



May 3, 2018

Dave Kaval
President, Oakland A's

Dear Dave,

Enclosed is our stab at coming up with a ballpark design that goes against the grain—just like Oakland and the A's.

This Colosseum design has the potential to capture the imagination of generations of Bay Area baseball fans. It seemingly meets the challenge of being “a ballpark that will last a hundred years”—after all, the Colosseum look has been well-received for nearly 2,000 years. Most importantly, we believe it embodies the spirit of Oakland and the A's.

Most baseball fans expect the A's to roll out the typical happy-go-lucky retro ballpark. That doesn't sound like the Oakland move to us. The Colosseum, though classic in its own right, is uniquely suited to provide the grit and swagger the Oakland fan base craves. It is a design conceived in Oakland for Oaklanders.

We dream big—there's no harm in it. Our goal is for Oakland to be nothing less than the baseball capital of the world. As you know, Oakland and the East Bay have the baseball history to pull it off. We're thrilled that you've put Oakland's great baseball history at the forefront of the fan experience. And most importantly, we're grateful you've made the fans and citizens of Oakland feel like valued people.

Thanks for all your hard work on behalf of A's fans, and best of luck with the ballpark quest!

Sincerely,

Oakland, California