



October 22, 2013

Presidio Trust Board of Directors
103 Montgomery Street, PO Box 29052
San Francisco, CA 94129

To Members of the Board,

After carefully reviewing all three proposals, I'm convinced the most compelling and appropriate concept by far is the exciting PX Exchange plan offered by the Golden Gate National Parks Conservancy. The Conservancy has consistently proven its extraordinary capacities to enlist all of us in helping grow our National Park and ensure that our "park for all forever" is not merely a slogan, but an inspiring reality.

The PX idea speaks most clearly to the power and potential of this place to capture the imagination and stimulate the engagement of our entire community and visitors from throughout the nation and around the world. Adjacent to the main post and Crissy Field and by the shores of the iconic Golden Gate, the PX will become the dynamic centerpiece of the public's connection to the Presidio and to the historical, ecological and cultural significance of the entire GGNRA, America's most visited National Park. One of the first two National Parks established in the midst of a major urban area, the GGNRA has always been first and foremost a park for all the people. Under the Conservancy's wise and experienced stewardship, the PX will become the park's premiere and most accessible public plaza, a place to connect with one another and with the profound legacies and significance of this national treasure in our own front yard.

The programmatic and educational possibilities of the PX are virtually limitless, and no organization is better suited than the Parks Conservancy to fulfill the inclusive and innovative vision of the PX. The Conservancy has a thirty-two year history of educating and involving the public in many ways to enhance our National Park. It's raised hundreds of millions of dollars and enlisted and sustained tens of thousands of members and volunteers. In partnership with the National Park Service and many other community organizations, the Conservancy has given gifts that millions of us cherish every year, not the least of which has been the restoration and rebirth of Crissy Field itself.

This hallowed ground belongs to all of us, and the PX offers us as a diverse community the chance to once again join forces with the Golden Gate National Parks Conservancy to create a dynamic and world-class living legacy that's true to the spirit and promise of our National Park and that can adapt and benefit everyone for generations to come.

Sincerely,

Doug McConnell
Partner, ConvergenceMedia Productions