



February 6, 2018

Director of Corporate Services/Clerk
Corporation of the Town of Kingsville
2021 Division Road North
Kingsville, ON N9Y 2Y9

Re: Request for Funding

On behalf of the 35 businesses and organizations located on County Road 50 in southern Essex County, which have formed the strategic alliance known as **Explore the Shore**, I am requesting that the Town of Kingsville consider our request for the same funding as last year to support the ninth Explore the Shore weekend event, scheduled for July 28 and 29, 2018.

We are still a fledgling organization with years of work ahead to make County Road 50 a "destination" for the average Essex County resident and the now more frequent out-of-County tourist. We see the potential. We understand and are committed to the sustained effort needed to accomplish our goals.

The Explore the Shore route includes Meleg's Lakeview Orchard, Cedar Island Yacht Club, Fehr's Heritage Bakery, Dear Ladies and the Town of Kingsville at Cedar Island Beach, all in Kingsville. We are asking the Town of Kingsville for monetary help this year because we believe that building a digital map of the route and upgrading our website will reap dividends for our participants and for the Towns.

Tourism Windsor Essex Pelee Island recently has assured us that it will support Explore the Shore for the long haul because they understand that it will take a sustained joint effort to accomplish the goal of making County Road 50 a well-known, successful and beloved business district and destination.

Thank you, the Finance Department and Town Council for your consideration of this request. We appreciate your time and will provide any information you may require.

Sincerely,

Ann Neydon Wilson
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