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**REDEVELOPMENT AGENCY
OF THE CITY OF OAKLAND
AGENDA REPORT**

TO: Office of the City/Agency Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: December 16, 2008

RE: **Informational Report on San Jose Arena Management's First Year
of Management of the Oakland Ice Center**

SUMMARY

On October 29, 2007, San Jose Arena Management, LLC (SJAM), pursuant to a Management/Operations Agreement ("Agreement") between the Redevelopment Agency ("Agency") and SJAM, began to manage and operate the Oakland Ice Center (OIC). October 29, 2008 marked the end of the first year of SJAM's management and operation of the OIC. Staff is pleased to report that SJAM's first year of management was highly successful, especially in the key areas of financial performance, maintaining a balance of ice activities and use of the facility by Oakland Unified School District (OUSD) students and other community members. Highlights of SJAM's accomplishments at the OIC include:

- This is the first time that a sizeable profit was achieved at the OIC. During the last six months of Fiscal Year 2007-08, SJAM generated \$411,795 in net profit that yielded a \$140,897 share for the Agency. SJAM also reported \$231,762 of total net revenue during the first quarter alone of Fiscal Year 2009-10. The Agency's share of that revenue is \$80,881.
- SJAM maintained a balanced program of ice activities and increased participation in the various OIC hockey and figure skating programs and public skating sessions.
- SJAM far exceeded expectations and contract requirements in providing recreational and social benefits to OUSD students. SJAM provided free-use privileges to 2,848 students, including assisting Oakland Technical High School to set up an early morning Physical Education class that has attracted so many students that a waiting list had to be created.

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FISCAL IMPACT

In the past five fiscal years, before SJAM, the OIC lost an average of \$53,000. In the first six months of its management, SJAM produced a record \$411,795 net profit, \$140,897 of which was received by the Agency. During the first quarter of the current fiscal year, SJAM generated \$231,762 of net profit, of which an \$80,881 share belongs to the Agency. This first quarter net profit exceeded SJAM's projected amount by \$73,821 or 46 percent due largely to early receipt of revenues expected to be received in the second quarter. Net profit for the remainder of the fiscal year is not expected to accumulate at a pace similar to the first quarter. The projections would be much higher but for the downturn in the economy, which makes future revenues uncertain to predict.

KEY ISSUES AND IMPACTS

Financial Performance

SJAM's management of the facility has dramatically improved gross revenue and net profit to the Agency during the first three quarters of calendar year 2008 when compared to each of the corresponding quarters for the previous three years. After incurring the \$95,571 Agency-reimbursed operating loss during the first two months (November-December 2007) of its management of the OIC, SJAM generated \$411,795 of net profit on \$1,221,928 of gross revenue during the last two quarters of FY08, i.e., January through June 2008. The Agency's share of this net revenue was \$170,897, prior to the \$30,000 offset required to reimburse SJAM's expenditure of \$30,000 for initial clean-up and maintenance of the OIC. During the first quarter of Fiscal Year 2008-09, i.e., July through September 2008, SJAM generated \$231,762 of net profit on \$612,074 of gross revenue. The Agency will receive its share of this net profit along with the net profit expected to be earned during the last three quarters of this fiscal year by September 2009.

Operations

During its first year of management of the OIC, SJAM maintained a balanced program of ice activities while continually adjusting the scheduling of these activities to optimize operational efficiencies, customer convenience, and revenue enhancements.

Public skating admissions during its first year of management, as well as participation in the various OIC hockey and figure skating programs, have increased markedly. For example, enrollment in this fall's skating school session increased from 200 from last year, to 350 students this year. SJAM has also added a weekly evening ice dancing session and created a summer off-ice physical conditioning program for figure skaters. SJAM has developed an excellent relationship with the St. Moritz Ice Skating Club, an important long-standing member of the Oakland Ice Center community (See **Attachment A** – Letter from St. Moritz Ice Skating Club).

Community Outreach

SJAM far exceeded expectations and contract requirements regarding community outreach and participation. It provided one-time free-use admissions to 2,848 OUSD and charter school students – almost three times the 1,000 annual requirement of its contract. Another 470 students have participated in regular physical education classes throughout the first year, including students from Oakland School for the Arts, Lighthouse and Oasis charter schools, and Oakland Technical High School. The Oakland Tech class illustrates how well SJAM's community outreach efforts have worked, and the impact it has had on the lives of these students. Recently, students from this class created an on-ice production of Michael Jackson's Thriller video complete with costumes and full make-up that was attended by approximately 300 of their fellow students, faculty and parents. Administrators from other OUSD high schools have expressed interest in working with SJAM to create similar classes for their students. The excitement and enthusiasm over SJAM's outreach programs are apparent in the letters from school administrators and students in **Attachment B**.

