

# AEG OAKLAND

# 15

## COMMUNITY ANNUAL REPORT 2014-2015



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ARENA



# Collective **IMPACT**



# Letter from General Manager

Dear citizens of the City of Oakland and Alameda County,

We at AEG Oakland are focused on what must happen inside of Oracle Arena and O.co Coliseum to deliver quality entertainment for our visitors, optimize this valuable asset for the Alameda County region, and serve as an economic engine for the surrounding community. However, many are not aware that the AEG Oakland management team spends just as much time thinking about what happens outside of Oracle Arena and O.co Coliseum in homes, schools, and neighborhoods throughout Alameda County.

In our third year of operating Oracle Arena and O.co Coliseum, we often have the opportunity to ask ourselves whether we can impact the lives of the residents of this great community, and fortunately, the answer is often, "Yes!"

In this 2014-15 Community Annual Report, I am pleased to share all of the ways we said, "Yes" this past year. We continued to educate ourselves about the issues, priorities, and aspirations of our business and community leaders, and to identify or create opportunities to respond, serve, and build a brighter future for residents across the City of Oakland and Alameda County.

We enhanced our most popular and successful community service programs to offer fun, enlightening, and engaging programs for children and families. We've discovered that a pair of shoes, an overflowing trick-or-treat bag, or a new book can be the first brick in the foundation for a healthy community. An encounter with the First Lady of the United States or even an AEG executive can ignite new aspirations and plant the seed for the next generation of leaders, inventors, and entrepreneurs. And a new contract can be the building block for a small business owner to create jobs and expand services for an underserved neighborhood.

While we are proud of the impact of these programs, we continued to think of new ways to serve the community this past year. I am particularly proud to introduce the new AEG Oakland Community Foundation, and to announce the \$30,000 in scholarships we awarded to high-achieving students with unlimited potential. I am also thrilled at our progress of increasing the number of AEG facilities preferred vendors for local, diverse and small firms.

As always, we are grateful for the opportunity to serve the citizens of the City of Oakland and Alameda County, to work with such dedicated community members, and to look for more ways to say "yes" to the future we imagine for children, families, and the community at large.

Sincerely,



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



## AEG Community Advisory Board Tribute to

# Jose Duenas

The Community Advisory Board would like to honor one of our members, Jose Duenas, who passed away unexpectedly. Born in Mexico and raised in Oakland, Mr. Duenas was admired and respected for his advocacy for the Latino community and communities of color in Alameda County and for his efforts to create economic opportunities for the City of Oakland and Alameda County and its residents. Mr. Duenas committed his life to public service, holding posts as former administrator of the Port of Oakland, former Chief Executive Officer of the Bay Area World Trade Center and former Chief Executive Officer of the Hispanic Engineers, Builders and Contractors (HEBCo) organization. Most recently, he served as president of the Alameda County Hispanic Chamber of Commerce. As a member of the Community Advisory Board, Mr. Duenas was a passionate voice for children of color in Alameda County who worked effectively with his colleagues to advance meaningful relationships between AEG Oakland and businesses, community organizations, and neighborhoods throughout Alameda County. Mr. Duenas was an inspiring force who will be missed by all who had the privilege to work with him.

February 24, 1952 - June 20, 2015



# AEG Community Advisory Board

AEG Oakland is fortunate to have the support and partnership of an esteemed group of business and civic leaders from the City of Oakland and Alameda County who comprise its Community Advisory Board. These leaders contribute their invaluable knowledge of the community's needs, history, and values to help strengthen the connection between Oracle Arena and O.co Coliseum and our neighbors and to consistently deliver an exceptional experience for our visitors.

In 2014-15, the AEG Oakland Community Advisory Board planned events celebrating the cultural diversity of our surrounding communities while creating academic, financial, and social opportunities for children and families within the Oakland and Alameda County region. The Community Advisory Board will continue to play an instrumental role in AEG Oakland's ongoing commitment to invest in the communities we serve and contribute to the quality of life for children in Oakland and Alameda County.

## Halloween Trick or Treat Adventure



AEG Oakland sponsored its second annual Halloween celebration for students, offering a fun-filled, memorable introduction to Oracle Arena and O.co Coliseum. Approximately 230 second and third graders from five schools enjoyed a behind-the-scenes tour of the facilities, performances, activities and entertainment, and a nutritious lunch. AEG Oakland executives opened their offices to the trick-or-treaters, providing an impressive array of sweets to help them enjoy Halloween and reinforcing the popularity of this event among area students.



