

# CITY OF OAKLAND



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Date: July 20, 2021  
To: Members of City Council and Members of the Public  
From: Vice Mayor Kaplan  
Re: **Resolution Directing the City Administrator to Negotiate with the African American Sports and Entertainment Group the Potential Terms of a Purchase and Sale Agreement to Sell the City’s Undivided 50% Fee Interest in the Coliseum Complex, Consisting of Various Parcels Bounded by San Leandro Street, 66<sup>th</sup> Avenue, Hegenberger Road and Interstate 880.**

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Dear Colleagues on the City Council and Members of the Public,

The Coliseum Complex, which includes the RingCentral Stadium, the Oakland-Alameda County Arena (“Arena”), related parking and other facilities, has long been a hub for economic opportunity by providing thousands of jobs to Oakland residents. It is located in East Oakland, which has historically been underinvested and harmed by past decisions that undermined key community needs. These communities are in danger of further disinvestment with the uncertainty of the Coliseum Complex’s future and risk losing jobs and economic opportunities that come with thriving sports and entertainment venues. As we move forward to determine the future of the Complex, the City of Oakland must effectively pursue economic opportunities in ways that benefit our community and ensure that the new project improves, not harms, conditions for long-time disparately-impacted communities. This centrally-located site, with easy transit access, parking and freeway access, nearby airport, with connector, in a priority development area, should be used in a way that will help the local community and provide housing at all income levels, jobs, and a positive presence. For more prior writings on a vision for the future of this important site, see: <https://www.postnewsgroup.com/opinion-a-vision-for-the-future-of-the-coliseum-area/>

The African American Sports and Entertainment Group (AASEG) has expressed interest in purchasing the City of Oakland’s undivided fifty percent (50%) fee interest in the Coliseum Complex. AASEG is comprised of Loop Capital, SUDA, LLC, 360 Total Concept and The Robert Bobb Group. It is an Oakland-based developer focused on creating economic opportunity for the Black community in East Oakland and using the Coliseum Complex as a vehicle for economic equity and social justice. AASEG has met with over 30 community groups of faith-based institutions, labor organizations, civic leaders, and job development organizations, all of which back the mission of AASEG’s economic development plan. Additionally, AASEG has already submitted a proposal to the Oakland Alameda County Coliseum Joint Powers Authority to lease the Arena for use by a future professional women’s basketball team to be affiliated with the Women’s National Basketball Association league (WNBA).

This project is also an opportunity for Oakland to remedy some of the disparities highlighted in the 2017 Race and Gender Disparity Study, which found that African American businesses certified as Local/Small Local Business Enterprises lost \$42.9 million in city contracts from 2001-2016. AASEG's commitment to hire local, including African-American owned businesses and employees, and other equity and quality jobs provisions, would provide contracting and procurement as well as career opportunities for those that have historically been underrepresented.

It is important that projects include plans and strategies to benefit the local community, including local hire, jobs and labor standards, affordable housing, anti-displacement support, and other needs of the local impacted communities. In order to ensure that these standards are met, and that next steps are clear and effective, the City Administrator, City Council, and AASEG would negotiate, and agree upon terms that meet the legal, financial, and moral standards of the government, community, and business stakeholders involved.

AASEG's proposal centers the East Oakland community, commits to building affordable housing and creating economic opportunity, and has the support of numerous community leaders and organizations. I ask you to join me in authorizing the City Administrator to enter into negotiations with AASEG to negotiate the terms of a potential purchase and sale agreement of the City's undivided 50% fee interest in the Coliseum complex. Such agreement would be worked out in coordination with City staff and attorneys, and then would come back to the Council for a vote.

Respectfully submitted,



Rebecca Kaplan  
Vice Mayor & Councilmember At Large  
City of Oakland