



On The Old West Highway

Chairman Mike Pastor
Gila County Board of Supervisors
1400 East Ash Street
Globe, AZ 85501

December 9, 2014

Dear Chairman Pastor,

The Gila County Advertising Committee has received \$30,000 from the county for several years on behalf of the Globe-Miami, Payson and Tonto Basin chambers. The money is used to market county attractions to prospective visitors through media advertising, brochures and websites. All three chambers have been able to greatly increase their impact as they expand marketing efforts, outreach, social media and more with the funds provided through the county.

A packet of information on the Globe-Miami, Rim Country and Tonto Basin chambers and how the advertising funds are used in marketing efforts is included in a packet for your review, along with an invoice for the funds, as directed. For our part, the Globe-Miami Chamber has added some travel shows, most notably the KJZZ Travel Show and the AAA/Arizona Highways, as new venues to market in-state residents.

On behalf of the Gila County Advertising Committee, I would like to personally thank the supervisors and administration for your continued support. We hope the county is able to continue to help fund our marketing efforts as a way to attract visitors and so support our local merchants and businesses. We realize that there are many demands on the county's limited funds and we are grateful that you see the value of continuing to market Gila County to potential visitors.

Sincerely,

A handwritten signature in black ink that reads "Ellen A. Kretsch".

Ellen A. Kretsch
Executive Director

CC: Supervisors Martin and Marcanti
County Manager Don McDaniel