SJAM hosted a number of special events during the past year. They included an NHL diversity event in January featuring an appearance by Willie O'Ree, the NHL's first black player, as well as several San Jose Shark players. Invitations extended by SJAM to the Oakland Boys & Girls Club, Dream Catcher Homeless Shelter, OIC Special Skaters program, and the Oakland Bears resulted in 200 area youth participating in the event—one that included an on-ice clinic with Mr. O'Ree and the Shark players. This event received national news coverage including a front-page article in USA Today newspaper and a video segment on the NHL's official website. In July, SJAM arranged the appearance of three members of the Chinese national hockey team and invited 75 children from Lincoln Square Recreation Center for on-ice interaction and instruction. This past September, five San Jose Shark prospects hosted 108 Oakland Tech students for on-ice demonstrations and instruction. Other events hosted by the OIC in 2008 included the American Collegiate Hockey Association championships, the Skate St. Moritz skating competition, and 17 University of California intercollegiate hockey games. Copies of newspaper and internet articles highlighting some of SJAM's community outreach activities are shown in **Attachment C**.

Most recently, SJAM has been working with Oakland Tech to create a hockey team that will begin practice and play in January 2009. SJAM and the Agency have applied to the NHL Players' Association for an equipment grant through the Goals and Dreams program to provide an initial 300 sets of hockey gear in various sizes in order to roll out the first phase of a city-wide youth hockey program. SJAM has offered to facilitate the acquisition of the gear through its pro shop at a significantly reduced price, lowering the total cost for the 300 initial sets of gear to approximately \$100,000 instead of \$175,000.

During its first year, SJAM provided 10 percent discounts to 4,461 Oakland residents and continues to educate customers about this opportunity. It reports that over 500 residents took advantage of the discount during the first 11 days of November.

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Finally, SJAM successfully established a Community Advisory Committee (CAC) comprised of community representatives of seven constituencies of OIC users. These constituencies are public skaters, adult figure skaters, parents of youth figure skaters, adult hockey players, parents of youth hockey players, ice dancers, and speed skaters. The CAC met in January, March, May, July, September, and November of this year with SJAM management personnel and the Agency to discuss issues and exchange information related to programs, scheduling and standards at the OIC. Now that most of the transition issues have been resolved, the CAC has agreed to change back to the contractual requirement of quarterly meetings in 2009.

Capital Improvements and Repairs

As required by its contract, SJAM completed \$30,000 of initial clean-up and maintenance to the OIC upon its assumption of management. This work consisted primarily of extensive cleaning of the facility and re-painting of the administrative offices, basement hallways and locker rooms. The Agency reimbursed \$30,000 to SJAM from its \$170,897 share of net profit from the last two quarters of Fiscal Year 2008-09, and also invested another \$111,217 into repairs and improvements at the OIC since November 2007. **Attachment D** details SJAM's and the Agency's investment in capital improvements, repairs, and maintenance to the OIC from November 2007 through October 2008. Additionally, the Agency paid semi-annual payments of \$60,472 in November 2007 and August 2008 on a 15-year capital lease for the \$1.3 million solar panel system and energy-saving lighting authorized by Agency Resolution No. 2004-41 C.M.S. on July 20, 2004 and installed at the OIC in mid-2005.

Anticipated capital improvements to the OIC over the next year include the eventual replacement of at least one of the outdated Olympia ice resurfacing machines, the continued updating and expansion of the rental skate inventory, the re-building of the ice system compressors, the repair of the roll-up doors to one side of the ice resurfacing room, the installation of rubberized flooring in the basement locker room bathrooms, and steam cleaning and painting of the building's exterior. The estimated cost of these capital improvements and repairs is approximately \$300,000.

SUSTAINABLE OPPORTUNITIES

Economic: The OIC under SJAM's management continues to provide employment opportunities and sales tax revenues from food, beverage, and merchandise sales.

Environmental: SJAM continues to work with staff from PG&E and the City's electrical engineering division to maximize energy savings from the OIC's solar panel system and retro-fitted lighting that was installed several years ago.

Social Equity: Under SJAM's management, the OIC has dramatically expanded its connection to the local community and is providing of a variety of healthy recreational services to much broader range of Oakland residents.

DISABILITY AND SENIOR CITIZEN ACCESS

The OIC remains accessible to seniors and those with disabilities and special needs. The OIC continues to offer senior public admission discounts, and attracts a number of senior citizens patrons. It also offers special skating opportunities for children with special needs.

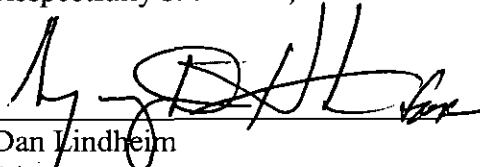
RECOMMENDATION (S) AND RATIONALE

It is recommended that the City Council accept this report.

ACTION REQUESTED OF THE CITY COUNCIL

It is requested that the City Council accept this informational report on SJAM's first year of management at the OIC.

