



June 30, 2010

To Whom It May Concern:

It is with great pleasure that the Ann Arbor Area CVB writes this letter in support of the Zingerman's expansion. Without question, Zingerman's Delicatessen is one of the most popular attractions in the Ann Arbor area. Anecdotal evidence supports this: directions to Zingerman's Deli is one of the most frequently asked questions from walk-in visitors. We also receive several requests for information about the Deli via e-mail and phone. In addition, Zingerman's Deli is the most popular restaurant and the most popular attraction listed on www.visitannarbor.org.

Zingerman's also generates a lot of great publicity for the Ann Arbor area. Our staff frequently receives media inquiries from publications across the country. We have yet to work with a journalist who has not been impressed by the friendliness and knowledge of Zingerman's staff, the quality of their products, and their impact on our community. Stories about the deli are often printed in high-value publications like the *Chicago Tribune*, the *Chicago Sun-Times*, *Midwest Living* magazine, and countless others.

We couldn't be happier to have such a wonderful business represent our area. The Deli's commitment to excellent food, its friendly staff, and its community involvement and charity efforts are an accurate reflection of everything we feel makes this community a great place to visit.

The Ann Arbor Area Convention & Visitors Bureau fully supports the proposed Zingerman's expansion because of the deli's value as a tourist attraction and its commitment to positively representing the Ann Arbor area.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Kerr", written in a cursive style.

Mary Kerr, President and CEO, Ann Arbor Area Convention & Visitors Bureau

**PHILIP J. & SHIRLEY A. GACH
2252 PEMBROKE ROAD
BIRMINGHAM, MI 48009
248-643-4492**

July 11, 2010

City of Ann Arbor
Members of City Council
P O Box 8647
Ann Arbor, MI 48107

Dear Members of City Council,

As property owners in the Kerrytown historical district of Ann Arbor, I wish to express my strong support of Zingerman's entire project for expansion, especially the development of the property of 322 Kingsley. The Kingsley building is not only non-functional; it is an "eye sore" to the neighborhood and beyond any rehabilitation due to the recent fire and mold damage.

Zingerman's Deli has provided countless jobs and career-opportunity launchings through its many satellite businesses. They have always supported community outreach programs and the arts. They founded the Food Gatherers program for feeding people in need. They are an equal-opportunity employer—surpassing what is required by law. Zingerman's is the type of business that any town in America would be proud and grateful to have in their midst.

Zingerman's is more than a deli; it's a destination. The development of the Kingsley property would render much needed space for the venerable Zingerman's and would be a "win-win" for all—the City of Ann Arbor, the Kerrytown neighborhood, Zingerman's and their employees—and lovers of great food everywhere.

Zingerman's has been a good neighbor to us, to the neighborhood, and to the City of Ann Arbor.

I am writing in support of Zingerman's expansion and development because, looking at the big picture, it is just the right thing to do. Thank you.

Sincerely,



Phil and Shirley Gach

Cc: Mr. Paul Saginaw, Zingerman's