



November 2, 2010

Margot Black
Black Ink Communications
2841 Pacific View Trail
Los Angeles, CA 90068

Dear Margot:

I would like to thank you for all of your public relations service to the City of Kirkland, WA. Your assistance in promoting Kirkland as a tourism venue over these past several years has been enormously helpful. And I, personally, stepping into the Tourism management position quite recently, have depended heavily on your wise counsel and wide-ranging experience to guide our program.

As you well know, we have a variety of tourism assets, some that are major tourism draws with their own ample public relations budgets, and then small establishments or events that are highly dependent on our tourism program for publicity. The objective, which you so well satisfied, is to craft messages that attract visitors to all of Kirkland's resources. I would expect that many cities have this same obligation to offer support to all its tourism assets, and you have done a great job promoting the entire identity of this community and destination.

We are most appreciative of your promotional efforts on behalf of Kirkland Uncorked, our summertime wine, art and music festival on the waterfront that celebrated its fourth year this past summer. Thanks to your help bringing travel writers to the event, planning their itinerary and overseeing their visit, we now have a festival that is a regional draw with 14% more tickets sold this past year to the wine tasting, the heart of the event. In addition, as the event has become more successful (due in part to your advice to the promoter), the community, always wary of events that bring lots of visitors to Kirkland, has become more accepting and supportive. As we go forward, Kirkland Uncorked will become a signature event, thanks to your great tutelage and promotion.

For reasons that we have discussed, related to the budgetary shortfall we are experiencing, we are not able to continue our work with you. Hopefully there will be occasions that we can work together on some succinct projects. Thanks for all that you have done for Kirkland.

Sincerely,

A handwritten signature in black ink, appearing to read "Ellen Miller-Wolfe".

Ellen Miller-Wolfe
Economic Development Manager
City of Kirkland, WA