



TOT Tax Sharing Agreement with Oakland Roots & Soul

July 15, 2025

2026 Men's FIFA World Cup

- Men's FIFA World Cup Soccer Tournament – Summer, 2026
- Hosted by Canada, Mexico & United States
- Expanded to 48 teams from 32
- 16 host cities, including 2 game locations in California
 - Levi's stadium in Santa Clara and SoFi stadium in Los Angeles
- Estimated viewership of 6 billion people



Background

- Oakland Roots & Soul were approached by FIFA to have its Alameda training facility be designated as a Base Camp Training Site for one World Cup Team for the approximate one month during the tournament
- Alameda advantages
 - Proximity to Oakland Airport
 - Close to Santa Clara
 - Bay Area is a natural tourist destination
 - Bay Area climate



Roots Facility

- Located at 1150 Harbor Bay Parkway, Alameda
- Formerly Oakland Raiders Training facility
- Oakland Roots & Soul recently committed to a 15-year lease – now known as the UCSF Health Oakland Roots and Soul Performance Center
- 18,000 sf of indoor training space and 5 acres of outdoor sports fields



Benefit of Team Base Camp



- Main benefit to the community is the fan interest in following the team and the tournament
- FIFA estimates for a Team Base Camp
 - 60,000 – 80,000 tourists in the area
 - 30,000 hotel nights in the vicinity
 - Team, team family members, media & general fans
- Fans staying in hotels, shopping in stores and eating in restaurants – TOT hotel tax, sales tax

- Roots seeking partnership from surrounding jurisdictions to cover approximately \$700,000 in additional operating costs to house a team as well as additional facility upgrades
- Looking to partner with Alameda, Oakland, Berkeley and surrounding communities

Financial Pledge



- Pledge of no more than \$150,000 from the anticipated incremental increase in the TOT hotel tax from increased hotel and short-term rentals during the event
- Projected increase is based on historical baseline averages during the months of June and July for 2022- 2024 for:
 - TOT revenue
 - Occupancy rate
 - Average room rate
 - Revenue per room
- Historical baseline occupancy during the month of June was 77% for hotels and 58% for short-term rentals
- TOT Sharing Agreement will use TOT hotel tax collected in June 2025 plus 3% as a baseline
 - TOT is combination of occupancy rate and room rate = accurate baseline

TOT Sharing Agreement

- Will be negotiated immediately after Council approval and finalized after June 2025 TOT numbers are received in August 2025
- City Council approval is needed now to allow Oakland Roots to submit an application for a World Cup team

- Adopt a resolution authorizing the City Manager to negotiate and execute a TOT sharing agreement with the Oakland Roots & Soul in an amount not-to-exceed \$150,000 in support of a sponsorship of a World Cup team at their Alameda training facility during the 2026 World Cup tournament

Questions?