**BOROUGH OF POINT PLEASANT BEACH**
416 New Jersey Avenue
POINT PLEASANT BEACH, NJ 08742

**MAYOR:**
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December 5, 2013

Michele Brown, Chief Executive Officer
New Jersey Economic Development Authority
36 West State Street
Trenton, New Jersey 08625

Re: NJEDA Stronger NJ Neighborhood and Community Revitalization Program
Streetscape Revitalization Program Application
Point Pleasant Beach, Ocean County, New Jersey

Dear Ms. Brown:

The Borough of Point Pleasant Beach supports the application for the New Jersey Economic Development Authority (NJEDA) Streetscape Revitalization Program Grant to fund the Rebranding and Revitalizing Channel Drive's Waterfront District Streetscape Project. It is anticipated that this project will assist in the effort to redevelop and rebrand the waterfront along Channel Drive into a year-round commercial fishing and tourist destination. It is further anticipated that this project will also attract investment and create jobs, as well as contribute to the Borough's post-Sandy recovery.

Very truly yours,

Vincent R. Barrella
Mayor, Point Pleasant Beach