

July 26, 2004

Mayor Baroch and Members of the Golden City Council
1445 Tenth Street
Golden, CO 80401

RE: Letter of Support for EDComm

Dear Mayor Baroch and Councilors:

On behalf of the Golden Urban Renewal Authority, we are requesting that the Golden City Council remove the sunset provision from the enabling ordinance for the Economic Development Commission, and convert EDComm to a permanent City Commission.

Over the past six months, EDComm and GURA have demonstrated that our joint efforts result in better programming for Golden's citizens. Our two organizations have embarked on an important partnered program (the Reinvestment Fund) and are planning additional cooperative ventures in the coming months.

GURA arranged for the Reinvestment Fund not only because it was the best way for GURA to continue its traditional support of "soft" projects, but also because it simply makes more sense for EDComm to undertake these projects than GURA. EDComm is charged with marketing and promoting all of Golden, so it is natural that it should also have a fund dedicated to the downtown area. EDComm's marketing and promotions efforts have steadily improved since its creation, and the current programming should be allowed to continue evolving.

EDComm was also charged with assisting the City's efforts at business expansion and retention (BEAR). As with its marketing efforts, EDComm has proved its worth and should be permitted to continue contributing according to its mission. GURA believes even more activities along these lines are needed.

Please contact us if you need additional information regarding GURA's support for the continuation of EDComm.

Sincerely,

Roya Stanley, Chair

Mark Heller, Executive Director