



Tuesday, August 16, 2016

Re: Professional Reference for Merchant Strategy

To Whom It May Concern:

Through the summer and fall of 2015 the Downtown Development Authority had the pleasure of working with Merchant Strategy. Ms. Merchant and her team were hired as a consultant to produce and event called GameDay.

The event, conceptualized by the Merchant team, was held on November 29<sup>th</sup> in the Meyer Amphitheater in Downtown West Palm Beach. The event was tremendously successful, with a large attendance by locals and visitors alike. To produce the event, Merchant Strategy had to overcome some significant challenges, starting from scratch to raise funds, procure services, and organize a large number of volunteers on the day of the event. It was a truly impressive endeavor.

Ms. Merchant and her team at Merchant Strategy proved themselves to be professional, creative, and hard-working. Throughout the process of taking the event from concept to delivery the Merchant team worked closely with the DDA staff and board of directors, maintaining an open dialogue that helped make the event a success. However, in my opinion what was most impressive about Ms. Merchant and her team was the attention that was given to the questions and concerns of the community in the planning and execution of GameDay.

I recommend Merchant Strategy without reservation and believe that you will find them to very effective team of professionals. Please feel free to contact me with any questions or if you would like more information.

Sincerely,

Executive Director