

## Oakland-Alameda County Coliseum Authority Board of Commissioners

### Gail Steele

Chair 2005 – 2006  
Vice Chair 2003 – 2004

### Ignacio De La Fuente

Vice Chair 2005 – 2006  
Chair 2003 – 2004  
Vice Chair 2001 – 2002  
Chair 1999 – 2000

### Sherman L. Balch, Sr.

Commissioner

### Robert Brown

Commissioner

### Barbara Kong-Brown

Commissioner

### Nate Miley

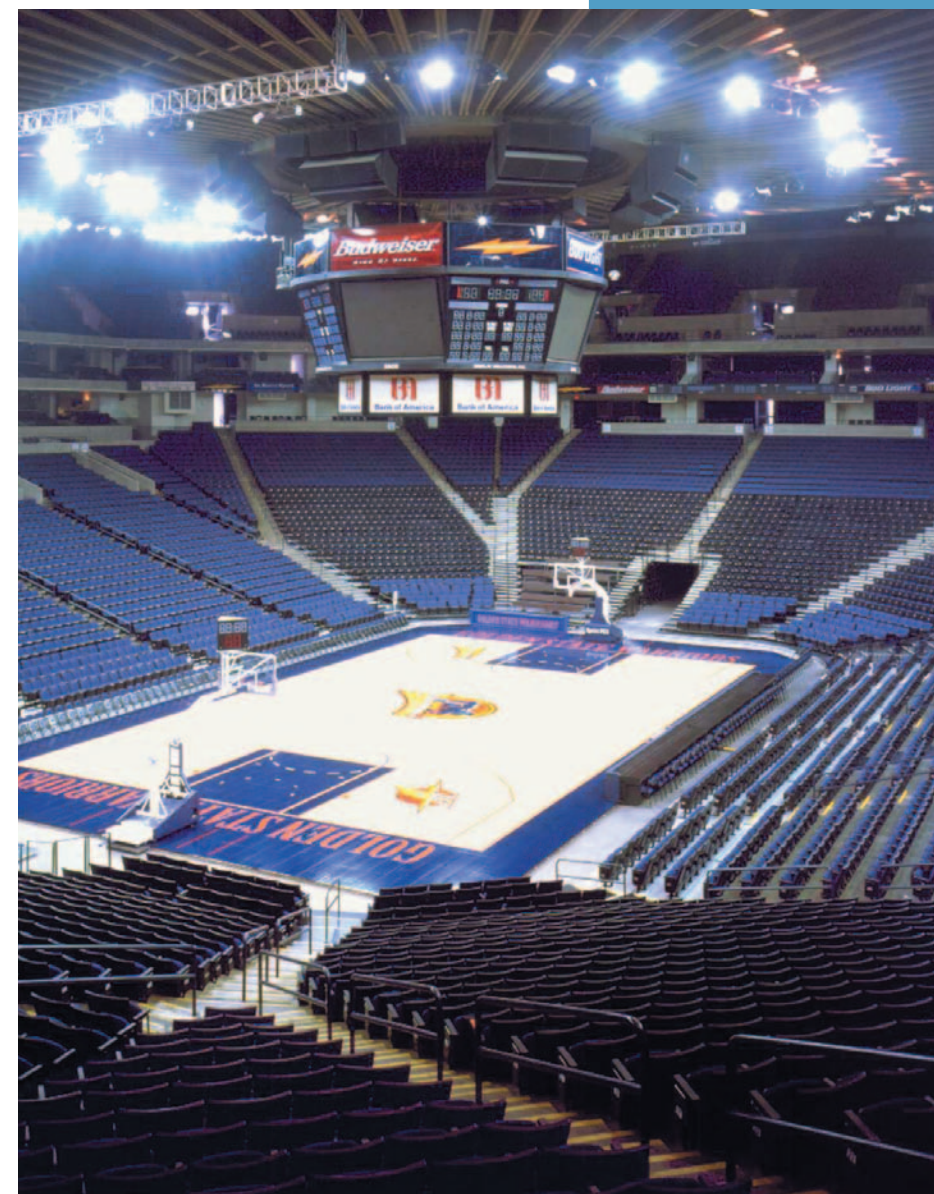
Commissioner

### Larry Reid

Commissioner

### Mary C. Warren

Commissioner



Oakland-Alameda County  
Coliseum Authority

7000 Coliseum Way  
Oakland, CA 94621

Phone: 510 383-4801  
www.coliseum.com



## Oakland-Alameda County Coliseum Authority

Managing the home of the best sports and entertainment in the Bay Area!



