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TO: The Life Enrichment Committee of the Oakland City Council

FROM: Melissa Fitzgerald, Sharks Ice LLC

RE: Update on the Oakland Ice Center

DATE: March 10, 2016

Dear Council Members,

Sharks Ice LLC is excited to attend the March 22 meeting of the Life Enrichment Committee to update you on the current status of your community and cultural gem, the Oakland Ice Center. We look forward to sharing information with you about:

1. The background and history of the Oakland Ice Center ("OIC") and the ongoing partnership with the San Jose Sharks organization.
2. Public benefits that the OIC has provided under the Sharks management:
  - a. Free and low cost use for Oakland youth, including OUSD programs, with a focus on at-risk communities needing wholesome activities and positive mentoring;
  - b. Stable job opportunities, training and development for Oakland residents;
  - c. Operationally net revenue positive;
  - d. Various financial benefits to City of Oakland;
  - e. Important local, regional and national draw and impressions for the City of Oakland, and specifically Downtown and the Uptown District; and
  - f. A stable connection and local identity with a committed professional sports franchise.
3. The need for the City's commitment to maintain its asset into the future:
  - a. The OIC is an important piece of the overall design and layout of the Uptown District, providing essential recreational and athletic activities for residents and visitors alike;
  - b. The building is 20 years old, and will need infrastructure repair and improvement.

Thank you for this opportunity to elaborate on the City's ongoing success story that is the Oakland Ice Center.

Sincerely,

Melissa Fitzgerald  
General Manager, Oakland Ice Center  
Sharks Ice LLC

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