

CONVENTION & VISITORS BUREAU  
**MISSOULA** CVB  
MONTANA gateway to the big sky

February 19, 2009

Missoula County Commissioners  
Missoula County Courthouse  
Missoula, MT 59801

Dear Commissioners:

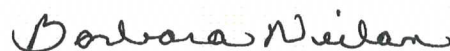
The Board of Directors of the Missoula Convention and Visitors Bureau is writing this letter in support of the need for a feasibility study regarding a multi-purpose all events center for Missoula. The need for such an events center has been discussed in Missoula for many years and given the recent master planning process for downtown Missoula and the fairgrounds, it is an appropriate time to undertake a study of the events market for Missoula. Currently, non-resident visitors bring over \$300 million annually to the Missoula economy. It is important, especially during these economic times, to consider how to grow this vital industry and this cannot be done without an accurate picture of Missoula's market.

Support for this feasibility study is given with the understanding that representatives from all vested stakeholder organizations with market, business or competitive knowledge, including but not limited to the Missoula Area Economic Development Corporation, Missoula Downtown Association, Missoula Chamber of Commerce, Missoula Convention & Visitors Bureau, Missoula Midtown Association and the University of Montana, will collaborate in the writing of and oversee the RFP. process through completion of the study. Involving these diverse and knowledgeable stakeholders is critical to the successful development of this RFP.

If you have any questions or I can provide further information or assistance, please do not hesitate to contact me.

Sincerely,

Missoula Convention & Visitors Bureau



Barbara Neilan  
Executive Director