



*Lethbridge Lodging Association*

January 18, 2013

**Re: Exhibition Park Redevelopment**

To whom it may concern,

Lethbridge Lodging Association (LLA) develops and promotes partnerships, events and activities that raise awareness of Lethbridge as a tourism destination on a global stage. The LLA is always looking for initiatives that encourage more and longer overnight stays in Lethbridge. Therefore, the LLA would be happy to support the efforts involved in redeveloping Exhibition Park.

A conference and convention space in Lethbridge would help generate positive awareness of Lethbridge as an ideal corporate travel destination and have a positive impact on the local economy as well as the hotels. As an advocate for Lethbridge, I cannot express enough how important this redevelopment of Exhibition Park will be for Lethbridge and the surrounding area. I think that this initiative will greatly improve the number of visitors to our region and act as an aid to our other efforts in getting Lethbridge more recognizable as a desirable region to visit either for business or for leisure.

Please let me know if I can be of further assistance to this project.

Sincerely,

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