



July 6, 2011

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Mr. A. J. Rodriguez  
Deputy City Manager  
City of San Antonio  
P.O. Box 839966  
San Antonio, TX 78283

Dear A.J.,

On behalf of the Executive Committee of the Paseo Del Rio Association, I thank you for taking time out of your busy schedule to meet with us regarding the proposed River Walk Lighting Enhancements for 2011. The Executive Committee is unanimous in its support for the switch to LED lighting and believes that it is the right thing to do despite the significant up-front investment. We appreciate that this "Rebranding" of the Riverwalk is consistent with the Mayor's SA 2020 plan and believe that the goodwill and publicity generated by this change will be tremendously positive.

The proposed increase to 1.8 million LED lights from the current 85,000 incandescent lights is significant indeed. We support your plan to wrap the trees versus the canopy application of previous years. The effect is dramatic, bold and sure to generate new and return visitation this holiday season. While there are members of organization who would prefer that things to remain as they have, our Executive Committee is satisfied with both the strategic vision and resulting visual effect that the LED lighting provides.

We also wish to participate financially in this project with a contribution of \$25,000 which is slightly more than our historic contribution for the incandescent light bulbs, stringers and associated labor. Should you prove successful in securing a donation of the lights, Paseo Del Rio Association will provide sponsorship recognition through Rio Magazine, the Holiday River Parade Program, and our website. We would also be willing to provide the sponsor with a professionally decorated and LED lighted float for the Parade, if the sponsor will assume the cost of the materials.

Clearly time is of the essence and we are prepared to assist your office with presentations to other constituents and key stakeholders. As always, we thank you for your vital support of the Paseo Del Rio Association. The City of San Antonio is an outstanding partner in helping us to accomplish our mission of Promoting, Protecting and Preserving the San Antonio River Walk.

Sincerely,

Christian E. Oviatt

President  
Paseo Del Rio Association

Cc: Paula Stallcup