Respectfully submitted,



Dan Lindheim
Director
Community and Economic Development Agency

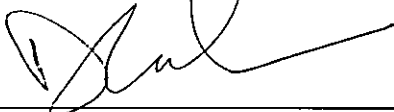
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Downtown Redevelopment, CEDA


Prepared by:
John Quintal, Economic Development Analyst
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- Attachment A: Letter from St. Moritz Ice Skating Club
- Attachment B: Letters from Local School Administrators and Students
- Attachment C: Articles Highlighting SJAM's Community Outreach Efforts
- Attachment D: Capital Improvements & Repairs November 2007 – October 2008

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE:



Office of the City/Agency Administrator

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CED Committee
December 16, 2008

St. Moritz Ice Skating Club, Inc.

519 – 18th Street, Oakland, CA 94612 (510) 548-4895



November 12, 2008

To the Oakland City Council:

I am writing to you as a regular patron of the Oakland Ice Center and as the President of the St Moritz Ice Skating Club, a 459 member club of U.S. Figure Skating. As an individual, I am very pleased with the changes that I have seen in the rink since the Sharks management team has been in charge. The rink is much cleaner and better maintained. The staff is helpful and knowledgeable, much more so than under previous managers. The ice surface is generally very good and because this is ultimately the product that is being sold, this is a very important point. There have been some recent problems with the ice that may require more investment and I would urge you to take any steps necessary to keep the ice surface in the best possible state. Would you patronize a bowling alley with potholes in the lanes? Ice rinks are dependent on having excellent ice. The OIC has done a good job with this and if there are further changes that need to be made to continue having excellent ice, please support their efforts.

As Club President, I work closely with Melissa Fitzgerald and David Hicks and the various shift managers. They have all worked very hard to meet the needs of the Club and its members, many times going way beyond our expectations. We hold our major skating competitions at the OIC and the management team has done everything possible to facilitate both the planning and actual running of the events. Melissa and David are accessible both in person, on the phone and by email for questions, problems and requests. Our adult ice dance community appreciates the opportunity to have a dance only session weekly at the OIC. The Sharks rinks in Oakland and San Jose are the only local rinks that provide rink sponsored ice dance sessions. When and if problems occur, Melissa and her team are quick to schedule meetings or communicate with me and other Club members so that we can resolve any issues that may come up.

On a personal note, I also participate as a volunteer instructor with the Special Needs Skater program run by the OIC every Friday. This is a wonderful program and it is well worth my time to come from Fremont every week for the session. I appreciate the fact that the rink supports the program and has made it a community asset.

Also, last week when I was wearing a skating tee shirt in Oakland, I was approached by 3 teenagers who wanted to tell me that they liked the shirt and that they were taking skating as a PE course. They were excited about the opportunity to skate that I know is a direct result of the work that Melissa and David are doing in the community and with the schools.

The entire St Moritz Club appreciates all that the City Council has done in bring about improvements at the Oakland Ice Center. And we would encourage the Council to provide further financial support or capital investments to keep the aging mechanical equipment and ice maintenance machines in good working order.

Thank you,

Jean Fahmie
President
St Moritz Ice Skating Club

Attachment B

To Whom It May Concern,

My name is Kelley Haskins and I am writing to inform you on the numerous benefits of Oakland Technical High School's Ice Sports class, made possible by Melissa Fitzgerald and Sharks Ice. As the physical education teacher of the class, I feel that I have the best insight to give you on just how positively this class affects the lives of my students.

First and foremost, the class is extremely popular. I was granted permission to create the class on the premise that I maintain a class size of at least 35; once below that, it would not be able to continue. Seeing that I now carry 115 students on my roster who all wake up extremely early to attend, I believe that they are very happy to be doing something that they love.

Engaging students in their learning is a constant struggle for educators. However, once students are engaged, learning becomes a smoother and more effective process. The positive learning environment we have created at the rink is shown through the report cards of the students. During my time teaching in Oakland Unified School District, I have never been able to give out so many A+ grades to a class. The fact that the students love what they're doing every morning has driven their motivation not only in my class, but in many other aspects of their lives.

The students claim that it's much easier to wake up in the morning knowing that they are able to go skating. They've also seen improvements in their ability to manage their time, their relationships with others, and their overall academic success. Earlier in the year, one particular student in the class had been struggling with his classes and with his relationships with his teachers. He was having a really hard time understanding how to act appropriately in a classroom setting and how to speak respectfully to adults. He finally came to an understanding of how to make himself a better person when a hockey analogy made it all clear: In a hockey game, if you fight every person that rubs you the wrong way, you and your team will never be able to win the game in the long run. He understood this as a life application similar to this: You have to make better decisions about the small things that happen day to day to make sure that you can get the grade that you want at the end of the semester and earn respect from people you interact with.

