

September 15, 2015

James Sanna
Running Subway Productions
Bryant Park
70 West 40th Street
9th Floor
New York, NY 10018

Dear James,

On behalf of NYC & Company, I am writing this letter in support of New York's newest attraction, Discover New York.

At NYC & Company our mission is to maximize travel and tourism opportunities throughout the five boroughs, build economic prosperity and spread the dynamic image of New York City around the world. New York City is regarded as one of the world's leading travel destinations, with more than 56.4 million visitors in 2014. From dining and shopping to nightlife, culture and attractions, New York City's vibrancy and boundless energy permeates throughout its five boroughs. Here world-class attractions, such as Discover New York as you envision it add to the fabric of the City.

The Discover New York attraction has incredible potential to be another iconic addition to New York City providing visitors with a unique, entertaining and educational look at the history of New York through artifacts that represent iconic and memorable moments in our city's history.

Times Square is one of the busiest areas in all of New York. On any given day, 300,000 pedestrians enter Times Square and account for \$4.9 billion in direct spending. Visitors to the area, as well as city residents, are always looking for fresh and exciting forms of entertainment, which Discover New York delivers on many fronts.

We applaud the mission of Discover New York, and we look forward to its development and future success! Please keep us abreast of developments, and as your project matures, we should discuss its marketing and promotion in more detail.

Sincerely,



Kevin Booth