



July 7, 2008

Phillip Harrison, Chairman of the Board
Carson City Area Chamber of Commerce
c/o 2675 Antler Dr.
Carson City, NV 89701

Re: Downtown Carson City Consortium

Dear Mr. Harrison:

As you may know, over the past several months the Downtown Carson City Consortium has been assembled and has undertaken effort to help with the revitalization of downtown Carson City. In that effort, I have been appointed by the participants thereof to serve as the Business Action Group leader.

The Business Action Group is one of seven (7) groups created to develop a plan for moving forward with different facets of downtown redevelopment, pursuant to the 2006 Carson City Master Plan, *Envision Carson City*. The other groups include: transportation, beautification, public safety, housing, events and civic investment. Each group is comprised of Carson City residents, and the groups work in collaboration with one another to develop what is anticipated to be a cohesive plan, developed by Carson City's citizens, for moving forward with energizing downtown. Please go to www.downtownanswers.com for a more comprehensive explanation of the purpose of the Consortium, its purpose and the citizens involved.

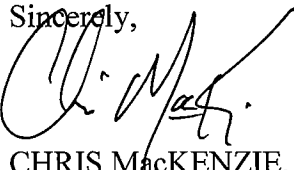
I understand that your office has made a request to participate and/or have a presence in some of the Consortium's Curry Street Promenade *Get Down_2008* activities. I think that is fantastic, and I see it as an opportunity for our group to establish a relationship with the Chamber in moving forward on our mission.

Last week I addressed the Downtown Business Association and explained the role of the Consortium's Business Action Group, and incorporated more of the members thereof into our process. Likewise, I would appreciate the opportunity to address the Chamber to explain the function of the Consortium and to get input/participation from your members to better our process and final output.

We are all desirous of the same objectives -- to make Carson City's downtown a hub of business and civic activity. All of the citizens and businesses of Carson City would benefit from such an accomplishment. The members of our Group have determined from the outset, however, that the plan and process for doing this must be developed by the citizens and businesses of Carson City, and facilitated by government. As such, it is crucial that we get the involvement of the Chamber's board and members for establishing a plan to continue downtown's economic success. Furthermore, we recognize that state and local municipal leaders will need to provide the community foundation for market-led implementation. We pledge to work with such leaders to identify the most catalytic and cost-effective public investments and at the same time seek implementation strategies that are market-based. By combining our spirit of community with our spirit of enterprise, we believe the future that Carson City citizens have envisioned in the 2006 Master Plan document is very possible.

By reaching out to the various groups/organizations with like objectives, we hope to prevent duplication of effort and to maximize input. The energy required to work towards our objectives must come from the citizens of Carson City, and we cannot rely on the local government to accomplish this solely through its redevelopment programs. I hope you will see fit to allow us to address the Chamber at some future meeting to share the vision and purpose of the Consortium, and we look forward to the Chamber's presence at the Curry Street Promenade activities.

If we can schedule a time to address your Board, or if you have any other thoughts or questions, please contact me at (775) 687-0202 or via e-mail at cmackenzie@allisonmackenzie.com. I look forward to hearing from you.

Sincerely,

CHRIS MacKENZIE, ESQ.

CM/ner

cc:

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