



October 19, 2017

Pensacola Downtown Improvement Board
226 S Palafox St, Ste #106
Pensacola, FL 32502

Mr. Ian Kaple
Wine Bar
16 Palafox Place
Pensacola, FL 32502

Dear Ian,

On behalf of the Pensacola Downtown Improvement Board, I am proud to endorse and support the Wine Bar not only for your continued business success, but for your efforts to further improve and add value to Downtown Pensacola.

Wine Bar is a vital part of our downtown community, and its economic impact is undeniable. Your venue has become that "third place" - not home, but not work - where we can meet with friends, talk in an inviting environment and enjoy the vibrancy of Palafox Street.

Your efforts to extend the Wine Bar experience to this new area is welcomed, and coincides with the DIB's plans to activate the area surrounding the Jefferson Street Garage. Hats off to your entrepreneurial spirit!

Please let us know how we can help.

Sincerely,

A handwritten signature in black ink, appearing to read "Curt Morse", with a stylized flourish at the end.

Curt Morse
Executive Director