



June 1, 2015

Tom Kirk
Executive Director
CVAG
73-710 Fred Waring #200
Palm Desert, CA 92260

Dear Tom,

It's always good to talk to you.

I wanted to follow up on our July 10, 2014 meeting regarding CV Link and the possible private/private partnership opportunities. Paul and I really enjoyed your presentation and are excited about your vision for this project.


As you know, in addition to producing the two music festivals in the desert, Goldenvoice and/or our parent company AEG, manage several private facilities around the world with the most obvious being Staples Center and L.A. Live in downtown Los Angeles. After our meeting, Paul and I became excited about the possible opportunities that would be available if we were to operate and manage CV Link. As you know, our interest in the Coachella Valley expands beyond the festival grounds and we have partnerships and financial interest in events and venues valley-wide. The CV Link would fit well with our other businesses in the valley.

With this being said, my letter is intended as an expression of interest for Goldenvoice, under license, to operate and maintain CV Link. We believe there are opportunities to monetize aspects of CV Link that would allow us to operate and maintain CV Link with no public subsidy required.

We applaud CVAG for its innovative thinking on CV Link, including the concept you approved in January to create an extension through central Coachella, south Indio and other parts of the eastern Coachella Valley. The potential for the route's popularity cannot be measured. It will connect to the polo grounds, where hundreds of thousands of people head each April for our music festivals. Bikes and golf carts are already heavily used on site during the festivals. With CV Link, festival attendees will have a safe route to ride their bikes to the events.

Thank you for your time and I look forward to your comments at your earliest convenience.

Best Regards,



Skip Paige
Chief Operating Officer
Goldenvoice