

# Trybe, Inc. License Agreement for Clinton Square Park Community Center

Council President Nikki Fortunato Bas, District 2  
Oakland Parks, Recreation, and Youth Development (OPRYD)  
Trybe, Inc. and community partners

February 6, 2024



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## Recommendations

Ordinance (1) Authorizing the City Administrator to Negotiate and Execute a License Agreement with Trybe, Inc.

- For a 1-year Term with Two 1-Year Options
- At A Rate of Zero Dollars (\$0.00) Per Year



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## Recommendations, conti.

- (2) Making Findings That The License For Below Fair Market Value Is In The Best Interest Of The City; And
- (3) Making Appropriate California Environmental Quality Act Findings.



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## Purpose

- Create a **safe, accessible, culturally-grounded community center and park**
- Net gain of programming and resources into an underinvested neighborhood
- Foster partnership between the City and Community Based Organizations for programming, services for the long-term in the Clinton Park/ Little Saigon neighborhood.



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## Programming Focus

- elders and seniors;
- school-aged youth;
- immigrants, refugees, and other limited English proficient populations;
- local cultural centers, spiritual institutions, businesses and merchants.



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## Programming Focus, conti.

### From Community Survey Priorities

- music and dance performances,
- art classes,
- night markets,
- exercise/ martial arts classes,
- food distribution,
- language classes,
- health clinics and prevention education,
- youth programs; and
- Neighborhood Council meetings.

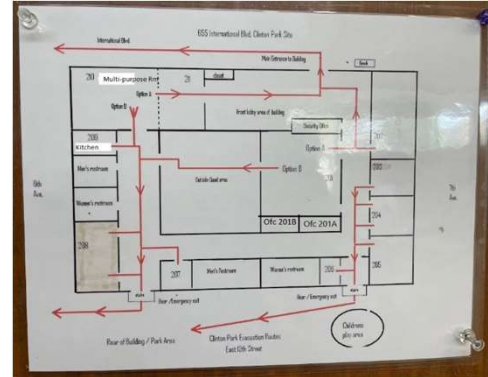


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## Clinton Square Park Community Center

- 655 International Boulevard
- ~12,000 sq ft building containing
  - 2 large multi-purpose rooms,
  - 2 medium-sized classrooms,
  - 4 small meeting rooms or large offices,
  - 3 small offices or storage rooms,
  - a prep/serving kitchen,
  - a courtyard, and
  - restrooms.



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## Clinton Square Park Community Center

- Previously leased to the Vietnamese Community Center of the East Bay (VACCEB), expired on December 31, 2023
- Minimal programming during the pandemic and during multi-year renovations by Risk Management through the Office of Public Works.
- Arson in February 2021, caused damage to 30% of the building.
- Remains **largely without active in-person programming**, contributing further to a decline in community presence and activation.



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## Community Engagement

- eight organizations initially formed a collaboration to support re-activation of the Clinton Community Center and Park:
  - ARTogether,
  - Asian Health Services,
  - Center for Empowering Immigrants and Refugees,
  - East Bay Refugee and Immigrant Forum,
  - Oakland Asian Cultural Center,
  - Oakland Vietnamese Chamber of Commerce,
  - **Trybe, Inc.**, and the
  - Tzu Chi Buddhist Foundation.



## Community Engagement

- Collectively, the eight organizations reach **tens of thousands of residents and community-members each month**
- Many of the groups' existing programs are **in line with the community's stated priorities from the survey**, and can be moved to the Community Center as part of the reactivation plan



## Lead Agency: Trybe, Inc.

3 main roles

- 1. Lead Agency**- licensee for use of the space, responsible for the management and administration of the Community Center during the license period;
- 2. Site coordinator**- managing scheduling and programming, calendaring, and rentals of the facility, and
- 3. Park and Community Ambassadors**- provide a daily presence, engagement, maintenance, and beautification in and around the Park. *In collaboration with community partners to activate and program the Community Center*



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## Lead Agency: Trybe, Inc.

- Serves the nearby San Antonio and surrounding neighborhoods for past 15 years,
- Brought model for community ambassadors and engagement to the Clinton Park/ Little Saigon neighborhood over the **past three years, with a consistent presence over the past 4 months.**



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## Lead Agency: Trybe, Inc.

Delivers **1 million activities of service & serves upwards of 21,000 individuals annually**, at least 40% of whom are in the 94606 area code (San Antonio & Clinton/ Little Saigon).

- coordinating and executing **food giveaways** (the equivalent of 5.4 million meal equivalents as a single organization);
- **resource navigation fairs, community actions, events and meetings**, averaging 40 per year;



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## Lead Agency: Trybe, Inc.

- Executing programming for **infants, youth, families, and seniors** in the San Antonio and surrounding areas that addresses health disparities, financial preparedness, job training, youth development, homelessness, and other issues
- Extensive experience working with the City of Oakland and currently holds **2 license agreements with the City**, including activation of the San Antonio Tennis Courts for Town Nights and 6th and Madison for outdoor space.



