



June 1, 2018

Mr. Tim Corkins, Interim Executive Director  
Nevada County Economic Resource Council, Inc.  
104 New Mohawk Road, Second Floor  
Nevada City, CA 95959

Dear Mr. Corkins,

On behalf of the Nevada County Fairgrounds, this is a letter of support for the Nevada County Economic Resource Council's Proposal for Tourism Integrated Marketing being presented to the Nevada County Board of Supervisors for funding consideration.

As a community stakeholder, the Nevada County Fairgrounds was pleased to be among the organizations invited to participate in the planning session that was held on March 15 to help identify and select the elements for inclusion in the Enhanced Integrated Marketing for tourism plan.

Therefore, we are pleased to support Nevada County Economic Resource Council as they seek additional funds to support a strong Inbound Marketing campaign that will enhance existing marketing platforms by creating fresh and dynamic content, reestablish visitors' association memberships for marketing and promotional benefit, and create new opportunities by harnessing cultural resources. We feel that all elements included in the Tourism Integrated Marketing proposal will benefit all sectors of the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Rea Callender", with a long horizontal flourish extending to the right.

Rea Callender  
CEO, Nevada County Fairgrounds