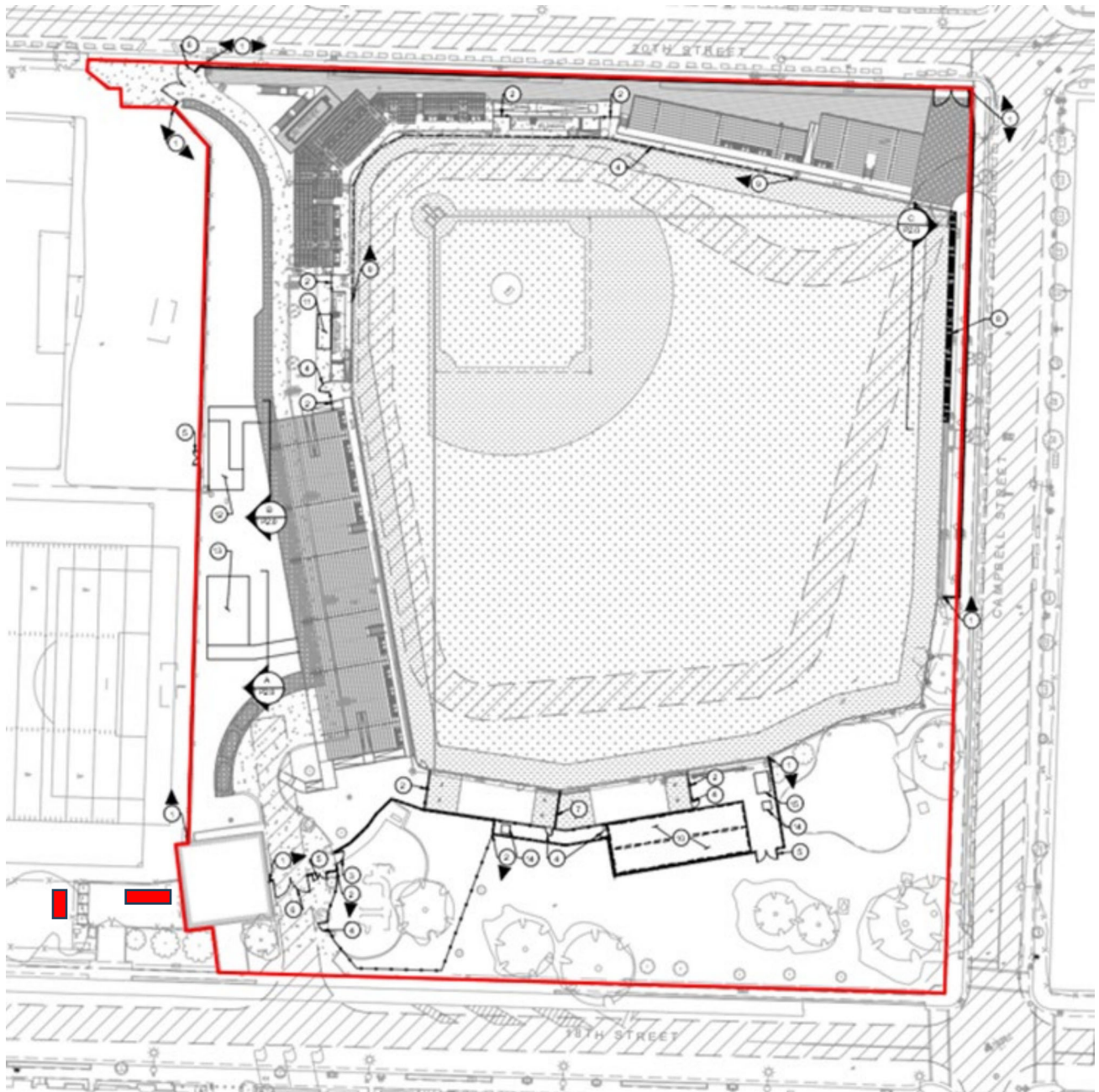
Brendan Moriarty, Real Property Asset Manager,
Economic & Workforce Development Department

Attachments (2):