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May, 2005

Dear Friends,

The Oakland-Alameda County Coliseum Authority is proud to present our 2005 Report highlighting key elements of our ongoing dedication to serving our community.

The Oakland Arena and McAfee Coliseum is managed by the Authority for the taxpayers of Oakland and Alameda County. The Authority, in its role as steward, strives to deliver the very best in sports and entertainment to the region all the while vigilant of our goal to minimize financial burden on the taxpayers.

This brochure touches upon some of the ways we are reaching our community-centered objectives. We welcome your comments.

Sincerely,

A handwritten signature in blue ink that reads "Gail Steele".

Gail Steele

CHAIR

Oakland-Alameda County Coliseum Authority Board of Commissioners

*The Oakland-Alameda County Coliseum Authority serves as steward of the Oakland Arena and McAfee Coliseum for the taxpayers of Oakland and Alameda County. Its goal is to provide safe, enjoyable venues for customers and tenants. The Authority is proud to host the Oakland Raiders, Oakland Athletics, and Golden State Warriors and is dedicated to their success. The Authority strives to provide a broad range of sports and entertainment, appealing to the proud diversity of the region.*



## Background

Established in 1995, the Oakland-Alameda County Coliseum Authority was formed by the City of Oakland and Alameda County to do two things: finance renovations made to the stadium and arena, and to manage the overall facility.

## Authority Board

The eight-member Board of Commissioners includes two members of the Oakland City Council and two members of the Alameda County Board of Supervisors. The city and county each also appoint two non-elected commissioners.

## Staff

Executive Director Ann Haley acts as staff to the Authority. The Executive Director

- Negotiates contracts, as directed by the Authority Board
- Communicates regularly with tenants and contractors per the terms of each agreement
- Oversees Oakland Coliseum Joint Ventures (OCJV), a facilities management company

Other staff include the County Administrator, City Administrator, County Auditor, City Director of Finance, County Counsel and City Attorney. The Authority has its own part-time General Counsel. Authority finances are managed by the County Auditor's Office.

## Efficient Operations

In 1998, the Authority contracted with Oakland Coliseum Joint Venture (OCJV), of which SMG, a public facilities managing firm, is the primary owner. OCJV provides professional management for the arena and the stadium, resulting in cost savings and efficiencies.

OCJV combines the nationwide relationships and experiences of SMG with the policies of the Authority to maximize operations at the Complex.

The Authority's contract with OCJV requires it to produce monthly and annual financial statements for the arena and for the stadium. This improved financial reporting to the Authority has made it possible to budget and plan based on accurate information.

## Reducing the Subsidy

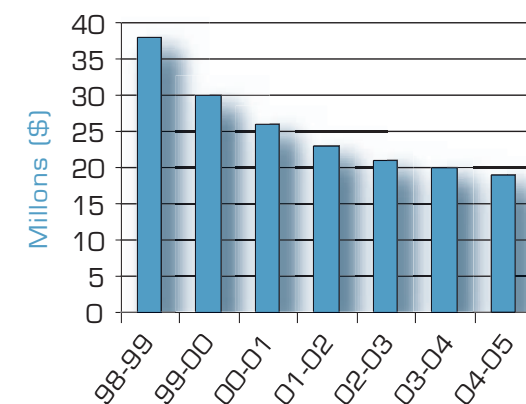
It became clear in late 1996 and throughout 1997 that the City and County would be required to subsidize substantially the operations of the stadium and the arena. This operating subsidy includes payment of the debt incurred in connection with the newly constructed and enhanced facilities at the arena and the stadium.

The amount of the annual subsidy required for the stadium and the arena has decreased from \$38.0 million in 1998–1999 to a projected \$19.2 million for fiscal year 2004–2005.

This subsidy decrease was accomplished through ongoing, concerted efforts, including:

- Reducing expenses and increasing revenues, while managing and maintaining the Complex in a professional manner in accordance with appropriate standards.
- Refinancing the bonds issued to finance the stadium renovations to take advantage of a lower tax-exempt interest rate in 2000.
- Taking advantage of historically low variable interest rates for both facilities.

## ANNUAL SUBSIDY



## Primary Tenants

The Oakland-Alameda County Coliseum Complex is unique: few other facilities offer three professional sports teams. The Coliseum Complex hosts franchises from the National Football League, Major League Baseball and National Basketball Association.

