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October 30, 2019

Mr. Mark Parker
Chairman, President & CEO, Nike
One Bowerman Drive
Beaverton, OR 97005

Mr. Rob Manfred
Commissioner, Major League Baseball
245 Park Avenue
New York, NY 10167

Mr. Randy Levine
President, New York Yankees
Yankee Stadium
One E 161st Street
Bronx, NY 10451

Dear Messrs. Parker, Manfred & Levine:

I write to urge your reconsideration of your forthcoming apparel policy that will prevent local Bronx vendors in the vicinity of Yankee Stadium from selling official New York Yankee merchandise that is licensed through your company beginning in the New Year, effectively forcing them out of business.

It is my understanding that, as part of a new contract between Nike and Major League Baseball, official team merchandise will only be able to be sold at so-called "premium distribution points." I have been informed by the leadership of the 161st Street Business Improvement District (BID) that due to this agreement eight businesses in the immediate vicinity of Yankee Stadium will no longer be able to sell most official team merchandise beginning in 2020. This will have a devastating effect on our borough and the 161st Street BID district.

The eight stores whose businesses will be affected by this change are all family-owned entities, and combined they employ 100 individuals. Many of these stores have recently undergone considerable renovations to their exteriors, as part of the BID's ongoing efforts to offer locals and

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visitors alike a great experience when they visit the area. New York Yankees merchandise sales make up 70 to 80 percent of their business, and this new Nike contract would give these stores no other choice but to close for good. This move would also likely lead to an influx of bootleg merchandise in the area surrounding the stadium, as unscrupulous actors would undoubtedly move to fill the merchandise void left by the loss of these eight vendors.

Our vendors in the surrounding area are as much a part of the “Bronx Bomber” culture and legacy as Babe Ruth or Mickey Mantle. Preventing our local businesses from selling Yankees apparel and merchandise will kill economic development in the area. Additionally, when the new Yankee Stadium was proposed in the early 2000s, one of the main selling points for the stadium was that it would generate revenue and economic activity for businesses in the surrounding neighborhood.

Taxpayers provided this stadium with nearly \$1.2 billion in public subsidies. That largesse should give your respective entities pause before acting to destroy these local stores.

It does not make sense that Major League Baseball and the New York Yankees would be conspiring with Nike to put these mom-and-pop shops out of business. Instead, the New York Yankees, Nike and Major League Baseball should grandfather in these eight local businesses and allow them to continue selling official team merchandise, as they have done for decades. These businesses are ready to sell Nike-branded Yankee merchandise. Let them.

Branding yourselves “The Bronx Bombers” comes with the responsibility of looking out for your local Bronx businesses as much as your own bottom line. As I have stated on numerous occasions, if you want to do business in The Bronx, you have to do business with The Bronx. These eight businesses are very much part of the fabric of this borough. They must be given an exemption from this potentially ruinous contract.

Please feel free to contact me directly if you wish to discuss this matter at greater length.

Sincerely,

A handwritten signature in black ink that reads "Ruben Diaz Jr." in a cursive, stylized font. The signature is written over the word "Sincerely," and extends downwards and to the right.

Ruben Diaz Jr.