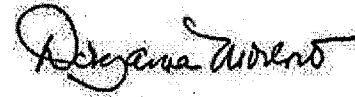


FILED
OFFICE OF THE CITY CLERK
OAKLAND

22 MAR 10 PM 4:44

Approved as to Form and Legality



City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. 89088 C.M.S.

INTRODUCED BY COUNCILMEMBER LOREN TAYLOR AND
COUNCIL PRESIDENT NIKKI FORTUNATO BAS

RESOLUTION RECOGNIZING THE OAKLAND ROOTS SPORTS CLUB FOR THEIR IMPACTFUL CONTRIBUTIONS TO THE OAKLAND COMMUNITY INCLUDING ESTABLISHING THE FIRST PROFESSIONAL SOCCER CLUB IN OAKLAND WITH A MISSION TO HARNESS THE MAGIC OF OAKLAND AND THE POWER OF SPORT AS A FORCE FOR SOCIAL GOOD, AND INSPIRING AND SUPPORTING OUR YOUTH TO REALIZE THEIR FULLEST POTENTIAL ON AND OFF THE FIELD

WHEREAS, the Oakland City Council recognizes professional sports teams can create tremendous value for the city and its residents when those teams, its owners, and their management teams are unequivocally committed to uplifting the city and its residents through robust community partnership and benefits; and

WHEREAS, the Oakland Roots Sports Club was formed in 2018 by a group of Oakland natives, with a clear and determined mission to harness the magic of Oakland and the power of sports as a force for social good; and

WHEREAS, the Oakland Roots received worldwide recognition for their purpose-driven approach to athletics and was described as 'the most civic-minded team in pro sports' in SFGate and

WHEREAS, in February 2022, The Oakland Roots hired Lindsay Barenz, the first woman and LGBTQ+ President in the club's history; and

WHEREAS, the Oakland Roots, recently signed 14-year-old weightlifting champion, Seth Evans, an Oakland native, to support him in his pursuit of representing Team USA at a future Olympics; and

WHEREAS, the Oakland Roots, supports six “Purpose Partners”, which are local non-profit organizations that use sports and arts as a vehicle to support underserved youth in Oakland. These Purpose Partners include Street Soccer USA, Soccer Without Borders, My Yute Soccer, America SCORES, Oakland Genesis, and Chapter 510; and

WHEREAS, Oakland Roots often hosts family friendly activities at the Black Cultural Zone's Outdoor Play Days, held at Liberation Park in City Council District 6 as part of its “Roots in the Community” community outreach program focused on growing the game of soccer and increasing access for all, whether as players, coaches, or fans; and

WHEREAS, in 2021, Oakland Roots was the first club in the USA to join the Common Goal Movement, supported by individual players and teams across the globe, to tackle the world’s greatest social issues like health, gender equality, unemployment, and the COVID-19 crisis; and

WHEREAS, in joining Common Goal, Oakland Roots players and staff give 1% of their salary as well as 1% of sponsorship and ticket sales to fight social inequity; and

WHEREAS, Oakland Roots, created “Nurtured Roots” to help their athletes connect with their individual purpose and support their mental wellness; and

WHEREAS, The Oakland Roots in partnership with Oakland-headquartered consumer technology company, Credit Karma, launched its “Soccer for Financial Freedom” initiative which includes a financial literacy curriculum developed by Goalsetter, a family banking “super app” founded by Oakland native and former Nickelodeon and Discovery executive Tanya Van Court; and

WHEREAS, Oakland Roots continuously honors Native American heritage through sports, arts and culture. Before each game, a representative of Lisjan Ohlone performs a land acknowledgement; and

WHEREAS, Oakland Roots is committed to becoming carbon-positive as a part of their partnership with East Bay Community Energy, where they help raise awareness of green and affordable energy programs and will include community greening and cleaning projects; and

WHEREAS, through their “Roots Kick Back” initiative, the Oakland Roots is exposing underserved communities to the game of soccer by providing free tickets to local charities; and

WHEREAS, the Oakland Roots brand is proudly represented by Oakland natives, like NBA player Damien Lillard, award-winning TV star Daveed Diggs, and rapper G-Eazy. In 2021, NFL legend Marshawn Lynch, also joined the ownership group due to the club's strong and proven commitment to the community; now, therefore, be it

RESOLVED: That the City of Oakland honors the Oakland Roots Soccer Club for their impactful contributions to the Oakland community including establishing the first professional soccer club in Oakland with a mission to harness the magic of Oakland and the power of sport as a force for social good, and inspiring and supporting our youth to realize their fullest potential on and off the field.

PASSED BY THE FOLLOWING VOTE:

MAR 15 2022

AYES - FIFE, ~~HAMMON~~, KALB, KAPLAN, REID, TAYLOR, ~~THOMAS~~ AND PRESIDENT FORTUNATO BAS -6

NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - 2 Gallo & Thao

ATTEST: 

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