

October 26, 2016

Mr. Steve Wiley
Arts Center Task Force
P.O. Box 2131
Richland, WA 99352

Dear Mr. Wiley:

On behalf of the Visit TRI-CITIES Board of Directors, we are pleased to offer our support of the proposed Vista Arts Center. Visit TRI-CITIES is the official destination marketing organization for the cities of Kennewick, Pasco, Richland and West Richland, with a membership of 795 dues paying businesses.

We believe that it is important to support the thriving mix of artistic endeavors that already exist and to fulfill an unmet need for various types of entertainment. Such a venue will expand the performing and visual arts, cultural, theatrical and musical aspects of the Tri-Cities' tourism industry. As proposed, the Vista Arts Center will stimulate the local economy and enhance other tourism-related activities, which in turn will increase visitor spending.

Once completed the Center will be an excellent recruitment and retention tool for employers. In addition, a vibrant arts community will attract and keep young adults in the Tri-Cities.

We stand ready to assist the Art Center Task Force in helping this venue become a reality and we look forward to your success.

Sincerely,



Kris Watkins
President & CEO