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Robert Lander
ACVB President & CEO



April 22, 2009

City of Austin
City Council
P.O. Box 1088
Austin, Texas 78767-8865

Dear Council Members,

The purpose of this letter is to demonstrate the continued support of the Austin Convention & Visitors Bureau (ACVB) for the Old Pecan Street Festivals.

Since 1978, the Festivals have generated a considerable amount of incremental economic activity for downtown while providing a unique cultural experience for visitors and residents alike. The Festivals showcase a diverse array of activities, arts and attractions from local as well as international vendors, helping to bring vitality and business to the downtown area.

What's more, the Festivals benefit multiple charitable organizations, while employing local event staff, musicians, artists, electricians and fencing contractors. We firmly believe that the Festivals have become an Austin tradition in their own right, and help create a vibrant, one-of-a-kind community.

As such, ACVB would like to extend financial support to assist the Old Pecan Street Association with conducting an economic impact study in Fall, 2009 to fully determine the extent of economic impact and activity the Festivals generate for the City.

We recognize the City's financial and in-kind support over the years to support these signature seasonal events and encourage the City to move forward with the Old Pecan Street Association Agreement. We thank you for your time and stand ready to assist in any way possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Lander".

Bob Lander
President & CEO

A handwritten signature in black ink, appearing to read "Greg Chanon".

Greg Chanon
Board Chair

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