



June 1, 2005

Dear City of Boca Raton Supporter!

We are pleased to be working on an exciting advertising effort with the Official 2005-2006 Tourist Map of Palm Beach County being promoted by South Florida Business Association, and we invite you to join us in this positive strategic marketing plan. With the opportunity for you to advertise in this Official Map, your message will land in the hands of over **fifty thousand tourists** who will be making their way to a Palm Beach County vacation, those who will be visiting the Palm Beach County Chambers of Commerce, and those who are staying in Palm Beach County hotels.

This letter is to inform you of this promotion and to introduce **Mr. Al Jabaly, Manager of South Florida Business Association**, to you. He will personally be assisting you within the next few weeks with a special discounted advertising offer.

This exciting program will bring visitors to Boca Raton throughout 2005-2006, contributing to the continuing economic viability of our great City. We will be sharing the cost of the Official Map with a full back cover advertisement, as well as the special City of Boca Raton map inset promoting the City's vast and stellar parks and recreation facilities.

Please feel free to call if you have any questions or if you want to reserve space....it will be limited! The Official Tourist Map of Palm Beach County contact, **Al Jabaly, can be reached at (561) 252-7955.**

Thank you for your support !

Yours truly,

A handwritten signature in blue ink, appearing to read "Emily", is written over a light blue horizontal line.

Emily M. Lilly  
Community Resources and Affairs Specialist  
City of Boca Raton