

February 9, 2009

Dear Community Leader:

On Saturday, March 28th at the Estero Community Park the Estero Council of Community Leaders (ECCL), along with many other groups, will sponsor a major community event called "Arts Estero 2009". In 2006 we sponsored a similar, but far smaller event, Arts Estero 2006 that attracted about 500 people to the Estero Ballroom of the Hyatt Coconut Point Resort.

We expect that "Arts Estero 2009" will be the first of many premier community events that will help us build a real sense of community in Estero. We need the involvement and support of your community if Arts Estero 2009 is to achieve this ambitious goal.

Marsh Landing resident Bev MacNellis and her steering committee have made great progress over the last couple months in structuring the event. You will see what I mean by looking at the beautiful "Arts Estero 2009" events poster/flyer that may be seen at <http://esterofl.org/new/arts-estero-2009/Arts%20Estero%202009%20Flyer%2012-10-08.pdf> and the committee's recent progress report at <http://esterofl.org/new/arts-estero-2009/ARTSESTERO20091-30-09.pdf> .

Please download the flyer and post it on your website, on your bulletin boards, include it or link to it in your newsletter, email it to the members of your community or whatever way you think works best to inform your community.

Here are some other ways you and the residents of your community can participate in Arts Estero 2009;

- Encourage the artists and performers in your community to display or perform
- Show off your community with a booth at the event
- Promote it through your community newsletter, website or email system
- Support the event financially by your community becoming a sponsor or by buying an add in the program book
- Encourage your residents to volunteer with the pre-event planning or by helping our thousands of guests enjoy the day.

You and your neighbors can sign up for any of these opportunities by going to the following page in the ECCL website... <http://esterofl.org/new/arts-estero-2009.htm> or by calling Bev Mac Nellis at 239-498-0678.

Thanks for all your help.

Sincerely,

Don Eslick