# Read Across America

This spring, first through third grade students at Madison Park Business and Art Academy in Sobrante Park were rewarded for their improvement in reading during the school year. AEG Oakland donated 300 books to the school to celebrate Read Across America Day, a National Education Association event which seeks to raise student achievement by providing resources and activities to develop strong reading skills. AEG Oakland leaders read aloud to the students in English and Spanish, and each student selected a book to take home. The school library, which recently eliminated books dating back to the 1950s, appreciated the addition of the new books to its inventory.



# Fourth of July Essay Contest

Students in sixth through the eighth grades reflected on the national Independence Day holiday by answering the question, “What Does Freedom Mean to Me?” in 500-word essay submissions. Sixty winners were selected based on creativity, relevance, and quality. Winners received tickets to an Oakland A’s baseball game with a fireworks show and attended a pre-game outdoor barbecue at O.co Coliseum. This annual AEG Oakland program allows young writers to hone their communication skills while articulating their personal expression of the nation’s values in a relevant and meaningful way.

“Our students were able to use their language and writing skills, by entering an essay contest for A’s tickets. Students were eager to participate in this event, as most of our students have never attended a baseball game.”

**-Sally Espinosa-Herrera**, Youth Enrichment Program, Hayward Unified School District



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

For the third consecutive year, AEG Oakland partnered with the First African Methodist Episcopal Church as title sponsor of the 18th annual Back-to-School Shoe Giveaway. The event has distributed more than 12,000 pairs of shoes to students from families with an average annual income below \$25,000, representing the cultural and ethnic diversity of Alameda County.

This year, 2,100 K-12 students received a new pair of athletic or dress shoes. Corporate sponsors included: Kaiser Permanente, AT&T, Oracle Arena, O.co Coliseum, The Clorox Company, Golden1 Credit Union, Fast Signs of Oakland, Bay Street Emeryville, Peralta Community College District, Revolution Foods, KMEL, PG&E, Oakland A's, Oakland Raiders and Golden State Warriors, Supervisor Scott Haggerty, Supervisor Keith Carson, and Councilmember Desley Brooks. Students and their families also participated in a diverse range of health and wellness activities, learned about community resources and services, and enjoyed music, games, and lunch at this entertaining community event.

"Kaiser Permanente is proud to support the Back-to-School giveaway each year because it embodies our mission of improving the health of the communities we serve and connects Alameda County residents with valuable resources in a fun, engaging environment."

**-Amanda D. Medina**, Community & Government Relations, Kaiser Permanente



# Greater Local Impact is Good Business

The Oracle Arena and O.co Coliseum local, diverse and small business initiative reflects AEG Oakland's corporate commitment to build a diverse workforce and reinvest in the communities it serves. The local, diverse and small business initiative incorporates a range of activities to build relationships between AEG Oakland and local, minority-, woman-, and disabled-veteran owned business enterprises, and to identify new opportunities for diverse vendors at the AEG Oakland facilities.

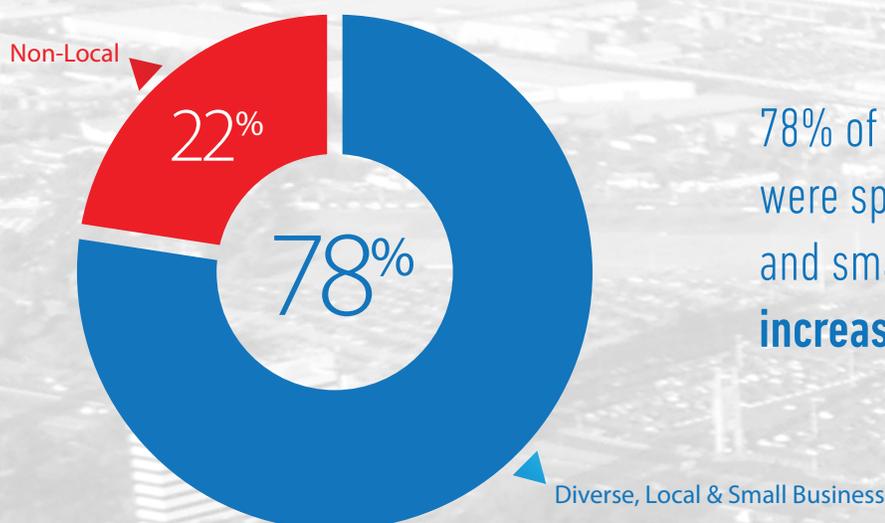
AEG Oakland has collaborated successfully with local, state, and national organizations to partner with qualified local and diverse vendors and to expand its vendor pool. In a recent example, AEG Oakland coordinated with the Women's Business Enterprise National Council and the Western Regional Minority Supplier Development Council to recruit companies for janitorial services.

