



SAN FRANCISCO
CHAMBER OF COMMERCE

June 14, 2013

Ms. Nancy Hellman Bechtle, Chair
Presidio Trust Board of Directors
103 Montgomery Street
P.O. Box 29052
San Francisco, CA 94129

Re: Lucas Cultural Arts Museum (Support)

Dear Chair Bechtle,

The San Francisco Chamber of Commerce, representing over 1500 local businesses, is delighted to support the Lucas Cultural Arts Museum for the Commissary building at Crissy Field in the Presidio.

The Presidio Trust is fortunate to have three strong finalists in response to your RFP for this site. Each offers unique programming that will serve visitors to the Presidio in new and diverse ways. Each will enhance the Commissary site and be an additional draw to Crissy Field. Only one, however, has the capacity to be a world-class cultural institution with both the programmatic draw and financial backing to be a sustainable attraction in the long-term.

The Lucas Cultural Arts Museum, showcasing George Lucas's vast collection of 20th century illustrative, cinematic and digital artworks, will be a one-of-its-kind, only in San Francisco institution. It will draw residents of the City and the entire Bay region, as well as visitors from around the world. There will be permanent and rotating exhibitions and educational programs provided by Edutopia, the educational foundation Mr. Lucas started in 1991 to improve K-12 learning. The design of the museum and the materials used for its construction will reflect and be integrated with its Crissy Field location. Programs will be offered to the public to explore connections between art and culture with the history and natural elements of the Presidio and the incomparable Crissy Field waterfront.

Mr. Lucas has pledged to endow the museum in perpetuity. Considering the challenges cultural institutions face in raising sufficient funds to keep their doors open, the promise of funding to keep the Lucas Cultural Arts Museum open for generations of visitors is clearly a strong point in its favor.

The San Francisco Chamber of Commerce appreciates the process the Presidio Trust has undertaken to choose the future tenant of the Commissary and we thank you for giving us the opportunity to participate.

Sincerely,

A handwritten signature in black ink that reads "Jim Lazarus".

Jim Lazarus
Senior Vice President for Public Policy