

**CITY OF ATLANTA**

55 TRINITY AVE, S.W.
ATLANTA, GEORGIA 30335-0300

TEL (404) 330-6100

KASIM REED
MAYOR

STACII J. JOHNSON
SPECIAL EVENTS MANAGER
OFFICE OF THE MAYOR

June 18, 2010

Mr. Leslie Johnson
President
Midtown Festival of the Arts, Inc.
855 Peachtree Street, NE #1604
Atlanta, GA 30308

Dear Leslie:

I am delighted to learn about the new Midtown Festival of the Arts and the widespread community effort that made its creation possible. The two-day neighborhood festival on Peachtree Street in the Midtown Mile district promises to be a joyous gathering that showcases the important cultural assets of our city, embraces our citizens, and positively represents Atlanta's diverse cultural tapestry.

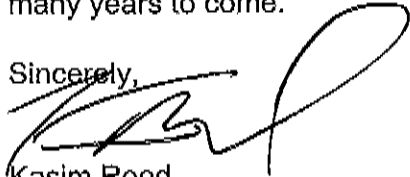
I commend you on structuring a new annual event that will have a positive economic impact on the City of Atlanta by attracting thousands of attendees, including both residents and visitors. Festival organizers can take pride that the funds raised by the Midtown Festival will remain in the community and be used for public safety initiatives and community grants.

Atlanta's ability to grow and evolve comes from the energy of involved citizens who build bold new community initiatives such as yours. The creativity that went into conceiving and launching this important new festival will inspire many others to get involved and help make Atlanta a better City in which to live, work and play.

As your Mayor, I take pride in observing the generous and spirited contributions that so many in our community have already given this event, and in knowing that hundreds of volunteers will make it a great success. This festival has my complete support and I look forward to attending this new, signature event in the City of Atlanta.

On behalf of the people of Atlanta, I extend my best wishes for an exciting and successful inaugural Midtown Festival of the Arts and for successful annual festivals for many years to come.

Sincerely,



Kasim Reed
Mayor