



March 7, 2017

Re: Varnadore Building

To Whom It May Concern:

When we speak about improving upward mobility within our city, it is done with projects like those being undertaken by organizations like Our Local. This redevelopment project and its vision of a "campus-inspired, community-oriented business platform" is greatly needed in Charlotte. It is our view that this project embodies an ecosystem that demonstrates a commitment to inclusion among all its citizens and community members.

This project is much needed and it is imperative to restore this once great symbol of Charlotte; especially since it is a historical and foundational component to a major gateway into our great city. The Varnadore Project, as presented by Chris Mau, exemplifies the type of Economic Development that spurs unity among a diverse area, diverse socioeconomic connections within and to the greater Charlotte community, and an remarkable opportunity to provide practical professional training outlets for many adults in our community and our children; who may or may not decide to go to college.

This project will bring quality new jobs, expand the tax base, and encourage growth, innovation, and entrepreneurship throughout the area. The redevelopment will maximize and showcase the area's ability to attract talent and expose that talent on a global stage while further connecting entrepreneurial resources. Undoubtedly, the rebirth of this property would serve as a testament to the City's commitment to improve the area in both quality of life and business climate.

The LED component of this project would benefit the City from an economic development and economic gain perspective. Specifically, the LED installation could provide meaningful City/County/State connections to individuals at a grassroots level. The installation would appropriately modernize and restore the iconic nature of the property in a way that is in keeping with the ideology of the building's creator: Charles Ervin. Considering the intent, governance, operation, and fiscal management mechanisms proposed. Furthermore, as we see it, the installation does not set a precedent for the concept to be easily replicated or abused by others. Notwithstanding, the installation has a potential to significantly augment the marketing capacity of the region while showcasing the area's ability to produce innovations that foster culture, community involvement, sustainability, and healthy living while welcoming an entrepreneurial spirit.

Please take this letter as a statement of support for this project and as testimony to the to level of commitment toward uniting a diverse community and providing real opportunity for economic mobility through a responsible, inclusive, and thoughtful approach to redevelopment. We fully stand behind this effort to help restore East Charlotte's ability to evolve and grow economically and rise as a diverse and significant economic contributor to our community.

Regards,

Gary Young, II

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Chair, Board of Directors