



WHEATON URBAN DISTRICT

Luisa Montero-Diaz
Director

October 2, 2017

Dan Thompson
Wheaton ARTS Parade

Dear Mr. Thompson:

The Wheaton Urban District would like to express its enthusiastic support for the Wheaton ARTS Parade/Festival planned for 2018. The successful 2017 parade/ festival increased the visibility of Wheaton artists and attracted artists from around the county to the Wheaton Arts & Entertainment District. Not only that, it engaged businesses, civic associations, schools and residents and allowed the entire community to celebrate Wheaton's artistic and cultural diversity.

The parade and the arts festival are in line with the strategic goals of the A&E District. The Urban District hopes that more events like the Wheaton ARTS Parade will help the public see Wheaton as an arts friendly community while stimulating the downtown Wheaton economy.

The Urban District is pleased that you plan to involve local businesses who may benefit from increased foot traffic on the day of the parade, but who also can be arts patrons and help artists display their work. As you know, the Wheaton Urban District Advisory Committee (WUDAC) supports this event. The Wheaton Urban District is pleased to provide in-kind support for the 2018 Wheaton ARTS Parade & Festuvak, with the understanding that no funds are budgeted for this activity.

It is my understanding that the parade organizers will be raising funds to cover the costs of renting tents, tables, stage, sound system, projector, screen, etc. The Wheaton Urban District can assist with the necessary permits, access to Veterans' Park and the use of county parking lots, as well as facilitate assistance from the county police for planning and managing the parade route. Furthermore, the Urban District's Clean and Safe Team can provide support.

I look forward to working with you and the parade organizing committee in another successful Wheaton ARTS Parade & Festival in 2018.

Sincerely,

Luisa Montero-Diaz
Mid County Regional Service Director