



May 23, 2005

Dear Joint Venture Marketing Program Supporter:

The Joint Venture is working on an advertising effort with the Official Tourist Map of Palm Beach County, 2005-2006, being promoted by South Florida Business Association. When you advertise in this Official Map, your message lands in the hands of **over fifty thousand** tourists who are on their way to a Palm Beach County vacation, those who visit the Palm Beach County Chambers of Commerce, and those who are staying in Palm Beach County Hotels.

This letter is to inform you of this promotion and to introduce **Al Jabaly, Manager of South Florida Business Association** to you. He will personally be contacting each Joint Venture Supporter within the next few weeks with a special discounted advertising offer.

This is a very exciting program that will bring visitors to Delray Beach throughout 2005-2006, contributing to the continuing economic viability of our downtown. The DDA will be sharing the cost of the front cover as well as the special map inset with the City promoting the Parks & Recreation areas in Delray Beach.

Please call if you have any questions or if you want to reserve space.... it will be limited to the first supporters calling. The Official Tourist Map of Palm Beach County contact, **Al Jabaly**, can be reached at **561-252-7955**

Thanks for your support!

Marjorie Ferrer
Downtown Coordinator
Delray Beach Joint Venture