

April 8, 2025

Honorable Mayor and Members of the City Council
City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

RE: Lincoln Property Company
Extension of Service Provider Agreement

Thank you for considering Lincoln Property Company (Lincoln) for a long-term extension as the City's trusted property management firm to support the City of Alameda (the City) in the management, operations, and maintenance of the Alameda Point portfolio.

We have a very strong on-site and dedicated team in place assigned to this Portfolio, led by Sheba Challenger and Anne Hill. They, along with our entire team, absolutely love working with the Base Reuse team, and they have shared their excitement for the new vision and direction set by Abby Thorne-Lyman, Alesia Strauch, and the Base Reuse and Economic Development Department.

With shared enthusiasm for the Alameda Point project vision, keen insight into the on-the-ground realities, and a creative approach to implementation challenges, we are confident that Lincoln will create meaningful value for the City as we help you execute on your goals and bring Alameda Point into a new era. Most importantly, we will deliver solutions in the following key areas to elevate the Portfolio and maximize returns for the City:

- Cost-Reduction Strategies that Drive Value — We deliver integrated property management, accounting, and engineering oversight.
- Consistency & Responsiveness to Maximize Tenant Retention — Our team will remain highly visible and responsive to tenant and stakeholder needs.
- Proven Hospitality Approach to Tenant Service — Led by Sarah Fox, to ensure an elevated, welcoming experience for tenants, customers and guests.
- Increased Focus on Licensing — Led by Kristoffer Perez, to grow revenue and create a buzz in the community.
- World-Class Accounting — to ensure customized, compliant reporting & informed decisions.

We are especially excited to integrate new technology platforms, an effort that will be led by Vince Cicciarelli to increase efficiencies and drive informed decisions. Fulfilling the City's requirements for new digital tools and solutions will enhance the tenant experience, provide transparency and real-time data for asset management, improve our team's ability to share documents and data with City staff, and organize and track leases, work orders, and more. We are committed to successful implementation within six months of the new contract start-date.

The Lincoln team will help ensure the Portfolio achieves its full potential through every scenario, with well-maintained and operated assets, on-the-ground services and support, institutional-quality accounting and reporting, and cost saving solutions to optimize returns.

We value our relationship with the City and sincerely hope you approve the contract with Lincoln and allow us to continue serving as your full-service Alameda Point property manager and trusted partner. If you have any questions or need additional information, please feel free to contact us directly at your convenience. Our team is focused, committed, and excited to support you in the next chapter at Alameda Point.

Best regards,

A handwritten signature in black ink, appearing to read 'BWang', with a large, stylized flourish at the end.

Brandon Wang
Executive VP, Northern California
Lincoln Property Company

Michael D. Meyer

Mike Meyer
Regional Vice President, Property Management
Lincoln Property Company