

From: "Timothy P. McGrane" <tmcgrane@blackhawkmuseum.org>

Date: Friday, December 12, 2014 3:33 PM

To: Tomi Riley <tomi.riley@bos.cccounty.us>

Subject: Visit Tri-Valley

Hello Tomi,

I understand that the BOS will be considering the inclusion of unincorporated areas of Danville in the official Visit Tri Valley tourism marketing district map.

I would like to express the Museum's full support of the Visit Tri-Valley organization. Since I joined the Museum in February last year they have been an excellent supporter of what we do. They have provided us with significant exposure opportunities that have included;

- Opportunity to be included in travel show television episode about Danville for in flight video and also PBS travel show
- Opportunity to be included in a number of FAM visits for both writers and group tour directors and major hotel sales director to showcase the Museum as an important asset in the area.
- Included Museum in a number of area promotional opportunities
- Included Museum in ongoing marketing and promotional opportunities with other Tri Valley partners

We have a very good working relationship with the Tri Valley and when we are promoting the Museum at other events around the State and Country we ensure we have their marketing materials as we feel it is beneficial to be a good partner in what they are doing for us. With our brand new Spirit of the Old West gallery opening in February 2015 we will be working with them closely on this new opportunity to attract visitors to the area. We do not have the resources ourselves to be able to accomplish this so they resources will be very important to us.

If you have any questions or need additional information about the Museum or our involvement with Visit Tri-Valley, please let me know.

Kind regards

Tim

Timothy P. McGrane

Executive Director

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