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**19 February 2018**

Ms. Cecille Turley

Cultural Marketplace Project Leader

Gresham Redevelopment Commission

Gresham, Oregon, 97030, Multnomah

**Dear Ms. Cecille Turley:**

The Cultural Marketplace is searching for an experienced and successful development team to create employment opportunities and positive community impact. This organization would need to stimulate the Gresham, Oregon economy and attract further investment. Musical Exchanges has a 20-year track record of successfully constructing unique programs for every community. Our organization can demonstrate that it is an excellent candidate for this development opportunity.

With two decades of experience, Musical Exchanges has increased the global cultural awareness and understanding of audiences in the US and around the world. We stimulate the economies of the locations by creating well-paid work for locals. Domestic and international investors renovate and expand performance spaces. Investors also offer artistic employment for the musical exchange fellows after the end of our two-year programs. The presence of this organization in the Gresham Cultural Marketplace will strongly encourage other firms to move in around it, offering amenities and complementary services. These services could include international restaurants, tourism agencies, and art galleries.

Musicians from around the world come to our locations throughout the US to share their traditions and expertise. We tailor our programs based on the musical interest and cultural heritage of the populations at our locations. Artists from a variety of cultures will earn fellowships to share their music in America. Emerging local artists will compete for fellowships to go abroad. These fellows travel to the countries from which the foreign musicians came. We foster relationships with partner institutions around the world to host our American performers. Each fellowship exchange program lasts for two years. Musical Exchanges is a not-for-profit, so all profit earned from every location is re-invested into renovations for performance spaces, funding for fellowships, and expanded outreach and marketing.

Musical Exchanges currently has two locations: Pittsburgh, Pennsylvania and Washington DC. The Cultural District of Pittsburgh location was established five years ago, so it is the most recent. This branch of the organization has already generated a 20% profit and filled positions for more than fifty employees. The original location in Washington DC, which was established twenty years ago, invigorated the up-and-coming Adams Morgan neighborhood. It now has more than two hundred employees, fifty of whom are on the arts management team. With our proven record of results, our economic and social inclusion efforts, and our mission to foster understanding in local communities and around the world, we hope that Gresham will strongly consider our proposal.

**Sincerely,**

A handwritten signature in cursive script that reads "John Ferrer".

**CEO and Co-Director  
Musical Exchanges**