



July 27, 2009

To Whom It May Concern,

For the past 18 months our community has been involved in an intense downtown revitalization planning project with the Gateway Planning Group serving as our consultants. Initially Scott Polikov and his team led our community through a very public and effective process on which to build our master plan. That plan received such political and public support that early in 2009 our elected officials passed a taxing increase in the amount of \$80 million dollars that would fully fund the master plan.

Since the approval of the funding plan we have been actively engaged with Gateway to begin to implement the various catalytic projects in the plan. Specifically, Gateway has assisted us in the development of an RFP process for a new convention center hotel, prepared the necessary regulatory changes to insure effective downtown development, set the groundwork for the redevelopment of the 16+ acre downtown site of our old convention center, and insuring that the ongoing riverfront project will support our downtown master plan.

Most importantly Scott and his team have earned enormous credibility with our elected officials and the public. Our downtown master plan is universally called "the Gateway Plan" and is cited with high regard on an ongoing basis. We have received many positive editorials and numerous headline articles in the local newspaper. Scott and his staff are on a first name basis with the key players from both the public and private sectors in our redevelopment efforts. They have consistently made themselves available by phone or in person to assist us in making critical decisions. They have been particularly effective in supporting the elected officials during numerous public meetings, making sure that our implementation efforts are consistent with the intense planning process that preceded them.

I cannot imagine any firm being more expert, professional and responsive than the Gateway Planning Group. I encourage you to engage them in your planning process. Please feel free to call either of us to further discuss our experience with Scott and his team.

Sincerely,

A handwritten signature in blue ink, appearing to read "Fred Reeves".

Fred Reeves, Ed.D.
Executive Director for Downtown Development
Owensboro-Daviess County Industrial Development Authority