



**CLEARWATER
BEACH** CHAMBER OF
COMMERCE

WWW.BEACHCHAMBER.COM

Clearwater's Tourism Chamber

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Executive Director
Sheila Cole
Tourism & Marketing

March 29, 2005

Sent by facsimile to 561-333-4758 and regular U.S. Mail

Mr. Al Jabaly
South Florida Business Association
18097 41st Road North
Loxahatchee, Fl 33470

Dear Mr. Jabaly:

This is to confirm that the Clearwater Beach Chamber of Commerce is co-sponsor of the publication of the South Florida Business Association's exclusive one-time 2005 Commemorative Souvenir Cartoon Map of Clearwater, Florida.

It is my understanding that you will publish 12,000 24" x 36" full-color glossy souvenir maps hand-painted in the popular cartoon style. One side will show the City of Clearwater and the other will have a map of the beach and downtown. This map will be similar to the Souvenir Cartoon Maps that you have published for Lee and Charlotte Counties.

I'm glad to see that the projected publishing date of the 12,000 maps is August, 2005, just in time for the newcomers moving to our area and for the next year's tourist season. The maps will be distributed, free of charge, to newcomers, tourists and locals at the Chamber's office and visitor center.

My staff will forward the information about the chamber and visitor's center to be included in the 1/2 panel reserved for us on the map. In addition, with the approval of the Executive Director of the final layout, you are welcome to use our logo on the map.

I look forward to seeing the final product.

Sincerely,



Sheila Cole
Executive Director

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