

AEG OAKLAND COMMUNITY ANNUAL REPORT

2013-2014

CONNECTION, INTEGRATION & IMPACT



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▶ Letter from General Manager

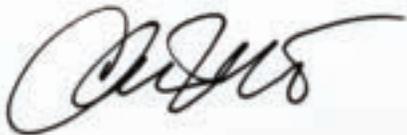
Dear citizens of Alameda County and the City of Oakland,

As I reflect on AEG Oakland's successes at Oracle Arena and O.co Coliseum in FY13-14, I am pleased to note that the most memorable and rewarding achievements resulted from partnerships with the residents of the Alameda County and City of Oakland communities. We consider ourselves fortunate to be members of such a vibrant, diverse, and engaged community, and to have the opportunity to contribute to its rich legacy on a daily basis.

This second annual Oracle Arena and O.co Coliseum community report illustrates the impact of AEG's corporate citizenship across Alameda County. With the collaboration and guidance of a diverse network of community and business leaders, the AEG Oakland team developed a range of events and programs to serve our communities, children and families. In addition to meeting the needs of deserving youth in Alameda County and the City of Oakland, our outreach activities reveal the generosity, unity, and civic engagement that make this community a special place to live and work.

This report also provides an update on our efforts to invigorate the local economy by expanding the number of certified local and diverse AEG Oakland contractors and developing a more diverse and inclusive workforce. The supplier diversity program delivered promising results last year, with new policies and programs to promote the success of small, local, and diverse businesses throughout the region.

As you read the FY13-14 annual community report, we hope that it conveys AEG Oakland's ongoing commitment to Alameda County and the City of Oakland. As always, the AEG Oakland team is grateful for the opportunity to serve this community, and we renew our pledge to work alongside local residents, businesses, and organizations in pursuit of a brighter future.



Chris Wright
Vice President, AEG Facilities
General Manager, Oracle Arena & O.co Coliseum

