

May 3, 2021

Toledo City Council  
One Government Center  
Suite 2100  
Toledo, Ohio 43604

Dear Council Members,

We are writing to express our support for the City of Toledo's Street Banner Hardware Ordinance. As you know, the 2021 Solheim Cup is expected to bring more than 150,000 visitors to Toledo over the week-long competition, 30,000 visitors to downtown, and have a \$32 million economic impact on our region. The Solheim Cup, which is the world's largest team event in women's professional golf, provides our community the rare opportunity to shine on an international stage. As the host city, we want our guests to arrive to a community flooded in red, white, and blue to support our U.S. Solheim Cup team.

The Street Banner Hardware Ordinance will enable sponsors to provide funding for red, white, and blue banners that will decorate five main thoroughfares in Toledo, which were selected due to their high traffic volume, location along the Solheim Cup Shuttle route, and/or location along the Solheim Cup Opening Ceremonies footprint. The target timeframe is Independence Day to Veterans Day, so that we may show our pride for the tournament, Toledo Jeep Fest, and for the USA in celebration of these important holidays. The goal of this initiative is to encourage investment and development in the city of Toledo by enhancing the aesthetics of our community and communicating to visitors that the City and local businesses are committed to working together. If approved, this infrastructure will serve to brighten our community for many years to come, and the City of Toledo's ownership of the hardware will ensure that banners installed are well maintained.

The City of Toledo has been presented with a once-in-a-lifetime opportunity to showcase itself to the world. To ensure that we put our best foot forward, we respectfully request your positive consideration of the Street Banner Hardware Ordinance. ConnectToledo, Destination Toledo, and the Solheim Cup give our full support to the City of Toledo's proposed banner program and look forward to the positive impact it will have on the Toledo community.

Thank you for your time and consideration. Please do not hesitate to contact us if you have any questions.

Sincerely,



Becky Newell  
Tournament Director  
Solheim Cup