The stadium is home each year for ten Oakland Raiders games and 83 Oakland Athletics games. Occasionally other events, such as soccer or major concerts, take place in the stadium. Naming rights partner for the stadium is McAfee, Inc. (formerly Network Associates).

The Oakland Arena offers 43 Golden State Warriors home games and a wide variety of family shows and concerts.

The Warriors are also currently marketing the naming rights for the arena.

Many opportunities lie ahead to preserve and expand the Authority's partnership with its primary tenants, including discussions between East Bay leaders and the Oakland Athletics about a new ballpark.

## An Increasing Range of Events

The number of events at the Complex has risen since OCJV was retained. In addition to a full range of concerts, family shows and sporting events, OCJV has booked the Complex for meetings, job fairs, car sales and private parties. Authority Commissioners have directed OCJV to book a mix of ethnic and cultural performances reflective of the Bay Area community.



## Events for 2004/2005

7/1/04 – 6/30/05

### SPORTING EVENTS (144)

Golden State Warriors	43 home games
Oakland Raiders	10 home games
Oakland Athletics	83 home games
Pete Newell Basketball	2 games
And 1 Mix Tape Street Ball	2 games
Harlem Globetrotters	1 game
Boxing	3 events

### RELIGIOUS (2)

Joel Osteen	1 event
Easter Unity Service	1 event

### CONVENTIONS/PARKING LOT SHOWS (22)

RV SHOW & SALE	20 events
Enterprise Rent-A-Car Sale	1 event
Oakland-San Leandro Job Fair	1 event

**TOTAL EVENTS: 216**

### FAMILY SHOWS (34)

Disney On Ice	18 events
Ringling Bros. Circus	9 events
Arenacross	3 events
Broncs & Bulls Rodeo	2 events
The Wiggles	2 events

### CONCERTS (14)

Van Halen	1 event
Hilary Duff	1 event
Prince	1 event
Usher	2 events
Sarah Brightman	1 event
Nueva Generacion/Juan Sebastian	1 event
Motley Crue	1 event
Kenney Chesney	1 event
Celebrate Faith 2005	1 event
Mormon Tabernacle Choir	1 event
Indian Concerts	3 events

## Concessions

The food service areas of both the arena and stadium have grown, with state-of-the-art menus in general concessions and exciting new levels of service in the premium areas of clubs and suites.

Authority Commissioners were unanimous in their direction to staff that the concession contracts provide additional protection for the Authority, its customers and employees in the following ways:

- Customer service emphasis
- Quality food
- Employee retention
- Local vendors and suppliers
- Monitoring standards
- Fiscal accountability



## Arena Food Service

A rigorous selection process produced a new contract with Levy Restaurants to provide for food-services for general concessions, clubs, and suites in the Arena. The terms of the new agreement should provide an increase in commission revenue to the Authority.

## Stadium Food Service

Stadium concessions are managed by Bay Area Sports Catering (BASC), a company controlled by the Oakland Athletics. BASC has a new contract with Aramark to handle food services in the stadium. This agreement should also provide an increase in commission revenue to the Authority.

## New Revenue Streams

### Outdoor Signage

In 2000, the Authority entered into an agreement with Foster Interstate to construct outdoor advertising signage on the Coliseum property. In 2003, the construction was completed and ads appeared along the Interstate 880 side of the property. Ad revenue to the Authority has greatly exceeded the annual minimum guarantee. Viacom Outdoor recently purchased Foster Interstate's assets at the Coliseum and will continue to generate this revenue through 2023.

### Stadium Naming Rights

The naming rights for the stadium were sold to Network Associates (now McAfee, Inc.) in 1998. This revenue is committed through the year 2008.

### Arena Naming Rights

Rights currently are marketed by the Golden State Warriors. The Authority and the Warriors will share the resulting revenue.

### ATM Service

OCJV installed a new ATM in the exterior stadium wall generating a fee from each transaction. A similar ATM will be installed at the Arena soon.

### Concert Club

OCJV created a new "Concert Club"; avid music patrons pay a membership fee for preferred access to tickets.

## Expense Reductions

The Authority has overseen periodic review of key programs to reduce expenses at the Coliseum Complex.

### Lower Insurance Premiums

Significant reductions followed a 2003 Insurance Review.

### Lower Construction Costs

Feasibility studies for the kitchen renovation helped to locate the most cost-effective and efficient location for the new Arena kitchen. OCJV gathered competitive bids for construction resulting in a project cost that was much lower than anticipated.

### Lower Utility Bills

In 2004, PG&E conducted an Energy Audit identifying new methods to reduce utility bills.