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## Fiscal Impact

- Positive impact to Clinton Park/ Little Saigon area of Oakland at **little to no additional cost to City**
- Net gain for the in-kind benefit to the City outweighs the fair market rental value of the Community Center
- Lead Organization, Trybe, Inc. is already contributing **in-kind community and park ambassadors** who conduct regular park cleanup, engagement with unhoused residents, & businesses.



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## Fiscal Impact, conti.

- Proposed programs and services to the community **would cost the City at least ~\$500,000 per year** to provide on its own.
- Trybe, Inc. and community partners provide **upwards of 1 million activities of service to over 10,000 residents** in the Clinton Park/ Little Saigon and surrounding areas



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## Fiscal Impact, conti.

Examples of other below-market rate agreements:

- East Oakland Boxing Association, 816 98th Ave (\$0/month)
- Fam 1st Family Foundation, West Oakland Youth Center (\$0/month)
- Black Cultural Zone Akoma Market, 73rd & Foothill (\$500/month)
- Homies Empowerment Freedom Farm, 10451 MacArthur (\$500/month)
- Oakland School For The Arts, 1911 Telegraph (\$500/month)
- Family Bridges, Old Lincoln Park (\$0/month)
- Trybe, Inc., San Antonio Park Tennis Courts (\$0/month)



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## Economic Impacts

- Revitalizing the Little Saigon commercial and residential, plagued by **decades of disinvestment**, made all the more extreme by the pandemic.
- **Several businesses have closed since the pandemic**, leaving vacant storefronts, and those that remain vulnerable to burglaries, vandalism, robbery, and the spill-over effects of violent crime related to sex trafficking and illegal gambling dens nearby.



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## Economic Impacts, conti.

- Services and programs will focus on serving both low-income residents, and bringing people back to eat, shop, and play in the neighborhood, further promoting positive economic activity.



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## Environmental Impacts

- Community Ambassadors through the Lead Agency Trybe, Inc. conduct multi-week **cleanups**, keeping the park clean and engaging with the unhoused residents.
- Community partners Oakland Vietnamese Chamber of Commerce and the Tzu-Chi Buddhist Foundation also conduct monthly **Adopt-A-Spot cleanups** in partnership with the City of Oakland.
- Activating the Clinton Community Center will allow residents who live within walking distance or a bus-ride away to easily get to the center for services and programming.



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## Race and Equity Impacts

Lead Agency Trybe, Inc. and the community partners serve a range of populations, including

- recent immigrants and refugees from Asia, Africa, Latin America, South America, and Arab countries,
- many of whom are low-income, or part of another marginalized community.
- history and deep relationships working in multi-racial, multi-ethnic communities, bringing together Black, Asian, Indigenous, and Latinx communities



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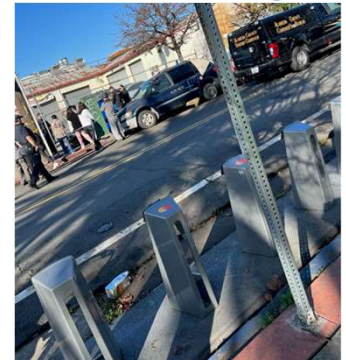
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## Blight, Dumping, Encampments, Drug/Alcohol abuse (Fentanyl ODs), Human Trafficking, Robberies, Shootings

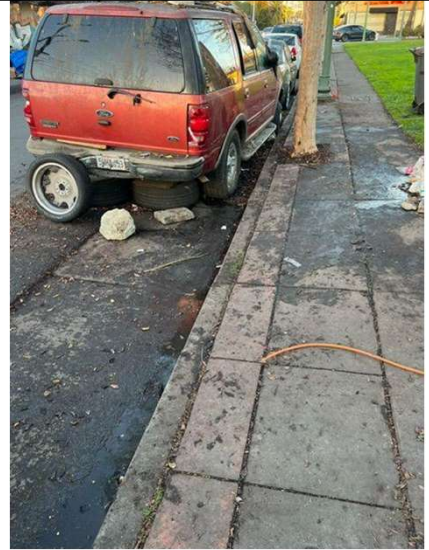


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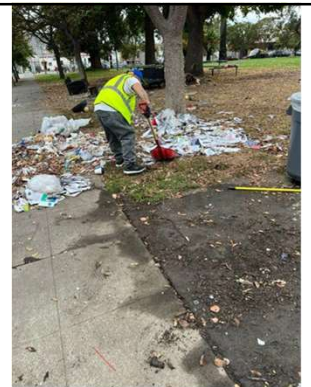