We have also had great community involvement and staff support by Sharks Ice. Just to name a few, we've had the help of figure skaters, hockey players, artistic directors, Oakland Unified School District employees, Oakland fire fighters, and Oakland police officers. These amazing volunteers have had such a positive influence on the students. Not only do they have their teacher to motivate and check in on them, but all these are community members who are building very close relationships with the students. They are able to learn the skating skills that we work on from several different perspectives and work with people from all walks of life that they may have otherwise never interacted with. The mentor and mentee relationships they are building are very influential on the positive development of their lives, especially since they are at such a critical age. The connections they are creating with their classmates are also extremely beneficial to their development of their physical and cognitive domains.

Thank you for taking the time to learn more about this very beneficial initiative that we, Sharks Ice and myself, have undertaken. I urge you to join us in the morning for a class to learn first-hand just how effective this class has been in improving the lives of our own Oakland youth. Please feel free to contact me with any questions, comments, ideas, or concerns. I look forward to hearing from you!

Sincerely,

Kelley Haskins

Kelley.Haskins@gmail.com

508.360.2780

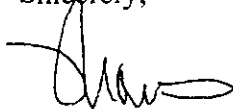
Dear City of Oakland,

As a faculty member of Oakland School for the Arts I am proud to commend the Oakland Ice Center for their contribution to our schools physical education program. For over a year Melissa Fitzgerald and the OIC staff have provided professional instruction at no cost to the students at Oakland School for the Arts. Many of our students are experiencing ice-skating for the first time and the staff at OIC has been extremely caring and nurturing. Students are provided 45 minutes of high quality instruction 2 to 3 times weekly. The results from this exposure for our kids have been tremendous.

Oakland School for the Arts students are by nature a very creative group and the culture at OIC has embraced our students creativity which has translated to a great experience on the ice. Several students are now interested in figure skating and hockey. OIC has provided a life long sport outlet for these first generation ice skaters. Many students have commented that because of the exposure at OIC their parents are bringing them and other family members to the ice rink.

Finally, because of the enjoyment from skating at OIC, Oakland School for the Arts physical education program hopes to develop a curriculum for ice skating. With the help of OIC a vision for a curriculum of skating at the beginning, intermediate, and advanced level is in the near future. Our vision is to find the students that are undeveloped diamonds waiting to become top-flight hockey and figure skaters. From all the faculty and staff at Oakland School for the Arts we are internally grateful to Melissa Fitzgerald and the staff at OIC for all that they mean to our community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Thomas Coleman', with a stylized flourish at the end.

Thomas Coleman
Physical Education Instructor
Oakland School for the Arts

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Dear Oakland City Council,

This opportunity, to have an ice sports class, has so far been amazing. We have worked on skating technique, done a performance on ice, and bonded with community members we otherwise wouldn't have had any associations with.

This opportunity to skate so much has lit a passion for hockey within many members of the class, including myself. We spend many hours at the rink outside of class and hope to start a hockey team.

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Every Monday, Tuesday and Thursday I wake up at 5:45am extremely excited to go skating, which is a refreshing way to start a long school day. Being involved in this program allows us to participate in a sport that a majority of people wouldn't be able to afford. Otherwise,

having such a large participation rate encourages many, many people to athletically challenge themselves, which is important for people, especially people that don't participate in other sports, to get and stay fit; maybe even realize exercise isn't bad!

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Overall this class has been thrilling, and opened up a whole new window of sports to many people.

Sincerely,

Rachael Potter

Letter to the Oakland city

Dear Council, COUNCIL

This class is very awesome, I'm now learning to ~~the~~ ice skate for the first time ever and it's giving me a chance to get to meet more and more people at tech. It helps me to not only know how to skate, but to be more responsible in waking up and going to the ice skating rink at seven o'clock on Monday, Tuesday, and Thursdays. We are learning how to hockey skate and we are forming a team. I'm

enjoying doing ice skating so much that I now have the privilege of working as a skate guard now because of having experience in the rink as my first job and I enjoy it very much. In any way you can we will appreciate it greatly to support our ice sports class, it would help us very much in any way you can.

Thank you

Randy Dillard

Dear Oakland City Council members,

I am a student at Oakland Tech who participates in the A period Ice Sports class. I am grateful that we have this class this year because it is such an amazing experience. First of all, I got to know people in the Oakland community who helps us benefit at the Oakland Ice Rink. Now, they're even letting our class free skate on the weekends or out of class for a cheaper price! When me and friends go to the Rink they talk to us and help us become better skaters when they really don't need to pay attention to us. This class is helpful because it gives me a jumpstart in the morning. Instead of being sleepy during first period I'm awake because I had morning exercise and breakfast. Not to mention, our teacher is outstanding. She's into having fun and working hard which makes it easy for everyone to participate in class. I haven't seen one person refuse to participate. Future students who choose their class will have the experience of a lifetime! :)

Sincerely,
Paulina Tong

Dear Oakland City Council Members,

The A period Ice skating class at Oakland Tech has been very good for me because it gives me something fun to do in the morning and by doing that I think that it helped me focus in the rest of my classes. Ice skating is fun because we learn something new, whether it is to skate backwards or something like a cross over, we are always doing something fun. Even when we were practicing for our performance and we would run through it 3 or 4 times, we still would go and practice something in between classes.