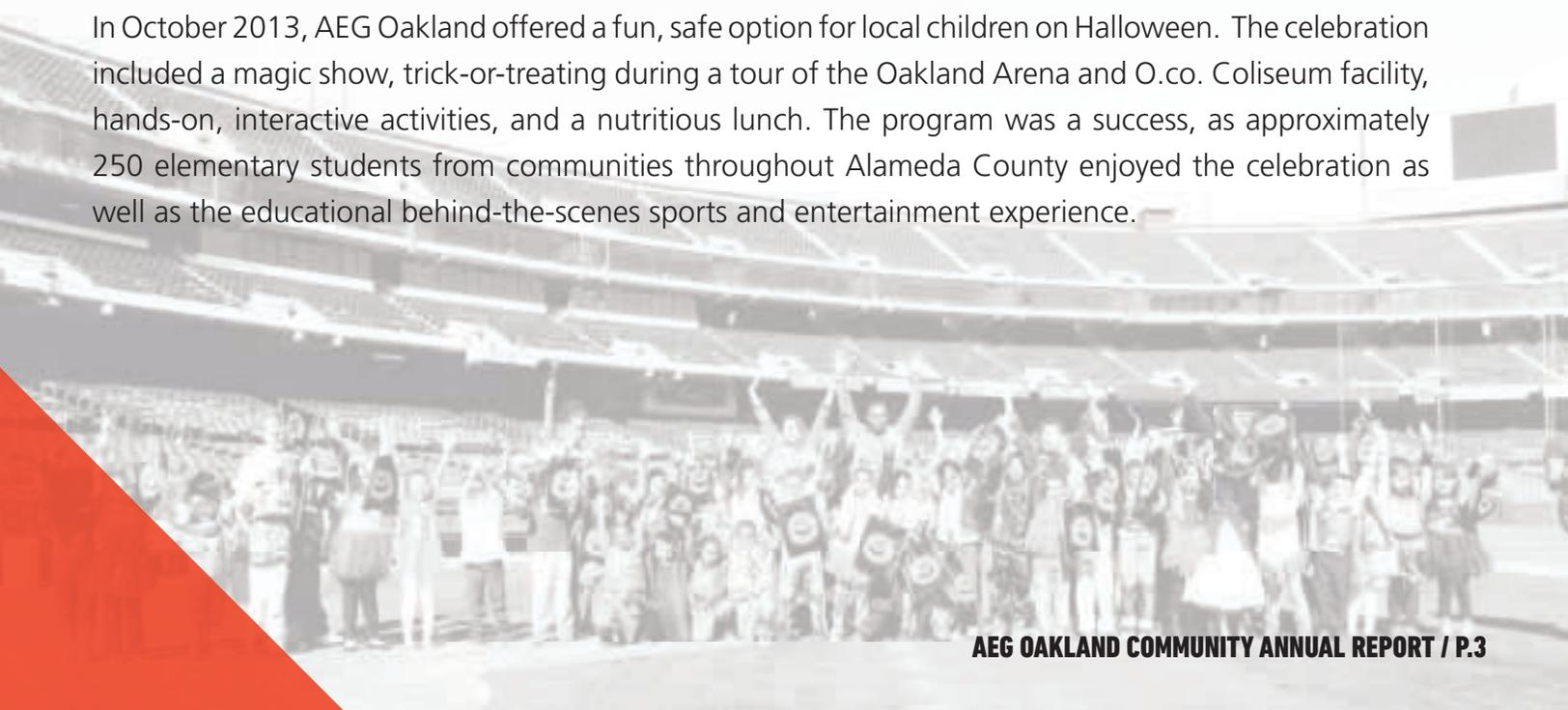
▶ Community Advisory Board

In FY13-14, the AEG Oakland Community Advisory Board (CAB), comprised of influential local business and community leaders representing organizations such as chambers of commerce, faith-based institutions, professional associations, and diverse firms, hosted a range of events to serve the academic, economic, and social needs of children and families. These events helped to strengthen AEG Oakland's connections with the community and extend its time-honored tradition of community service and stewardship.



▶ Halloween Trick or Treat Adventure

In October 2013, AEG Oakland offered a fun, safe option for local children on Halloween. The celebration included a magic show, trick-or-treating during a tour of the Oakland Arena and O.co. Coliseum facility, hands-on, interactive activities, and a nutritious lunch. The program was a success, as approximately 250 elementary students from communities throughout Alameda County enjoyed the celebration as well as the educational behind-the-scenes sports and entertainment experience.



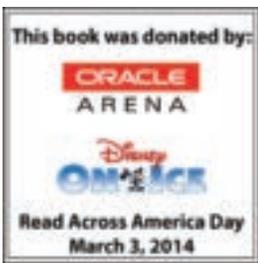
► Read Across America

Kindergarten through third grade students were encouraged to develop their love of reading at the March 2014, Read Across America event at Cherryland Elementary School. AEG Oakland sponsored a book drive in partnership with Feld Entertainment to donate 300 new books, and AEG Executives helped bring the stories to life by reading aloud to the students.

AEG Oakland is proud to join the National Education Association's Read Across America initiative, which seeks to boost student achievement and provide resources and activities to develop lifelong readers.

"Creating meaningful partnerships with organizations like AEG allows our students to visualize new opportunities and experiences."

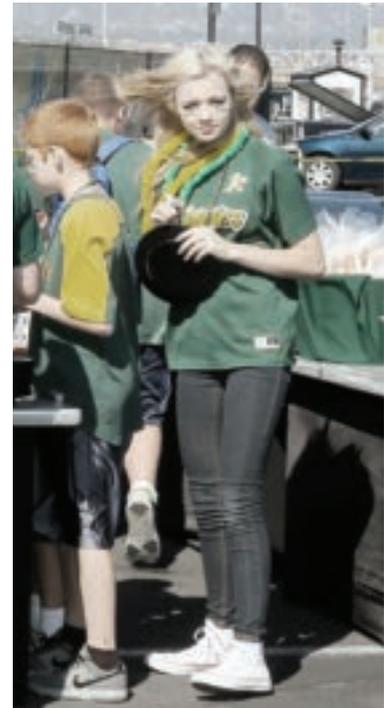
-Itoco Garcia, Principal, Cherryland Elementary



▶ Fourth of July Essay Contest

AEG Oakland challenged local middle school students to explore their personal definitions of freedom in a 500-word essay honoring Independence Day. The essays showcased students' writing talents while providing an opportunity for reflection and celebration of the Fourth of July.

