

{LETTERHEAD}

SAMPLE SUPPORT LETTER

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the area's economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Our organization [description of entity, nonprofit, business, or government; explanation of relevant current investments, projects].

Our support for this initiative stems from [please indicate why you or your organization supports Little Falls' DRI application].

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

For all these reasons, I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

YOUR ORGANIZATION'S INFORMATION