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Date: 4/23/2014

To,

San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Dear Board of Supervisors,

Please accept this letter of support for the **Plaza Program** to activate the public realm by empowering the community and stakeholders to steward the long term care, maintenance and activation of plazas adopted into the program. This legislation will create a much-needed systemic process and customized event permitting tools, along with one point contact for constant and cost-effective activation of plazas.

San Francisco Beautiful is a group of citizens, neighbors, friends and philanthropists have been integral in making San Francisco the extraordinary place it is today. We work with members, community-minded individuals, community organizations, corporations, and local government to help create and implement sustainable improvements and civic initiatives that improve the quality of life and create a vibrant San Francisco. We work to keep San Francisco beautiful through civic engagement, partnering with communities to build better neighborhoods, and celebrate urban innovation.

The **Plaza Program** will ultimately help strengthen local arts and culture, critical to the beauty and enjoyment of our neighborhoods for residents and visitors, thereby making San Francisco more beautiful.

Sincerely,

Komal Panjwani
Policy Manager

cc to:

Andrea Ausberry, Clerk to the Land Use and Economic Development Committee
Ellyn Parker, OEWD
Robin Havens, OEWD