



April 8, 2009

John Riley
Montana Exposition Center
2925 Palmer St, Suite A
Missoula, MT 59808

John,

On behalf of the Missoula Downtown Association Board of Directors, we would like to thank you and your Executive Board for the work you are doing to develop an Exposition Center for Missoula. The MDA Executive Committee and staff were pleased to have Kim Latrielle join us for our monthly meeting on March 27 to hear more about the center and the feasibility study.

The MDA Board of Directors unanimously voted to support the Exposition Center feasibility study. Coming out of the Downtown Master Planning process, we fully understand the need to do a feasibility study. Some of the recommendations in the Master Plan Tourism Strategy are to:

- Build off-peak season group and event business,
- Capture more business from existing travelers and extend their stays,
- Support and enhance strong arts and cultural programs in Missoula; and
- Determine feasibility of a convention/event center facility.

We thank you for taking on a leadership role. We fully support your efforts and believe a feasibility study is vitally important. To that end, the Missoula Downtown Association pledges up to \$500.00 towards the study.

Upon receipt of the Big Sky Trust grant and completion of your consultant selection process, please let us know how much you need based upon the final service contract to perform the feasibility study. We will gladly forward a check, up to \$500.00, to MAEDC.

We appreciate the opportunity to participate and support this project. Please keep the Missoula Downtown Association Board of Directors (mda@missouladowntown.com) informed on how things are going. We want to be involved and engaged.

Many Thanks,

Linda K. McCarthy
On behalf of the MDA Board of Directors

Cc: Kim Latrielle, Dick King