This year, AEG Oakland retained Sentenium, a Latino owned survey research company, to support efforts to expand its database of preferred local, diverse and small vendors by increasing the response rate for the annual facilities vendor questionnaire. This survey reflects responses from 2014-2015 vendors, which indicate an increase in expenditures with local, diverse and small contractors in fiscal year 2015.

"As a theater rigging and drapery company, we understand the importance of completing a job quick and effectively to meet our clients' needs. As a local business and union shop, we value our business partnership with AEG Oakland."

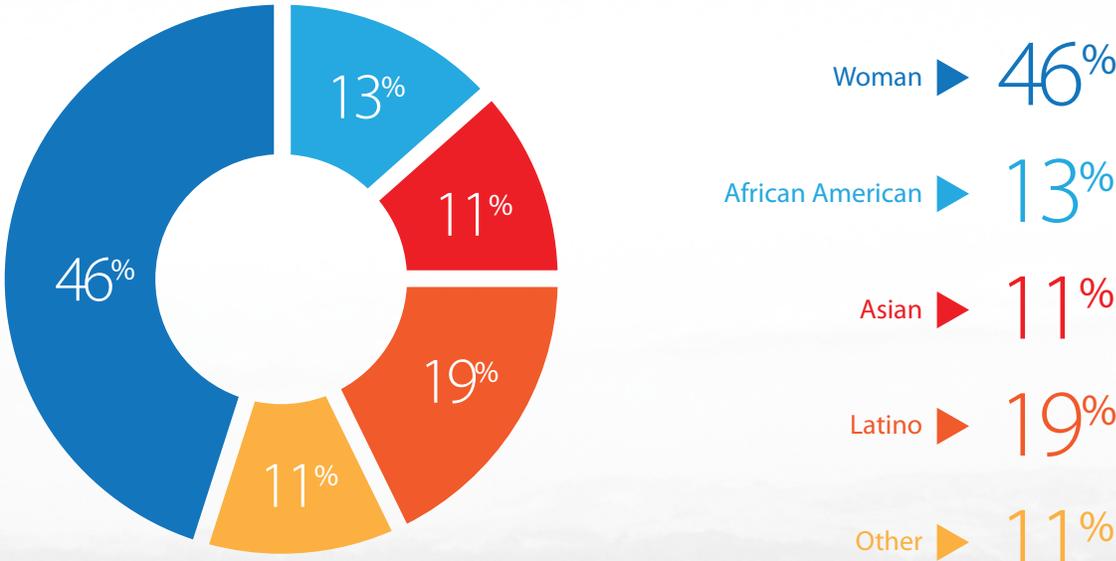
**-Paul DeClercqs**, Owner, Declercqs' Theatrical Specialties

## Dollars spent with local, diverse & small businesses:



78% of our procurement dollars were spent with diverse, local and small businesses -- a **16% increase from last year.**

# Doing Business with Diverse Vendors



“We built our business on trust and developed strong relationships with AEG Oakland over time. They are assured that we will always provide the best price and product.”

-**Sunny Nguyen**, Owner, Maze Canvas

## Vendor Spotlight MAZE CANVAS

- Awning/canvas design, fabrication and installation services business.

Maze Canvas is an Asian American owned and operated business based in Oakland, California. This certified small local business has operated for over 20 years providing wall pads and fence mesh, as well as repairs to chairs, awnings and all exterior water-proof material to the AEG Oakland facilities. Maze Canvas provides detailed and timely service at excellent prices further supporting the benefits of engaging local, diverse and small businesses.

# AEG Oakland Community Foundation



The newly-incorporated AEG Oakland Community Foundation was established this year to enable AEG Oakland to amplify its role in improving the quality of life for residents of the city of Oakland and Alameda County and to significantly expand opportunities for the region's children and families. The Foundation will leverage AEG Oakland's investment in the community through fundraising and collaborations with local governments and non-profit organizations to: encourage urban economic development in Alameda County; expand support services and educational opportunities for underserved communities; advance health and wellness, organized sports, and personal fitness among children and families; and strengthen neighborhoods by promoting dialogue, understanding, and equity across Alameda County's diverse racial, ethnic, gender, religious and political groups.

