



# CITY OF OAKLAND

CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612  
#LoveLife

REBECCA KAPLAN

(510) 238-7008

Vice Mayor

FAX: (510) 238-6910

District At Large

TDD: (510) 839-6451

Date: September 7, 2022

To: Members of City Council and Members of the Public

From: Vice Mayor Kaplan

Re: **WNBA Team In Oakland**

---

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

The Women's National Basketball Association (WNBA) has discussed plans to expand the number of WNBA teams on their roster for the past number of years. As these conversations unfold, the City of Oakland must make it clear that not only are we supportive of bringing a WNBA Team to Oakland, but are excited to be partners and collaborators with the WNBA during the expansion. This resolution, therefore, extends our strong support towards this effort and urges the WNBA to make Oakland the home for a WNBA team.

Oakland is ideally suited for a WNBA team because of our fervent and rooted fanbase, existing arena space, and shared core values with the WNBA. For fans, the Bay Area has a strong and organic fanbase for women's basketball from the University of California Berkeley and Stanford women's college basketball teams. In addition, the Bay Area has the fourth-highest number of WNBA fans among U.S. markets without a WNBA team - 418,816 WNBA fans, higher than eight current markets with a WNBA team. More than a half million Bay Area market adults play basketball, and the Bay Area ranks in the top 30 markets in household delivery for the WNBA Regular Season.

In addition to a strong fan base, Oakland already has a world-class arena at the center of a multimodal corridor ready to house a WNBA team. The Oakland Arena is easily accessible by both highway and public transportation, complete with a pedestrian bridge that allows fans direct access from the Coliseum BART station. The arena sits on 132 acres with 10,000 on-site parking spaces. It is also airport accessible, and a stone's throw away from the Capital Corridor rail line. This multimodal connectivity will allow not only Oaklanders to conveniently attend games but also fans from across California. From former Monarchs supporters to women's basketball enthusiasts, Oakland will draw fans from the Bay Area megaregion and beyond.

Support to bring a WNBA team extends past a solid fanbase, as local regulating agencies have also taken key votes to prepare for a WNBA team in Oakland. In July 2021, both the Oakland Coliseum Authority and the Oakland City Council unanimously and enthusiastically voted in favor of a term sheet to bring a WNBA team to Oakland.

Oakland is a community that values social justice, equality, and women's rights. These principles align with those of the WNBA, and we are ready to move forward as a partner in advancing those goals as the home for a new WNBA team. I respectfully request your support for this resolution.

City Council  
September 7, 2022  
File # 22-0683