

STEWART + MURRAY PILLARS FOR SUCCESS

SUSTAINABILITY

Economic and environmental sustainability has been at the forefront of our commitment. As a core component of our collective futures, the work that went into our proposal outlines several important details, such as:

- Designing sustainable buildings that reduce consumption of non-renewable resources, minimize waste, and create healthy, productive environments such as green rooftops, rooftop gardens, outdoor workspaces, and even enhancement measures to upgrade pedestrian and biking routes which also eases access to bayfront and Bay Trail, thus helping to reduce auto traffic to/from Coliseum site and adjacent properties. This also serves as a compliment to public transportation.

COMMUNITY BENEFIT

Our commitment needs to be underscored by the reality that no team can commit to any community benefit without the agreement of the Athletics. As such, our team has refrained from empty promises, but deployed initiatives highlighted in our various conversations with community which tie to the benefits outlined by the Athletics in January. We went even further by identifying key individuals, businesses and resources ready partner in each of the following examples ranging from employability, skills, health, and education. As a result of our partnerships, our resources have proven immeasurable.

For example:

- One of our partners began due-diligence in February to provide significant funding and education opportunities for K-12 OUSD students in East Oakland, with talks of expanding to the broader Oakland community once established. Individuals at various schools have been included in discussions on “how” and “what” needs to be addressed to be serve the kids. This is critical to a highlighted need for earlier intervention, grades two and three vs the current widespread practice that focuses on high school.
- Education partners for all ages range from university to trade to nonprofit, with an emphasis on support and opportunities for foster youth phasing out of the system to formerly incarcerated individuals that are returning to the community. “Working together to restore lives.”
- This site perfectly positions us to address preventative measures to a variety of issues associated with underserved communities, such as Black-owned banking partners that are committed to home-ower’s becoming home-OWNERS through financial education/literacy programs, Black-owned business investment opportunities, and helping to make the “unbankable” BANKABLE.
- Oakland has a rich history of family-owned medical practices that have served the community for generations, yet those contributions have been overlooked in recent years. These historical and community-based models are essential for **1)** bridging the gap of healthcare inadequacies that exist as a result of socioeconomic status. “Emerging medical technologies and therapeutics are of no utility to those they are not offered,” as well as **2)** reengaging our youth in health sciences and service. “Community” is based on treating constituents as equals, therefore providing and teaching our community the principles of a healthy life to improve health outcomes is essential to a healthy community.

- Provide on-site connection between community, public services, and community agencies to provide a wrap-around approach that supports prevention and a path forward for services ranging from voting, public records, housing and education services, job training, etc., as well as civic engagement and public administration support.
- Prioritize community principles and services to improve mental and physical wellbeing despite the historical barrier of socioeconomic status.
- Foster safety and accountability from within the community in collaboration with Neighborhood Services Coordinators.
- Having met with CEO's of three major Fortune 500 companies in the grocery and multi-national space, we are poised to provide a variety of jobs, training, and on-the-job education opportunities to individuals within the community that extend from service to executive level opportunities despite formal education level.
- And most importantly, AFFORDABLE HOUSING. As an insight to our desired outcomes, our Development Manager is responsible for Coliseum Connections which is 50% Affordable Units and 50% Market Rate Units.

ECONOMIC DRIVERS

This is a key metric that will define the success of community-impact. We have identified a multitude of drivers, being mindful that this will continue to develop, but never scale back.

- Data Centers drive innovation and innovation drives our economy. According to the 2017 US Chamber of Commerce findings, "When communities support data centers those data centers in turn create jobs, improve local public infrastructure, and encourage skills training for workers and businesses, in addition to driving significant economic growth. The report further demonstrates that during construction, data centers on average employ 1,688 local workers, provide \$77.7 million in wages for those workers, produce \$243.5 million in output along the local economy's supply chain, and generate \$9.9 million in revenue for state and local governments.

Additionally, during its yearly operation, a typical large data center supports another 157 local jobs and \$7.8 million in wages at the data center and along the supply chain. Each year, data centers generate \$32.5 million in economic activity within local communities. In addition to property and sales taxes paid directly by the data center, local governments receive an additional \$1.1 million per year in individual income and sales taxes.

- Elaine Brown and her team at McCormick Baron Salazar put forth the vision of Black Panther Studios which according UCLA Business School projects the generation of thousands of jobs, with economic studies indicating a conservative \$110M income generator per year which will serve to further support our development vision that extends beyond the current land holding.
- We have met with two major grocers and past CEO's of both Safeway and Whole Foods who are eager to move forward with us on a variety of programs and grocers that will provide community-based options for food, jobs, as well as education and entry level to executive-level employment opportunities despite formal education level.
- We will re-establish Oracle Arena as a premiere concert and entertainment destination. (San Francisco has dominated this market due to decreased representation in Oakland.) By focusing energies on areas ranging from sporting events to virtual events and other public engagements, local businesses will benefit from the increased traffic. We have worked diligently with Marcus King, a member of our team, who has established our partnerships with local Bay Area artists to house incubator-style production studios on the lower level of the Arena as well.

- Liberty Square, Ricky Henderson Field, and Coliseum Plaza will also serve as Nationally recognized youth facilities that will allow Oakland to serve as a destination for youth sports which is a multi-billion-dollar industry.
- We have met with willing major hotel partners and look to provide an entertainment and retail destination for all surrounding areas.
- Serve as a destination for airport and public transit travelers, as well as increased pedestrian circulation with enhanced bike and walkways.

CONSCIOUS CAPITALISM

- “Capitalism” has long held a negative connotation within low to middle-income communities. Misguided understandings plagues our ability to advance and develop at a higher level within our Black and Brown communities. By introducing CONSCIOUS CAPITALISM we can aptly engage community in the pursuit of social and economic responsibility, both personally and community-wide. Our Incubator building provides programs, services, and will house young startups for innovation and growth with workspaces, mentorship, education and access to investors for startups or sole entrepreneurs. (As an example, our focus on a top to bottom, bottom to top ecosystem will allow Oracle Arena to serve as an extension of education opportunities for youth and adults of all ages, as well as the Incubator Programs both in person and virtually, with offerings that range from high-level keynote speakers, on-site mentorship programs, etc.)