



November 15, 2007

Mr. Paul Gibson, Chairman
Guilford County Board of Commissioners
PO Box 3427
Greensboro, NC 27402

Dear Paul:

I am writing on behalf of the Greensboro Area Convention & Visitors Bureau to express the importance of the Haw River State Park Project. It is our opinion that this project will positively impact Greensboro and Guilford County by developing a new attraction within our marketing area.

Industry change within the triad has negatively affected the local economy; business travel has remained flat and this destination is in great need of product development to lure more leisure travelers into the market. In addition, a state park will give convention and sporting event participants another option for outdoor recreation and entertainment which could possibly result in a longer stay while in Greensboro.

Currently, tourism expenditures in Guilford County exceed \$1 billion. It is important for this community to continually develop the tourism product mix in order to remain an interesting and viable tourism destination. The Haw River State Park project has received both regional and state support and the Convention Bureau believes that a state park within Guilford County will enhance tourism development.

I appreciate your time and am available should you have any questions..

Sincerely,

Jim Belk
Chairman
Greensboro Area Convention & Visitors Bureau

317 South Greene Street
Greensboro, NC 27401-2615

336.274.3282
800.344.2282
Fax 336.230.1183

www.visitgreensboronc.com
e-mail: info@visitgreensboronc.com

