



August 10, 2011

Mayor and Council
City of San Antonio
P.O. Box 839966
San Antonio, TX 78283-3966

Dear Mayor and Council:

On behalf of the Convention & Visitors Commission (CVC), please accept this letter as an endorsement of the City's proposal for a new lighting strategy along the River Walk.

With the goal of creating significant economic benefit and improved quality-of-life for San Antonio, a priority for the CVC is to support initiatives that will enhance the destination's attractiveness while preserving the city's unique cultural and historic characteristics. Understanding the proposed multi-colored LED lights will replace the low-efficiency incandescent bulbs and will be wrapped around tree trunks and branches, the commission does not anticipate that the new lights will represent an unfavorable departure from the aesthetic of the traditional bulbs. Indeed, the proposal to add reflective, accent lighting to street bridges along the River Walk's downtown bend presents an opportunity to enrich the River Walk's distinctive atmosphere for visitors.

Certainly, San Antonio's iconic holiday River Walk lights are an important part of the destination's appeal and, ultimately, its success. We do not anticipate that the planned update to the equipment and installation of the lights will have a negative impact to the destination's appeal to or reputation with visitors. The commission looks forward to working with the CVB to help promote a re-branded, enhanced River Walk experience during the holidays and beyond.

Sincerely,

Dan Decker, Chair
Convention & Visitors Commission

Marise McDermott, Vice Chair
Convention & Visitors Commission