

# DSA

**DOWNTOWN SARASOTA ALLIANCE**

August 10, 2011

Ms. Denise Kowal  
Chalk Festival  
540 S. Orange Avenue  
Sarasota, FL 34236

Dear Denise:

The Chalk Festival Event is an incredible event and thank you for all your hard work and ingenuity to bring this world-class event to Sarasota. When I was visiting in Colorado they bragged of their Chalk Painting, but it was not nearly as involved or beautiful as your world class event.

In response to your request for the DSA to provide support for the Chalk Festival Event. Being a not-for-profit, the DSA does not have the means to financially support any events. However, we are happy to support in many other valuable ways. We have a substantial database for sending out eblast messaging to advertise the event - these communications reach over 4,000 local businesses and residents. We can offer additional marketing through our website. Additionally, we recognize that you will need a team of volunteers and would be happy to assist with this.

Oh behalf of the Board of the DSA I look forward to supporting you in this event. Please contact me so that we can put some ideas into motion.

Kind regards,



Eileen Wallace  
DSA Events Chair