

May 27, 2010

Mr. Neil Trama  
Los Angeles, California

*Re: Open Letter of Recognition to Former Executive Director Neil Trama*

Dear Neil:

The Board of Directors wishes to publically recognize your tireless efforts on behalf of San Francisco's historic Fillmore Jazz District Community Benefit District ("CBD"). During your tenure as the CBD's Executive Director, from June 2007 through April 2009:

- The CBD was awarded over \$35,000 in grant money from the City of San Francisco and from the Mayor's Office of Economic and Workforce Development (MOEWD).
- The terms to end the San Francisco Redevelopment Agency's (SFRDA) controversial 60-year oversight of the Fillmore Jazz District were successfully negotiated resulting in the replacement of light posts, the repair of the brick sidewalks, the substitution of trash receptacles, the beautification of Gene Shuttle Plaza, and the replacement of etched glass panels of the historic Fillmore Street "Blue Bridge."
- A comprehensive marketing plan to promote the neighborhood and improve the growth and development of small businesses on Fillmore Street was initiated, including the branding of the CBD's identity and website design.
- Working in conjunction with the Neighborhood Parks Council (NPC) and community volunteers, the Turk Mini Park was revitalized and re-landscaped.
- Regional and national acts, such as the 2010 NAACP Image Award winning group "Sila and The Afrofunk Experience," were booked and performed at the Fillmore Jazz Festival, thus helping to increase the Festival's attendance.
- The Fillmore Jazz Festival was enhanced by the addition of the Cooking Demonstration and by the Children's Section on Geary Street.
- Cultural events in the Fillmore Jazz District were increased: The Neo-Soul Festival, Movie Night in the Fillmore Center Plaza, Independent Artists Week, and Bring Your Own Art (B.Y.O.A.).

- The Fillmore Farmer's Market was improved by inviting in local sustainable farmers and by extending the Market to a year-round destination where Jazz ensembles performed every Saturday.

The Board recognizes your considerable personal and professional contributions to San Francisco's historic Fillmore Jazz District CBD and wishes you well in your future endeavors.

Sincerely,

Paul Hyams  
President of the Board of Directors  
Fillmore CBD