By signing up for this class I think that my grades have significantly improved. The only difference between this year and last year is this class and last year I ~~did~~ didn't pass and this year I have a 4.0. By joining this class I think that it gave me a new look at ~~the~~ school and made me do good in class and actually go to class because I know that if I do bad in class I will be dropped from skating. I hope that you, the City Council Members of Oakland can support our class in any way you can.

Sincerely,

Christian Kremer

Kremerchristian@yahoo.com

Nov. 12, 2008

Dear Oakland City Council Members,

I am in the tenth grade at Oakland Technical High School. Every morning, I wake up at six ~~o'clock~~ o'clock to attend Ms. Hasikin's ice skating class. Every Monday, Tuesday, and Thursday, we go skating at the Oakland Ice ~~the~~ Rink in Downtown Oakland. This class is very rewarding in many ways.

One amazing part of this class is waking up early. Though some may see this as a hassle, I ~~am~~ actually ~~more~~ feel more awake during my first period class. I believe that it is less difficult to concentrate when I am up earlier. Also, by getting up earlier, I learn to manage my time when it comes to my school work, friends, ~~and~~ family, and my after school sport (crew). I believe that this will help me later in life, not only in college but when I have a job.

Another aspect that makes this class so rewarding is learning how to skate. Coming into this class, I had no idea what I was doing, but now, I feel that I have improved greatly. ~~Now~~ I haven't even fallen yet! This is one of my favorite classes, and I am happy to be in it!

Sincerely,
Jordan Below

Hi, my name is Joey Huang. I am nine years-old and I am from Lincoln Elementary School. From going to the Ice-Skating center I learned how to skate backwards. I made new friends and I am much better at skating. When I first went to the ice skating center I kept on falling, but now I have improved. When I raced my friends I am always first. Thank you for helping me improve at ice-skating. If I didn't come to the ice-skating center I wouldn't know how to ice-skate. I will never forget about the ice-skating center. I hope the ice-skating center will last forever.

Shan Ming Gao

My name is Shan Ming Gao and I am from Lincoln Elementary Sports 4 Kids. I am nine years old. I like the Oakland Ice-Skating Center because it is very fun to ice-skate and the teachers make ice skating a lot more fun. They taught me how to ice-skate in about only 2 days. And their low prices that makes the ice center a lot better. In the 3 hours of ice-skating a week I have learned a lot and had a whole lot of fun. At free time the teachers made me ready so I could actually race my friends. When I first ice skated I fell a whole lot, but when the teachers helped me I improved.

The opportunity of ice skating there let me finally have a chance to ice skate. I really like to ice-skate there and if it was canceled I would be extremely upset. In conclusion I like ice-skating there.

Hello My name is Vincent. I am 9.
I am from Lincoln Elementary School.
I go to Sports for Kids. It
is a afterschool program.

I like to go to the ice center.
I learned how to ice skate faster.
I learned how to ice skate on
my left or on my right foot.
I learned how to skate without
any legs. Now I don't fall as much
when I first started to ice skating.

Now I can skate faster
and I can catch up to
my friends.

Sincerely,
Vincent



Oakland Ice Center hosts hockey clinic for youth

Event organized
by NHL Diversity
Program

By Felicia D. McDaniel,
Globe Sports Editor

The energy at the Oakland Ice Center on Friday was electric as children laughed and screamed as they whizzed by on their ice skates.

It was beauty on ice, with kids from all racial and economic backgrounds melted together on the rink.

As part of the National Hockey League's Diversity Program, San Jose Sharks players Jonathan Cheechoo, Ryan Clowe and Torrey Mitchell provided hockey les-



PHOTOS BY ZMA WYATT
Seven-year-old Chinasa Mbanugo prepares to take the ice.

Boston Bruins.

Today, together with the NHL Diversity Program and the San Jose Sharks, the 72-year-old O'Ree conducts clinics with children, giving helpful tips about the game he grew up playing in his own backyard.

"I want kids to walk away saying they had fun today," O'Ree said of the interaction he had with Oakland's youth. "They talked about setting goals for themselves and liking yourself — being proud of who you are."

O'Ree's NHL career spanned 21 years, and he retired in 1980. In 1998 he was named the NHL's director of youth development and hockey ambassador for the NHL

hockey organizations in various stages of development that receive support from the NHL.

To find out if there is a program in your community, or if you're interested in starting a program, call the NHL at (212) 789-2000 or email Rob Wooley at rwooley@nhl.com. ©



San Jose players Torrey Mitchell, Ryan Clowe, Jonathan Cheechoo and mascot SJ Sharkie teamed up with NHL legend Will O'Ree.

sons to special needs children and kids from the Boys and Girls Club of Oakland.