More than 50 essays were submitted and judged based on creativity, relevance, and quality. Winners received tickets to the July 3rd Oakland A's game and fireworks show and attended a pre-game outdoor barbecue at the O.co Coliseum.



► Put Your Best Foot Forward: Back-to-School Shoe Giveaway

The First African Methodist Episcopal (FAME) Church hosted its 17th annual Back-to-School Shoe Giveaway in partnership with AEG Oakland in September 2013, providing new pairs of shoes to 1,655 K-12th graders from Alameda County. The event served students from families with an average annual income below \$15,000, representing the cultural and ethnic diversity of Alameda County.

The AEG-FAME partnership significantly increased the visibility and impact of the event, which had distributed more than 8,000 shoes and gift cards to school-aged children during its 16-year history. Corporate sponsors supporting the giveaway included AT&T, Kaiser Permanente, Oracle Arena, O.co Coliseum, Aramark Sports & Entertainment, The Clorox Company, Golden1 Credit Union, Fremont Bank, Zico Coconut Water, Overstock.com, Fast Signs of Oakland, Bay Street Emeryville, Recology, Peralta Community College District, PG&E, Oakland A's, Oakland Raiders, Golden State Warriors, Supervisor Scott Haggerty, Supervisor Keith Carson, Councilmember Noel Gallo, and Councilmember Desley Brooks. Over 40 community and health non-profit organizations also participated by offering on-site resources for children and families.

“The gift of free shoes creates the foundation for excellence in learning. Partnering with AEG allowed us to enhance the lives of students and families across Alameda County.”

-Rev. Dr. Harold R. Mayberry, Senior Pastor, FAME Oakland



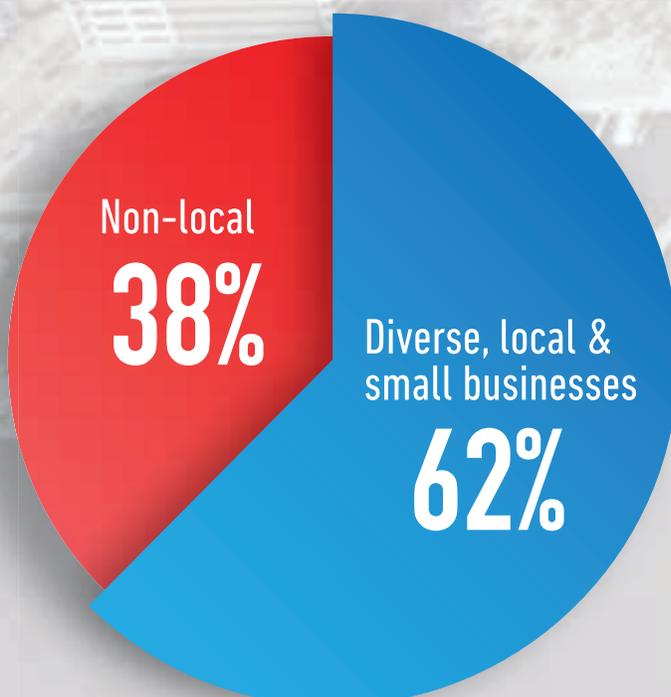
▶ Supplier Diversity Initiative

Over the past year, the Oracle Arena and O.co Coliseum supplier diversity program extended AEG Oakland's corporate commitment to build a diverse workforce and reinvest in the communities it serves. The Supplier Diversity team strengthened the foundation for a best-in-class, inclusive and community-based enterprise by establishing an approved local, small and diverse vendor list for AEG contracts, expanding the database of qualified local and diverse vendors, and partnering with local, state, and national organizations to certify qualified local, small, minority, women, or disabled veteran businesses.

Consistent with AEG's time-honored tradition of accountability to the local community, the Supplier Diversity team benchmarked its local and diverse contractor expenditures in fiscal year 2013-14. This data, presented in the chart below, provides a baseline for measuring future efforts to expand the vendor pool and ensure that AEG supplier diversity program targets are met.

