



SILVER SPRING CITIZENS ADVISORY BOARD

February 27, 2014

Mr. Isiah Leggett
County Executive
101 Monroe Street 2nd Floor
Rockville, Maryland 20850

Mr. Craig Rice
Council President
100 Maryland Avenue
Rockville, Maryland 20850

Ms. Cherri Branson
5th District Councilmember
100 Maryland Avenue
Rockville, Maryland 20850

RE: SSCAB grant request for “Taste the World in Fenton Village” Event

Dear Mr. Leggett, Mr. Rice and Ms. Branson,

I am writing to express the strong support for the Council grant application submitted by Silver Spring Town Center, Inc. (SSTCi) on behalf of the Silver Spring Citizens Advisory Board for the 2015 “Taste the World in Fenton Village” event. This event is very important to the Silver Spring community, increasing civic awareness and promoting the small restaurants and businesses in the Fenton Village district, especially as this area undergoes major redevelopment and economic disruption.

As background, the Fenton Village area of Silver Spring is bounded by Georgia, Wayne, Fenton and Sligo Avenues. This area is comprised of a variety of small, primarily minority-owned restaurants and businesses, and is often overlooked despite its proximity to the downtown Silver Spring redevelopment area. Fenton Village is also experiencing major new development with the construction of several multi-family projects, the new Silver Spring library and the future Purple Line.

Several years ago the Community and Economic Development (CED) Committee held a series of forums with businesses and residents of Fenton Village as new development was threatening the character of the neighborhood and the survival of the small, locally-owned businesses. As a result of these forums, the Committee decided to organize the “Taste the World in Fenton Village” event in order to increase awareness of Fenton Village and its diversity. This event is different from other “taste of” events in that it is a restaurant crawl requiring participants to walk around Fenton Village, and thus, see what the area has to offer.

For the 2014 event, we have a record number of 30 restaurants signed up, including newcomers Urban Butcher, Pete’s New Haven Pizza and Kaldi’s Cafe. We are also excited to announce that YELP! will be partnering with us to promote the event via their media channels and will be sponsoring a second entertainment stage. As in prior years, we will also promote other Fenton Village businesses through raffle prizes and will offer entertainment which will include local bands, schools and arts organizations to further community building.

Without the seed money from the Council, we would not be able to host this event. We have worked tirelessly to obtain funds from private sponsors, but the minimum amount we request from the Council is critical to assuring that we have sufficient funds to begin the process. The Advisory Board believes that this event is important to support these small businesses and the local Silver Spring economy.

Thank you for your consideration of our application.

Sincerely, Evan Glass, Chair, Silver Spring Citizens Advisory Board