The Foundation launched in 2014 with the inaugural AEG Oakland scholarship program. This need-based scholarship targets Alameda County students matriculating into a four-year college or university, and providing up to \$10,000 in tuition and books. Scholarship recipients will also receive a paid summer internship at Oracle Arena or O.co Coliseum. Based on applications, teacher and counselor recommendations, and in-person interviews, we are pleased to announce the 2014-15 scholarship recipients:

**Isabelle Rocroi, Albany High School:** While enrolled in multiple AP and Honors courses, Ms. Rocroi maintained her spot on the Principal's List Honor Roll throughout high school and won an AP Scholar Award for her academic achievements. She served as the Senior Class Vice President, and was a member of the volleyball team and the biology club. This summer, Isabelle traveled to Haiti to help build the foundation of a new school, and hopes to return in the future to see its progress. Ms. Rocroi will attend Barnard College in the fall, where she will major in Biology.

**Zenzile Riddick, Bishop O'Dowd High School:** A Presidential Merit Scholar, a member of the National Honor Society, a student council member, and an executive member of the Black Student Union, Ms. Riddick was highly recommended by counselors and teachers for her academic and co-curricular accomplishments. Ms. Riddick will be attending the University of California Santa Barbara in the fall, where she will major in Political Science and Black Studies.

**Amber Granato, Livermore High School:** Ms. Granato's passion for nursing and drive to succeed are evidenced by her extensive volunteer experience as well as her exceptional academic record. Ms. Granato spent a significant amount of time dedicated to volunteering in multiple ValleyCare hospitals where she cared for patients in the urgent care facilities as well as the emergency room. While volunteering, she maintained stellar grades and secured her spot on the Honor Roll, was a member of the school's golf team, and an award-winning member of the school's debate team. Ms. Granato will attend California State University San Jose in the fall, where she will study nursing.

# Job Shadowing



In 2011, the Job Shadowing Program was established as a partnership that brings educators, industry, and community partners together to create a supplemental educational opportunity for high school students. Local youth participants gain valuable experience and insight into the world of work through direct observation, hands on activities, and close engagement with AEG team members. The program not only inspires young people but also provides the youth of our communities with work readiness skills.

Hayward High School sophomores, juniors and seniors joined the program this year, participating for three days and concluding their experience by attending an Oakland Athletics game to celebrate their completion.

The many benefits of the program include: exposing students to professional workplace attire, etiquette, and practices; providing students an opportunity to gain insight and understanding of the functions, business operations, and activities within distinct departments of a leading entertainment entity; and building students' confidence through participation in workplace activities.

AEG Oakland's goal is to introduce students to the variety of careers available at a venue such as Oracle Arena and O.co Coliseum, not just the front-facing positions that guests encounter when attending an event (i.e. ticket takers, concession stand workers, etc.). As students learn about careers ranging from finance to marketing, engineering, box office managements, operations, and more, they develop a better understanding of the opportunities available to them and expand their aspirations for the future.

# Grammy Museum Trip to White House



A select group of students from Youth Uprising, an Oakland-based nonprofit, joined students from across the nation for the “History of Gospel” event hosted by First Lady Michelle Obama at the White House. This annual music education program sponsored by the White House in partnership with AEG and The GRAMMY Museum brings students from across the country to Washington, D.C. to celebrate a different element of American music. In a series of educational workshops, special musical guests including **Michelle Williams, Lyle Lovett, Darlene Love, Rhiannon Giddens and Rodney Crowell** performed and joined the First Lady and Grammy Museum Executive Director Bob Santelli to share their experiences, as well as answer questions from students.

At the event, the First Lady encouraged students to draw strength from the stories of success and failure that the artists shared and to recognize that regardless of their career choices, education is the pathway to success.

“The DC trip to the History of Gospel Event was a wonderful opportunity for young people to engage in cultural history in a historic location, while creating their own personal history of “firsts”! For some it was their 1st time on an airplane or 1st time out of California.”

**-Dr. Carole Dorham-Kelly**, Chief of Leadership & Wellness, Youth Uprising





Greater  
**GOOD**

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