



November 18, 2009

To Whom It May Concern:


The New Orleans Metropolitan Convention & Visitors Bureau has been responsible for marketing and promoting our great city for nearly fifty years and at no time during that period has it been more important for us to maintain a positive image and perception of our destination.

The proliferation of graffiti and gang markings present a negative message to our visitors and those looking at our city as a possible host for their future events or meetings. We cannot afford to let this type of vandalism affect our critically important hospitality and tourism industry.

We applaud and support the efforts of Fred Radke and Operation: Clean Sweep as they work diligently with minimal resources to help eradicate the graffiti and markings that are a detriment to the image of our city. Through their swift actions, they continue to keep our city clean and frustrate those who perpetuate these criminal acts. It is critically important that Operation: Clean Sweep continue its work not only for the hospitality industry but for the benefit of all our corporate and private citizens.

Please accept the enclosed donation with our sincere appreciation for continuing the important work of your organization.

Regards,


J. Stephen Perry
President & CEO

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