



June 29, 2017

Local Technical Assistance Program  
CMAP (Attn: Tony Manno)  
233 S. Wacker Drive, Suite 800  
Chicago, IL 60606

Re: Local Technical Assistance Program-Regional Active Mobility Program

To Whom It May Concern:

The Aurora Area Convention and Visitors Bureau (AACVB) is pleased to provide this letter of support for the Regional Active Mobility Program application to CMAP's Local Technical Assistance Program.

The AACVB participates in a regional tourism marketing consortium which includes the St Charles CVB, Elgin Area CVB, McHenry County CVB and Geneva Chamber of Commerce. Through this partnership we have identified the Fox River and its adjoining trails as a common theme and tourism marketing initiative. This broader regional study with help in creating a cohesive and comprehensive tourism product that will have greater identity and a potential for engaging product branding and marketing activation.

Feel free to reach out to me for information regarding the regional tourism consortium and how the regional CVBs and Illinois Office of Tourism can be a partner in the Regional Active Mobility Program study.

Sincerely,

Cort Carlson  
Executive Director  
[cort@enjoyaurora.com](mailto:cort@enjoyaurora.com)  
630-256-3091