

Board of Directors

June 11, 2018

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

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Dear Mr. Corkins,

On behalf of Bear Yuba Land Trust, 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.

Erika Seward,
Co-Executive Director

As a community stakeholder, Bear Yuba Land Trust 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.

Erin Tarr,
Co-Executive Director

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 including land conservation, stewardship and connections to nature.

Sincerely,



Erika Seward
Co-Executive Director



Erin Tarr
Co-Executive Director

