



SILVER SPRING CITIZENS ADVISORY BOARD

May 13, 2013

Honorable Nancy Navarro
County Council President
100 Maryland Avenue
Rockville, Maryland 20850

Dear Mrs. Navarro:

As you complete work on the FY '14 budget, members of the Silver Spring community are finalizing our plans for the 3rd annual Taste the World in Fenton Village. We request that you reconsider your stated objections to provide funds for this unique event. These funds are needed to assist the community's work to create economic development opportunities where none currently exist.

There are three main reasons we are asking for County funding for this event: economic impact, community diversity and investment value.

The \$6000 requested for the event acts more like a multiplier than a base amount, as this event literally brings customers to the tables of our independent restaurants. The job impact of the Fenton Village community is enormous: there are over 150 businesses in the CBD outside of Ellsworth Drive, which employ approximately 1,500 people – more employees than the Fillmore and Discovery combined.

It has taken three years of work to make this event what it is today. Each year Taste the World has put feet on the street in Fenton Village, a neighborhood that tries to compete with the national restaurants located nearby on Ellsworth Drive. This event encourages the public to increase support for the small businesses in Fenton Village, even as redevelopment threatens to displace them physically or through increased rents.

The volunteer effort for this event is extensive – but we cannot continue to host this vital event without your support.

If the Taste the World in Fenton Village goes unfunded, we will lose more than what may be viewed as a simple event. In fact, we stand to lose a huge chance to support the small businesses and the local job opportunities they bring. Instead, by supporting the economic development of Fenton Village vis-a-vi this event, the Council will strengthen the fiber of Montgomery County's independent business community.

We again ask the Council to reconsider the funding of the grant proposal of Taste the World in Fenton Village through the Silver Spring Citizens Advisory Board's collaboration with Silver Spring Town Center, Inc. This successful collaboration has allowed the event to expand its sponsor base, increase its footprint among the local businesses and reach more Montgomery County residents.

Sincerely,

Evan Glass
Chair, Silver Spring Citizens Advisory Board

cc: County Council & County Executive