

GMDA

GRASS VALLEY DOWNTOWN ASSOCIATION

June 5th, 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 Grass Valley Downtown Association 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, Grass Valley Downtown Association 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, the Grass Valley Downtown Association is 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,



Marni Marshall
Executive Director
Grass Valley Downtown Association

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