Although the ice rink is located in the heart of downtown Oakland, many of the kids involved in the hockey clinic had never been to an ice rink before.

Seven-year-old Chinasa Mbanugo was an exception to the rule — she's been lacing up her skates since the ripe age of 5, after her big brother took an interest in ice skating.

"I like how you do the tricks, and it's really fun," said the Oakland student. Although she admits she was scared the first time she got on skates, that didn't discourage her. She said she was excited about all the kids who came together for the event.

"It was really weird; I didn't really know any of them," said Mbanugo, whose uniform dwarfed

her small body.

"This is the beauty of America," said her Nigerian-born mother, Ogo Mbanugo. "[Hockey] is an expensive sport, don't get me wrong. When you grow up in this country, you don't realize what you have — there are opportunities. [But] information isn't going to just come to you — you have to research."

The NHL has been an active force in promoting diversity in the sport, and last week marked the 50th anniversary that the first African American integrated hockey. That pioneer, Willie O'Ree, was the guest of honor at Friday's event.

O'Ree began skating at the age of 2 and started playing organized hockey at 5. Years later, on January 18, 1958, he became the first black hockey player in the NHL when he joined the

Diversity Program.

Founded in 1995, the program provides support to non-profit youth hockey organizations across North America that are committed to offering economically disadvantaged children opportunities to play hockey.

"We won't turn any boy or girl away. If they want to play, we will make it affordable for them, we will supply the cost," explained O'Ree. "Our motto is 'Hockey's for Everyone.' That's the nice thing about this program."

Since its inception, the program has exposed more than 40,000 children to hockey.

O'Ree has established 39 grassroots hockey programs that are geared toward serving economically disadvantaged youth.

Today there are approximately 30 inner-city, volunteer



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O'Ree Continues 50-Year Milestone Celebration in California

San Jose Sharks Staff

Jan 14, 2008, 3:21 PM EST



OAKLAND, Calif. -- In celebration of the 50th anniversary of Willie O'Ree becoming the first black NHL player in history, NHL Diversity and the NHL are coming together for many special events throughout the season at both the local and national levels.

In the Bay Area, O'Ree along with Sharks players [Torrey Mitchell](#), [Ryane Clowe](#) and [Jonathan Cheechoo](#) (from left to right) visited the Oakland Ice Center on Friday, Jan. 11. O'Ree and the Sharks teamed up to conduct clinics with children of Oakland who have special needs as well as a group of children from the Boys and Girls Club of Oakland.

[Click here](#) to watch the Shark Byte episode featuring Willie O'Ree's visit to Oakland Ice.

O'Ree's visit to Oakland was deemed a great success as hundreds of kids turned out to hear his message about diversity and his initiative that "Hockey is for Everyone." The kids had a blast participating in the clinics and even had the chance to skate, many for the first time and were also able to interact with the NHL Stars.



Sharks right wing [Jonathan Cheechoo](#) talks with Willie O'Ree at an event at Oakland Ice celebrating the 50th Anniversary of O'Ree's accomplishment. [Click here](#) for more photos. (Don Smith/NHL)

A select number of City of Oakland officials were on hand to take in the event. Nancy Nadel and Jean Quan were there, along with Jean's Chief of Staff and Pat Kemighan's Policy Advocate. The event went without a hitch due to the collaborative effort of the Oakland Ice Staff in coordination with the City of Oakland.

New Century Transportation assisted in transporting the kids to the event.

The Oakland Ice Center was built in 1995 right in the middle of a planned redevelopment in the heart of downtown Oakland, much of the redevelopment is just starting to come to fruition. It is owned by the City of Oakland, and has been privately managed under contract for most of its tenure. Silicon Valley Sports & Entertainment was awarded the management contract of the facility this past year, and just took over operation on Oct. 29, 2007.

SVS&E and the City of Oakland have put together a joint effort to rejuvenate the building and have also put together an aggressive outreach program into the City of Oakland and the Oakland Unified School District. The effort to bring in more local children, provide generous free use programs and scholarships to enable low income participation, and to generally make the facility more entrenched in the community of Oakland has continued to emerge.

For more information about the Oakland Ice Center, please visit www.oaklandice.com.