# Beautification



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# Beautification



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# Presence



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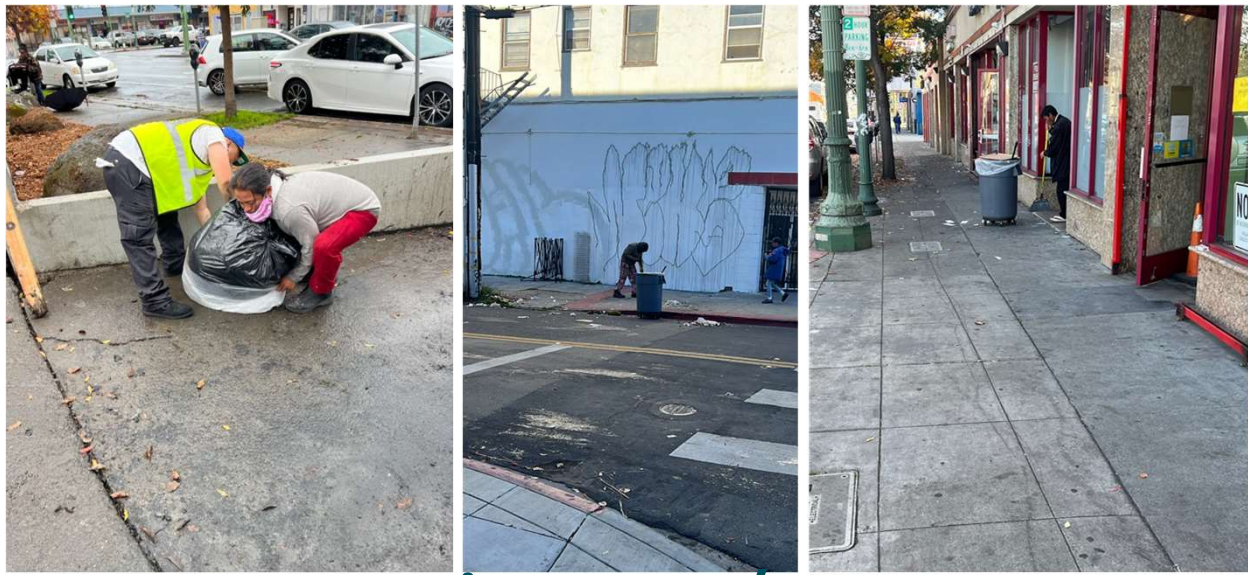
# Outreach/Engagement



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# Community Trust / Building Relationships



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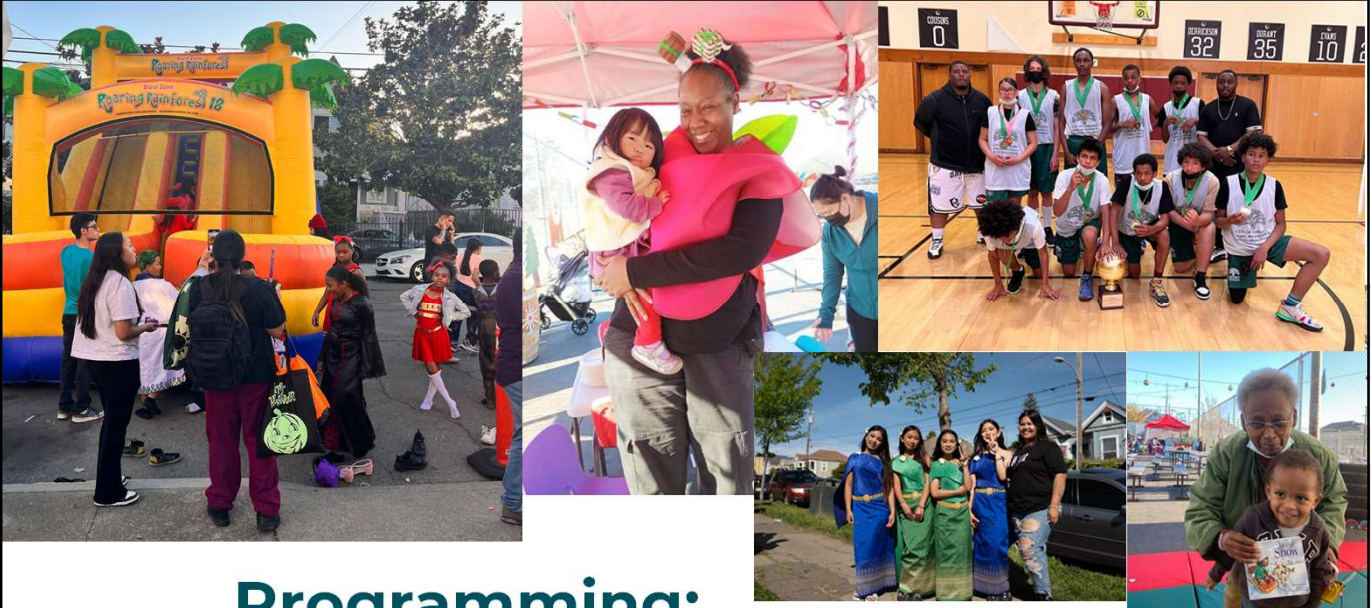


# Mutual-Aid / Basic Needs



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**Programming:  
Joy - Building - Healing**



**Questions/ Discussion**

