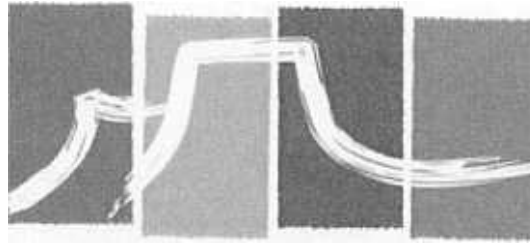


RECEIVED

OCT 02 2008



golden cultural alliance

Mark Heller
Executive Director
Golden Urban Renewal Authority
922 Washington Avenue
Golden, Colorado 80401

October 2, 2008

Dear Mark and Golden Urban Renewal Authority,

Thanks to many years of generous funding contributions from organizations like the Golden Urban Renewal Authority, the Golden Cultural Alliance has been successfully getting out the word that Golden is a great place to experience culture. In the past few years, the GCA has had two regional focuses—inside and beyond Golden. Our activities at the Golden Farmers' Market, Buffalo Bill Days and the Relay for Life have increased our marketing efforts with our core audience in Golden.

However, to remain competitive in the larger metro Denver marketplace and draw tourists to Golden, we must also promote ourselves beyond Golden. For example, in 2006, we produced and have continued to distribute our "Small Town, Big Fun" brochures. This brochure is offered in the ten Welcome Centers all over Colorado including: Dinosaur, Fruita, Cortez, Fort Collins, Red Rocks, Alamosa, Trinidad, Lamar, Burlington and Julesburg.

This year, the Golden Cultural Alliance feels that an effective method to communicate with a greater number of potential visitors is through enhancements to our website. A higher quality, more informative webpage would be able to better acquaint the greater Denver community about current events, activities and shows taking place in Golden. For this effort, the Golden Cultural Alliance respectfully asks the Golden Urban Renewal Authority for \$1,000.00 to put toward general website maintenance and improvement.

The goals of the Golden Cultural Alliance's website enhancements include producing a more appealing web experience that creates excitement about the activities happening within our member organizations; driving attendance to each member's individual site;

and strengthening our organization's authority as a reliable source for cultural happenings in Golden.

More Photos, More Information, More Excitement

Currently, the Golden Cultural Alliance website is an adequate resource for learning basic information about special events taking place at the GCA's partnering organizations. However, the site does not provide more general information about the organizations, disclose the types of cultural activities these organizations offer, or provide any photos of what a visitor should expect at these places. As a result, the GCA website is most beneficial to local community members who are already familiar with these cultural organizations, rather than new audiences that aren't well-acquainted with Golden.

To improve the Golden Cultural Alliance website, each cultural organization would need to have a few paragraphs explaining their basic structure and activity offerings, as well as several photographs that visually explains what their organization is about. This biography section should be combined with a current page on the website that offers links to each organization's website. This way, visitors interested in the description of a particular member could easily navigate to that organization's webpage. This set-up would create an easily understood web structure that provides a clear overview of the array of cultural organizations operating in Golden.

To generate more excitement for the GCA's members and offer a visual representation of what these organizations provide to the Golden and Denver community, the page headers in the website need to include photos of recent events taking place. Currently, a generic heading listing the participating organizations does not reflect the exciting, diverse activities our members produce each month.

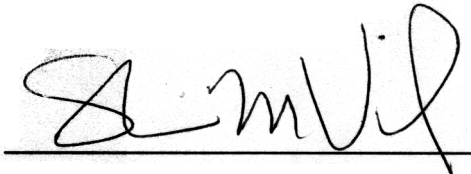
Since the homepage is the first glimpse that a web visitor will see of the GCA, it needs to be more engaging and more informative. Each of the member organizations should be listed, photographs should be added and routinely rotated to illustrate the variety of activities taking place in our community, and events should be listed and changed as they happen to immediately notify visitors about up-to-date information. In addition, a members-only login should be installed on the homepage to allow for easy communication between member organizations, as well as easy access to meeting minutes, agenda/events archives and other GCA business.

Improved Website=Better Attendance, More Organization and Greater Excitement

Unquestionably, the Golden Cultural Alliance website needs general maintenance to reflect the dynamism of its member organizations and all the cultural happenings they provide for Golden and Denver residents. The site should be well organized, exciting and easy to navigate around, and above all, informative. Pursuing an improved website will prove a useful tool for reaching out to the greater community and persuading them to experience Golden's many cultural organizations. An investment in the Golden

Cultural Alliance's website will expand these organizations' abilities to drive attendance figures as well as create regenerated excitement for their events. In addition, a more comprehensive website will strengthen the authority and capacity of the GCA as a crucial source for cultural information in Golden.

Thank you for the consideration of this proposal. As the mission of the Golden Cultural Alliance is to promote the activities and programs of its 22 members, we all look forward to the result of your deliberations.

A handwritten signature in black ink, appearing to read 'S. Voirol', written over a horizontal line.

Shannon Voirol
GCA President

A handwritten signature in black ink, appearing to read 'Reilly Sanborn', written over a horizontal line.

Reilly Sanborn
GCA Member