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Statistics:

2006-2009 Regular Season

SKATERS:	GP	G	A	+/-	Pts
P. Marleau	11	6	4	6	10
D. Setoguchi	11	5	5	3	10
J. Pavelski	11	5	4	2	9
D. Boyle	11	2	7	2	9
C. Ehrhoff	11	2	7	7	9
J. Thornton	11	1	8	0	9
R. Clowe	11	4	3	-1	7
M. Vlasic	11	1	6	-1	7
J. Cheechoo	11	4	2	-1	6
M. Grier	11	1	5	4	6

GOALIES:	W	L	OT	Sv%	GAA
B. Boucher	2	0	0	1.000	0.00
E. Nabokov	7	2	0	.883	2.75

[Full Team Stats >>](#)

Upcoming Games:

@		Sun 11/02	5:00 PM	
vs.		Tue 11/04	7:30 PM	Tickets
vs.		Thu 11/06	7:30 PM	Tickets
vs.		Sat 11/08	7:00 PM	Tickets
@		Sun 11/09	5:00 PM	

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Sharks Players To Host Clinic at Oakland Ice

Roger Ross | Senior Staff Writer

Sep 26, 2008, 6:00 PM EDT

SAN JOSE, Calif. – On Monday, September 29, players from the San Jose Sharks organization will be at the Oakland Ice Center to conduct a clinic with students from Oakland Technical High School (a 2000 student public high school in downtown Oakland), who have been attending the facility for Physical Education this Fall.

The first on-ice P.E. program from Oakland Tech, which currently has over 100 students enrolled, got off the ground thanks to teacher and former youth hockey player, Kelley Haskins, a native of Cape Cod, MASS., who has been working with the Oakland Ice Center and the Oakland Unified School District for the past year to bring it to fruition. Oakland Tech Students enrolled in the program must get up two hours earlier than normal to get to the Oakland Ice Center and onto the ice by 7 a.m., and then back on a bus to school for their first period class.

"Each day, we've had more and more students show up with 'add slips' begging Ms. Haskins for the opportunity to join the class," said Oakland Ice Center General Manager Melissa Fitzgerald. "The program has already gotten so much 'buzz' within the district that Ms. Haskins has been asked to do a training seminar for other high school P.E. teachers on how to structure on-ice P.E. classes for their schools. We have already started the ball in motion to partner with charitable organizations in the area to provide hockey equipment and other essentials for the program. The positive momentum just keeps snowballing."

Several hockey-playing Oakland firemen who have been volunteering their time on the ice to help with the Oakland Tech class will also be in attendance. Sharks Ice is a proud member of NHL Diversity. This event will be a celebration of the growing diversity in ice sports, as well as the positive power of collaboration between The San Jose Sharks, the City of Oakland, the school district and the local Oakland community.

For more information about events at the Oakland Ice Center, please contact Melissa Fitzgerald at mfitzgerald@sharksice.com or call 510-268-9000, extension 104.



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Oakland Tech students hit the ice

By Felicia Purcell-McDaniel,
Globe Sports Editor

"Life on the ice on the West Coast will never be like it was back East," rang in the ears of Massachusetts native Kelley Haskins when she relocated to California.

The 24-year-old Oakland Tech physical education teacher hoped to prove the sentiment false, and her opportunity came when she connected with Melissa Fitzgerald, the director at the Oakland Ice Center.

In an effort to bring more diversity to the sport of hockey, the San Jose Sharks and the Oakland Ice Center have developed a curriculum that allows Tech students to learn the fundamentals of ice skating.

With a skinny school budget and the support of her principal, Haskins blazed ahead with the idea of introducing her students to the benefits of skating.

Although she worried that students wouldn't be interested, Haskins was bombarded with curious students begging to be added to the class when the school year started in August.

"This is unheard of because it's for PE credit," said Haskins, who meets her students on the

ice three days a week at 7 a.m. The class was originally capped at 35 students; now, over 108 youth are enrolled.

On Monday, San Jose Sharks reserve players spoke with students and shared hockey techniques.

"I like being able to ice skate with all my friends daily," said sophomore Jasmine Broone, who said that although she sometimes struggles to get up for the early-morning class, it's worth it when she hits the ice.

Although the class was initially targeted to ninth- and tenth-graders, it has drawn participants from across the student population.

"Some of the kids today have completely changed in three weeks," said Oakland firefighter Ryan Meineke, who assists students before heading to work. "It's a good opportunity; I wish I had the same opportunity as a kid."

Next year, organizers hope to expand the program by offering back-to-back classes.

"I wasn't a really big fan of ice skating," said sophomore Eric Bagley. "(But) I wanted to take the class to benefit and try new things."

The class is a new experience for many of the Oakland



PHOTO BY ZMA WYATT

Oakland Tech sophomores Jasmine Broone, Kimberlyn Williams and Eric Bagley love hitting the ice for their first-period gym class at the Oakland Ice Center.

Tech students. Haskins wants her students to know that their possibilities are endless.

After learning the basics of skating, students are now working on the theatrical side of the sport, and will perform in a

fundraising production of "Thriller on Ice," tentatively set for Oct. 29.

"Hopefully we can raise enough money to give the kids a pizza party they so deserve," said Haskins. ©

Skating students' 'Thriller' hits the ice

By Felicia Purcell-McDaniel,
Globe Sports Editor

It's hard to believe that it has been 25 years since Michael Jackson donned his infamous red leather jacket and danced through a deserted street chasing a beautiful girl while dancing along with ghouls.

