



September 20, 2019

Marie Knight, Director of Community Services
2000 Main Street
Huntington Beach, CA 92648

Dear Marie,

The popular *2019 VISSLA ISA World Junior Surfing Championship* event is once again returning to Huntington Beach this fall, October 26 - November 3, 2019. For a second straight year, this high-profile International Surfing Association (ISA) event is calling Surf City USA home!

Last year's international gathering of the world's best 18-and-under surfers attracted 361 young surfers from 44 countries, many of which could be future Olympic surfers.

From the Parade of Nations on downtown Main Street to the ceremonial official opening at HB Pier Plaza to the unforgettable nine days of competition (featuring perfect waves!) to the closing ceremonies and medals' presentation, the 2018 Juniors were perhaps one of the best surfing competitions ever held in HB. And, the Juniors in HB attracted a record number of teams and female competitors; two records that will likely be broken at this year's Juniors, as surfing gathers more global popularity.

As the world governing body recognized by the International Olympic Committee and responsible for managing Olympic Surfing now, and in the future, ISA's positive relationship with our City government and VHB is a key strategy for HB to be a strong contender to host the 2028 Olympic Games surfing venue competition, right here in Surf City USA.

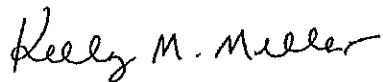
The VHB Board of Directors and team at VHB fully supports this year's event with both dollars and marketing resources. VHB is making a substantial investment in this event, due in large part to ISA's quantifiable marketing metrics and marketing return on investment, but also because we believe in the spirit of the Olympic Games movement and the IOC'S inclusion decision for Olympic

Surfing to be in the Games, for hopefully many years to come. Note that surfing in the 2028 Olympic Games is not a done deal. The sport must prove itself on many levels. I suggest our joint support makes a major statement to the ISA and other key Games' decision makers that collectively, HB is serious about supporting Olympic Surfing.

To that end, the ISA's modest cost recovery request from the City being considered on October 7 helps them tremendously to cover basis operating costs of the event in HB. Every little bit helps. We ask you vote favorably on ISA's request.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Kelly M. Miller". The signature is written in a cursive, flowing style.

Kelly Miller, President & CEO
Visit Huntington Beach