The initial impact of the supplier diversity program is reflected in the growing success of participating local, small and diverse firms, and in the performance of AEG Oakland business units. We look forward to more success stories as we partner with businesses, agencies, and community members to expand economic opportunities for local, small and diverse businesses in Alameda County.

Dollars spent with diverse, local & small businesses:



"I take pride in our commitment to work with small, local and diverse vendors. Working with businesses who reflect the people that patronize the Coliseum and Arena not only adds economic value to our business operations, but ensures we uphold our promise to support the community."

-**Joe Chavez**, Director of Facilities Maintenance, AEG Oakland

Vendor Spotlight



- Printing, copies, and desktop services business.
- Prints all AEG Oakland stationery, including letterhead, envelopes, and notecards for internal and external use.

SuperPrint is an Asian American owned and operated business based in Oakland, California. This certified small business features an innovative team offering exceptional, consistent offset and digital printing while providing excellent customer service. SuperPrint has a proven track record of meeting comprehensive printing services needs in a timely manner with attention to detail. As a partner to both large and small businesses throughout the Bay Area and many cities outside, SuperPrint helps maintain the identity of businesses with various types of business collateral.

"As an AEG business partner, we have strived to enhance customer satisfaction through personalized relationships while retaining a good reputation in the marketplace."

-Reika Kawabata, Account Manager, SuperPrint

Vendor Spotlight



- Commercial and residential floor covering business.
- Installs and repairs carpet and other floor surfaces utilizing products purchased solely from registered local, small, woman and disabled veteran owned business existing flooring.

East Bay Floorcovering is a local, family-owned and -operated company founded in 1984. Originally established in San Leandro, the office has since relocated to Hayward. The company was started by a retired veteran and has developed as a woman-owned enterprise. East Bay Floorcovering prides itself in hiring local residents -- its entire work force is comprised of Alameda County residents.

"As a vendor of AEG, it's been a real pleasure working with a well-organized organization. The Coliseum complex is an incredible account that we have fostered for a long time. Folks in the business recognize we are a great company due to seeing us continue to work in this facility."

-Ryan Greves, Vice President, East Bay Floorcovering

▶ Grammy Museum Trip to White House



For the second consecutive year, AEG partnered with the Oakland-based nonprofit YouthUprising, in April 2014, to send four students to the Grammy Museum music education program at the White House. Only 124 middle- and high-school students from communities across the country participated in the highly-selective program. The students attended a workshop hosted by First Lady Michelle Obama, entitled “I’m Every Woman: the History of Women in Soul,” which covered the origins and attributes of soul music, the contributions of early artists, and the relationship between the genre and the burgeoning civil rights movement in the 1950s and 1960s.

The workshop allowed students to engage in an up-close and personal conversation with special musical guests Patti LaBelle, Melissa Etheridge, and Janelle Monae before a later performance in the East Room of the White House. The all-star concert featured trailblazing female artists whose work has profoundly impacted American musical history and culture. The annual program, sponsored by The Grammy Museum located in AEG’s LA Live Development in Los Angeles, partners with AEG to identify students in the arts to attend the “In Performance at the White House” concert series.

“This event helped our young people see themselves more fully as emerging leaders responsible for contributing to the world -- AEG’s partnership made this possible, and for that we are grateful!”

