

Submitter: John Crook

On Behalf Of: Lane County Multi-Use Public Facility

Committee: Joint Committee On Ways and Means Subcommittee On Capital Construction

Measure: HB5201

To whom it may concern,

I'm writing to ask you on the Eugene Emeralds' behalf to place a bond measure on the May ballot for citizens to vote for or against a multi-use facility in Eugene, where the Emeralds can play their games too.

On local and regional websites, many people complain that the money should go towards better police protection, homeless assistance and new housing projects. All of this is true, but a new facility/ballpark in the center of the community will also drive business and civic goodwill.

I have seen this happen as the associate marketing manager of the San Mateo Co. Transit District when the Emeralds' parent team, the San Francisco Giants, built their downtown ballpark. It transformed the neighborhood from a deteriorating industrial area to a revitalized retail and residential area. I also worked for the transit district when the San Francisco 49ers built Levi's Stadium in Santa Clara and how that stadium uplifted the commercial zone around it. As an important partner in getting folks to and from games in both venues, I saw firsthand how both areas changed.

I was a season ticket holder with the San Jose Giants when they were the parent team's high A affiliate. The same joyous atmosphere pervaded at those games and the lack of a team like the Emeralds in Eugene will suck some needed positivity from the community.

If Eugene loses the Emeralds it will be a shame. If you haven't been paying attention, the SF Giants have been recruiting team players straight from the minor league club, a jump of two minor league levels, because the Emeralds are so good. Having gone to many games the last few seasons I've lived in Eugene, it's a wholesome family atmosphere where the community rallies together.

Don't blow it, vote for the bond measure.

John Crook  
Eugene, OR