



Via Email (cfrucht@bergdavis.com)

January 8, 2020

East Oakland Stadium Alliance
c/o Craig Frucht

Gentlemen,

I reviewed your letter advocating the Coliseum for a new A's ballpark. While I appreciate the perspective, I strongly support the A's plan to build their ballpark at Howard Terminal.

As you know, nearly all of our most successful ballparks are located in urban cores with many of them picturesquely built near the water including PNC Park in Pittsburgh and of course Oracle Park at China Basin in SF. The Coliseum has great infrastructure but is far from the downtown and would require all kinds of amenities to be built as opposed to Howard Terminal which has all the shops and restaurants of Jack London Square next door. Giving fans the opportunity to come early to games and stay late and to walk to games is a benefit that has served our fans well from Wrigley Field and Fenway to the modern ballparks of today. And those urban locations have added greatly to the cities and neighborhoods where they are located.

The Raiders and the Warriors seem to have reached the same conclusions that the A's have about being as close as possible to a thriving urban environment, however the A's have found a way to pursue this goal while seeking to remain in their home city of 50 + years.

It is critical that the A's have a new ballpark to be successful. I hope you will be able to support the A's efforts at Howard Terminal.

Sincerely,

A handwritten signature in blue ink that reads "Robert D. Manfred, Jr." with a stylized flourish at the end.

Robert D. Manfred, Jr.