

February 19, 2016

Chuck Matthews
Deputy Director, HHSA
County of San Diego
1701 Mission Avenue
Oceanside CA 92058

Dear Mr. Matthews;

At our February 11, 2016 meeting, the Ramona H.E.A.R.T. Mural Project's Board of Directors voted to support and become Partners with the County of San Diego's *Live Well San Diego* initiative.

The mural project promotes tourism, economic vitality, civic engagement, community safety, volunteerism, social connectedness, walkability, and the arts which are in alignment with the *Live Well San Diego* vision, and all vital components to a healthy, safe and thriving community.

The mission of the H.E.A.R.T. Mural Project is to encourage economic vitality by increasing tourism, promoting community pride, and celebrating our rich cultural heritage through an outstanding outdoor visual arts program. The acronym, H.E.A.R.T. not only indicates Ramona as the geographic center of San Diego County, but reflects the character of the community. "H" for Historic and Hiking, "E" for Equine, "A" for Arts, Antiques and Agriculture, "R" for scenic rural vistas and drives, and "T" for Tasting of fine wines (Ramona Valley was designated an American Viticultural Area in 2006 by the Federal Government.)

Each mural contains at least one (and usually several) heart icons within it. This is to encourage people to get out of their vehicles and get up close and personal with the murals to find the icons – sort of a "Where's Waldo" approach. Aside from the benefits to the viewer of walking our town, the merchants will gain greater exposure to potential customers.

We look forward to a continued relationship with the County of San Diego as we expand our presence in the community of Ramona by increasing our current mural tour from twelve to more than thirty over the next few years.

Sincerely,



S. Elaine Lyttleton
President

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