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Presidio Trust Board of Directors
103 Montgomery Street
San Francisco, CA 94129

Dear Members of the Trust Board of Directors:

This letter is in support of the Golden Gate National Parks Conservancy's proposal for the reuse of the old Presidio Commissary site – Presidio Exchange; PX.

The Conservancy is the only proposal that meets all the criteria the Trust has specified for the reuse of this highly desirable location at the edge of the Golden Gate and its deep and historic connections to lands beyond the Pacific Ocean.

- The PX is a concept that is modern and flexible in both the way the building is expressed upon the land as well as through the varied programming that will be offered by the numerous organizations eager to partner in the PX programming. No other proposal has such a wide a variety of potential partners eager to make the PX a diverse, ever changing and adapting, cultural magnet. No other proposal has this breadth or promise of dynamism.
- The PX building and landscaping plan adheres in every respect to the Mid Crissy Guidelines; respecting and enhancing the location while accomplishing the needed visual and physical connections with the Main Post as well as the world beyond the Golden Gate. No other plan does as much to build these connections specified by the Trust.
- The stories that the PX plans to tell in various ways make it the only concept that will fulfill the promise of the Presidio Interpretation Plan, for all age groups, from everywhere, in ways that surpass language and cultural barriers. It will engage first time visitors as well as returning local users. No other proposal has interpretation of the Presidio as a primary focus. No other plan is so committed through its physical plant and its programming, in expressing the power of place.
- Because the Conservancy has been widely recognized as a long-time, highly effective, committed partner of the National Park Service and the Presidio Trust in advancing the education and enjoyment of all visitors to the natural, cultural and historic resources of the Presidio and GGNRA, they have the proven experience in meeting the goal of creating a cultural facility of international distinction,. No other proposer can make this claim and its relevancy to this specific site.

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- Because the Conservancy has a proven track record in successful philanthropic fundraising and community engagement at every level, they have the wherewithal to underwrite a successful plan, one that can be phased, and one that will be supported by the entire community. No other proposer has the devoted and supportive community base that the Conservancy enjoys. They know their visitors, their partners, and all aspects of their park. And they know how to make it all come together successfully for the generations to come.

Sincerely yours,



Jan Blum