DOWNTOWN ALAMEDA

Downtown Alameda
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July 11, 2025

Mayor Marilyn Ezzy Ashcraft and Members of the City Council
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

RE: Agenda Item 7-A- Support for TOT Agreement with Oakland Roots & Soul

Dear Mayor Ashcraft and City Councilmembers,

On behalf of Downtown Alameda, I write to express our enthusiastic support for the proposed Transient Occupancy Tax (TOT) agreement between the City of Alameda and Oakland Roots & Soul Sports Club.

As Alameda prepares for the unique opportunity to host a FIFA Men's World Cup Team Base Camp in 2026, we applaud the City's forward-thinking approach to unlocking the economic and cultural potential of this global event. Designation of the Roots' Alameda facility as an official FIFA Base Camp would place our city on the international stage, draw thousands of fans, and drive significant tourism—particularly in our historic downtown.

Downtown Alameda looks forward to working with the City, the Roots, and community partners to ensure local businesses are part of World Cup-related events and visitor experiences. We're confident this partnership will leave a lasting, positive impact on our commercial districts and civic pride.

We urge the City Council to approve the TOT agreement and help position Alameda as a proud participant in this historic global moment.

Sincerely,

Kathy Weber,
Executive Director