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Cc: [Jim Goddard \(JGoddard@sapcenter.com\)](mailto:Jim.Goddard@sapcenter.com); [Scott Emmert](#)
Subject: SAP Center/Upcoming Customer Outreach Efforts on the Future of Diridon Station Area
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[External Email]

Dear Friends,

Happy Veterans Day!

It should come as no surprise that Sharks Sports & Entertainment has been fielding quite a few questions in the last month from Sharks season ticket holders and arena patrons regarding Google's Downtown West mixed use application and what it means for the future of the SAP Center, especially since the plan shown in the media includes development of the on-site parking lots. In order to more comprehensively address all the transformative changes proposed for the Diridon Station area – including BART, DISC, High Speed Rail, Google and other proposed developments – the organization is going to be sending an email update to customers later today. It will include a link to a simple web page so SSE can provide current information and reports going forward, as well as a method for interested customers to get updates and more easily participate in the process if desired in the future. Given all the effort the City staff is making through the SAAG and other engagement initiatives, SSE wanted you to be aware of its plans which we hope will supplement the good work the City and many other groups are doing to educate the community about the future of the Diridon area.

Feel free to call me if you have any questions.

Regards,

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