

June 1, 2007

<<Name>>

Contact

<<Address1>>

<<Address2>>

<<City, State ZIP>>

Dear <<Salutation>>,

I'm writing today to urge your support of the Lewisburg Downtown Partnership, the award-winning catalytic agent for maintaining and extending the vibrancy of the commercial, social and architectural heart of the Central Susquehanna Valley. From 1999-2004, the Partnership's work was generously supported by a state grant and matching funds from the Borough, Bucknell University, and private partners just like you. In the past three years, the burden was shifted to local supporters, with a smaller allocation from the state. For calendar 2008-2010, the Partnership must rely entirely on local funding for its basic operations, increasing the goal of our current campaign by nearly half, to \$300,000 for the three-year period.

Honestly, I consider this price tag a bargain. Downtown Lewisburg is the envy of communities throughout Pennsylvania and beyond, which regularly seek out the Partnership to learn its secrets to success. What they find is "Main Street 101" - strong, professional management working hand in glove with a well-structured volunteer organization, and all with a focus on business retention and recruitment, "branding" and promoting downtown Lewisburg's unique set of appeals, and historic preservation. While we didn't invent the model here, we operate it especially well.

Directly or indirectly, we can thank the Partnership for the virtually full-capacity state of downtown storefronts, for numerous façade renovations, for a full array of events and festivals throughout the year, and for Lewisburg's compelling Web presence at [www.lewisburgpa.com](http://www.lewisburgpa.com). The downtown-Bucknell collaboration has produced not only direct benefits (student foot traffic in Market Street shops, for example), but also has led to other joint endeavors, such as residential neighborhood redevelopment.

In the next few years, the Partnership will focus on optimizing the business mix downtown, increasing the district's user-friendliness in various ways (parking, pedestrian travel, signage, etc.), and reconnecting Lewisburg to the Susquehanna River, both physically and psychologically. The result will be a community attractive to the rising "creative class," representing the workers and work of the 21<sup>st</sup> Century.

In the month ahead, a Downtown Partnership Board member or key campaign volunteer will call you to arrange a meeting to discuss our fundraising effort, answer questions about the Partnership, and talk about your Campaign commitment. I hope you will join me and other community leaders in keeping the Partnership strong, and thus extending the crucial quality-of-life contributions that downtown Lewisburg makes. Thank you in advance for doing all that you can.

Sincerely,

Charles R. Pollock