Oakland Tech students performed their own version of "Thriller" recently at the Oakland Ice Center. The center, operated by Sharks Ice, holds classes three times a week for

students to learn the basic fundamentals of skating.

Many of the students had never put on a pair of ice skates, but now, after nearly two months of early-morning classes, the students skillfully showed their family and friends their theatrical side by performing to the song "Thriller" in costume on ice.

"While it may be brief it represents a huge effort on the part of these students to bring this project to fruition at such an early stage in their ice skating

careers," said General Manager Melissa Fitzgerald.

After the performance, the packed house had a chance to greet the cast members and enjoy refreshments.

This was precisely the outcome that Oakland Tech physical education teacher Kelley Haskins had in mind when she and Fitzgerald started the program.

For more information about the Oakland Ice Center, visit www.oaklandice.com. ©





Taking to the Ice in Oakland

[3 Comments](#)

By [Todd Rosenfelt](#) | [The Cooler](#)

Wednesday, October 8, 2008 at 4:10 pm PT

The San Jose Sharks start their season this Thursday night at the Shark Tank and I couldn't be more excited. Hopefully everyone will be tuning in to all of our [Sharks Week](#) programming this week and Sharks Pregame Live starting at 7:00pm, right before the opener.

But the preseason has given me some great chances to become acquainted with the Sharks and what they are all about. One of the facets of the Sharks' operations that I got to experience firsthand was their outreach to the Bay Area community. Last Monday September 29th, the Sharks sent five of their young players (and Sharkie!) to Oakland Ice Center to conduct a clinic with students from



Oakland Technical High School. These kids have been working hard and learning to skate as part of the on-ice P.E. program started by their teacher, Kelley Haskins. Their dedication certainly shows, as they wake up early and get out on the ice at 7:00 am before school.

I was able to talk to some of the students, as well as some of their proud parents. Also, I got a chance to chat with the Sharks players and a few very nice guys from the Oakland Fire Department who've all been donating time at the end of their overnight shifts to help these kids out on the ice.

The clinic was a great mix of instruction and fun, giving the kids a chance to talk with the young Sharks in a casual, free-skating environment. Being that these players aren't so far removed from high school themselves, I observed them connecting on lots of common ground, from ice skating tips to their favorite video games.

Overall, it was a fun time at the rink in Oakland. But you don't have to take my

word for it. You can see it for yourself this [Saturday, October 11th during Sharks Pregame Live at 6:30pm.](#)

Thanks to Melissa Fitzgerald at Sharks Ice, Kelley Haskins and all the students and parents from Oakland Tech, and Jim Halpin and Ryan Meineke from the Oakland Fire Department.

Missed the Pregame show? [Check out the feature here>](#)

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Comments

- **Karen Haskins** said:



Kelley, I am sooo proud of you for getting this going- Your students have such dedication to this sport and you have a wonderful support system in the San Jose players, the Oakland fireman who volunteer their time, and everyone else who has helped you- You wanted to do this for the kids and YOU DID IT!!! Although I do wish this was on the east coast bc I miss you, but what a great opportunity you have given your students!! I am so proud of you!-

-October 10th, 2008 at 4:18 am

- **Barbara Reuschle** said:



Kelley,

Amy just forwarded your email to me, (she's very proud of you). It's 8 am and watching the video made me cry...she knew it would



You, the players, the volunteers, and the kids, all deserve a huge pat on the back, a round of applause and a big bouquet of flowers.....well, that would be for you.

Best wishes to all of you....

from,
Amy's Mom

-October 13th, 2008 at 5:25 am

The Cooler is written by Comcast SportsNet staff. Got a tip for us? [Email us here.](#)



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**Capital Improvements & Repairs to Oakland Ice Center
November 2007 through October 2008**

<u>Amount</u>	<u>Description</u>
SJAM Funded	
\$34,500	Point-of-Sale and Ice Activity Scheduling System
13,724	Installation of Cabling to Network Workstations & POS System
12,645	Skate Sharpener
11,993	Computer Work Stations
9,177	Re-Keying of Exterior & Interior Doors
8,340	Rental Skates
6,508	Partial Cost of Security Camera System
<u>3,113</u>	Snack Bar Ice-Making Machine
 \$100,000	
Agency Funded	
\$44,500	Replacement of Basement Locker Room and Fire Doors
30,000	Reimbursement of SJAM's Initial Clean-up & Maintenance Expenses
18,610	Repairs of Leaks & Replacement of Lost Refrigerant in Ice Refrigeration System
15,057	Balance of Cost of Security Camera System
14,623	Repairs and Improvements to Fire Alarm and Sprinkler Systems
10,463	Re-painting of Lobby and Other Main Level Areas
5,156	Plumbing Repairs in Ice Resurfacer, Boiler Room, and Bathrooms
<u>2,808</u>	Roof Repairs
 \$141,217	



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