



October 18, 2017

Amazon
Office of Economic Development
c/o Site Manager Golden
2121 7th Ave
Seattle, WA 98121

Dear Friends at Amazon:

Selecting a new headquarters is a real challenge. You've created a fascinating process that has been unique to Amazon, but the questions are the same:

How to attract and retain the best?

What role do the facilities and location play?

Do they send the right message to employees, shareholders, and competitors?

The Generation Park strategy is built solely around answering these questions. Because of the enormous scale of the development we are forced to look over the horizon (sometimes through the annals of history!) for the answers.

We must understand people – the parts that trend and the parts that never change.

Our mutual goal is to sit in the seat of the SDE, Administrator, Sales Person, Project Manager and Exec and envision their personal value proposition. If we make it better we create value and score a competitive advantage.

To understand our offering, you must see it in person. Seeing property firsthand is a crucial component to decision making.

Generation Park should be *the* benchmark for your HQ2 selection process.

Thank you all for making our lives easier and better and solving problems which we did not even know existed. Innovation and execution are beautiful things to behold.

Sincerely,

Ryan McCord
President
McCord Development, Inc