-**Olis Simmons**, President and CEO, YouthUprising

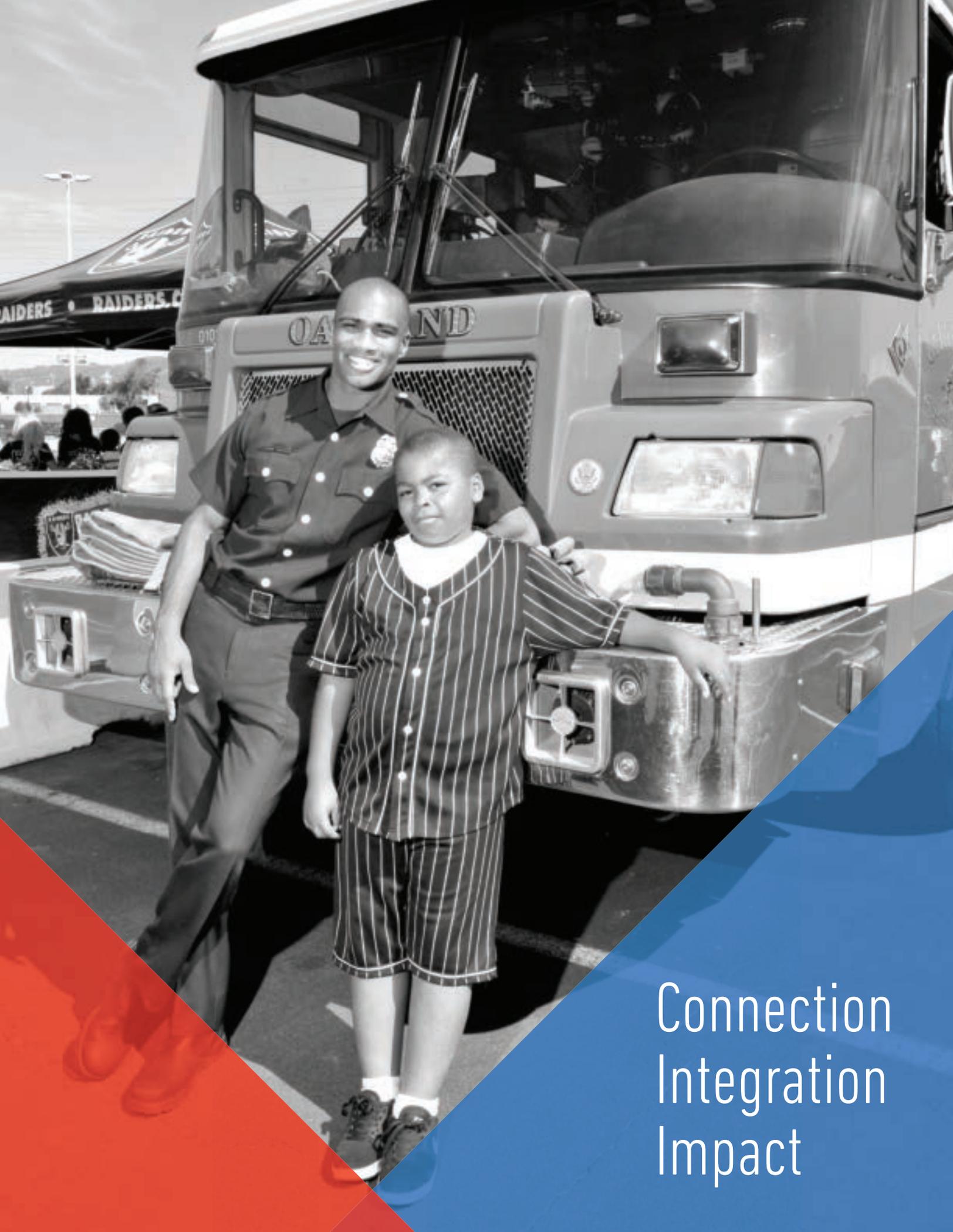
▶ Job Shadowing



The AEG Oakland Job Shadowing program convened educational, industry, and community partners, in June 2013, to promote career preparation and workforce readiness for area students. A rigorous selection process evaluated applicants based on academic performance, teacher referrals, and interviews. Participating youth benefited from close interactions with AEG Oakland executives serving as speakers, mentors, and tour guides. The program educated students about the sales and marketing, finance, operations and maintenance, and hospitality aspects of the sports and entertainment industry, and culminated with a certificate award ceremony at an Oakland A’s game.

The Job Shadowing program inspires young people to expand their aspirations for the future while delivering key workforce readiness outcomes:

- Exposure to professional workplace attire, etiquette, and practices.
- Insight and understanding of the functions, business operations, and activities within distinct departments of a leading entertainment entity.
- Self-confidence gained through participating in workplace activities.
- Appreciation of the spirit of giving as demonstrated through the corporate giving and community reinvestment activities of AEG.



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