- A: Map of Park Premises
- B. Term Sheet

Exhibit B Property Map

Red line denotes boundary of license agreement



Ballers Phase II Term Sheet
February 21, 2025

Form of agreement	License
Term	10 years
Base rent	\$1,000/month increasing 3% annually Future capital improvements (not repairs or maintenance) to Raimondi Park will be credited up to 50% of Base Rent (not Additional Rent) Paid monthly Re-appraisal at year 5
Additional rent	50% of naming rights revenue and 20% of sign revenue, net of reasonable third-party commissions, manufacturing and installation costs, to be dedicated to park facilities and/or programming \$0.50/paid admission increasing 3% annually, to be renegotiated at year 5 to a mutually agreeable rate Paid quarterly
Utilities	Ballers responsible (can recover third party utility usage from reservation fees)
Security	Ballers responsible 24x7x365
Repairs & maintenance	Ballers responsible, including for maintaining the field in playable condition throughout the year
City access	City use of field at no cost up to reasonable limit determined by parties at annual calendaring (see below) City can access license area at any time not reserved by Ballers, City has keys City can access license area at any time for emergencies City has exclusive use of on-site office space measuring at least 100 SF
Public access	Ballers and OPRYD staff meet at least 2x annually (approximately January and May) to coordinate the calendar Ballers have priority scheduling during season, including spring training and post-season ("Season"), to be blocked-off prior to Season

Ballers provide and manage reservation system year-round
 Ballers collect, keep reservation fee
 Ballers facilitate access to/use of locker room, restroom, scoreboard, public address system
 Reservations required except during designated open play times, minimum of 25 days and more give if sufficient demand
 Reservable for clinics, camps, OUSD or other youth baseball games and community events during the Season
 Ballers to submit annual report on attendance, public use and community benefits
 Ballers can charge the fees below for third party use

Addendum A					
Proposed Fee Structure for Raimondi Baseball Stadium					
Facilities are rented for a minimum of 2 hours					
Site Attendent is required at each event					
	Youth - Oakland Resident	Adult - Oakland Resident	Oakland Private / Charter Schools	FRV - Youth	FRV - Adult
Field Rental					
Practice	\$20/Hr	\$30/Hr	\$40/Hr	\$85/Hr	\$170/Hr
Games	\$50/Hr	\$60/Hr	\$60/Hr	\$160/Hr	\$320/Hr
Field Prep	\$50/Hr	\$50/Hr	\$50/Hr	\$100/Hr	\$100/Hr
Lights	\$15/Hr	\$15/Hr	\$15/Hr	\$50/Hr	\$100/Hr
PA	\$20/Hr	\$20/Hr	\$20/Hr	\$50/Hr	\$100/Hr
Scoreboard	\$25/Hr	\$25/Hr	\$25/Hr	\$50/Hr	\$75/Hr
Locker Room	\$20/Hr	\$20/Hr	\$20/Hr	\$100/Hr	\$100/Hr
Locker Room Attendant	\$50/Hr	\$50/Hr	\$50/Hr	\$50/Hr	\$50/Hr
Deposit	\$300	\$300	\$300	\$300	\$500
Concession Stand Use	TBD	TBD	TBD	TBD	TBD

Community benefits

Addendum C
 MLB Play Ball Camp, free for Oakland residents
 Oakland Ballers Camp, free for Oakland residents
 Coach’s Clinic, free for Oakland residents
 Little Ballers Program, free for Oakland residents
 Field maintenance internships for City employees
 Comp tickets for one game for OPRYD summer campers and staff
 Minimum 12x/year community events (e.g., movie nights, symphony)

Open play hours

Priority hiring for displaced Coliseum workers and OUSD students

Priority scheduling for historical use organizations: McClymonds
(no or subsidized fees), NOLL/SOLL, Babe Ruth

1707 Wood St

Concurrent license of 1707 Wood St for parking

Rent of \$500/month (status quo)

One year term with two (2) one-year options

City and Ballers each have 30-day right to terminate except within
30 days of the start of the season or during the season

Ballers to provide 24x7x365 security, maintenance, repair