

Nevada County Arts Council
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Mr. Tim Corkins

May 23, 2018

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

Dear Mr. Corkins,

Please accept this 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, Nevada County Arts Council was pleased to be 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 and are particularly pleased to note the implicit reference to Nevada County's two new California Cultural Districts, and the unique potential these state designations offer our entire region.

We look forward to partnering with the Nevada County Economic Resource Council on the creation of dynamic, public-facing cultural asset map in recognition of its effectiveness as a community development tool. We trust it will help us promote tourism and workforce recruitment, and show that we are a compelling place to move to or start a business in. Everyone – every artist, arts organization, business, branch of government, visitor service, chamber or downtown association – can make this their own and put it to work.

Thank you for this opportunity.

Sincerely,

A handwritten signature in blue ink that reads 'Blinder'.

Jon Blinder
President, Board of Directors
Nevada County Arts Council

A handwritten signature in blue ink that reads 'Eliza Tudor'.

Eliza Tudor
Executive Director
Nevada County Arts Council