

To:
From: The Borrego Springs Welcome Sign Committee*
Subj: Let's get the new Welcome Signs installed!

You are probably aware of the grass roots effort over the past two years to get new *Welcome to Borrego Springs* signage installed. The goal was to create signs that would convey Borregans' pride in their community and welcome all who come to enjoy this incredible place. These signs would replace existing signs that date to the 1970's and no longer reflect the unique vitality of this community.

Briefly, two surveys were made available in Spanish and English to full-time and seasonal residents and to visitors. Overwhelmingly the community felt that new welcome signs are needed. The survey feedback led to three designs, one for each of the three major routes into Borrego.

We are now raising money through grants and donations to build and install the signs. Signs are an investment, and built with the right design and materials, these new signs should last us well into the next 50 years.

We are asking for a minimum contribution of \$750 from each of you. The Borrego Village Association, a 501c (6) non-profit organization, is leading the fundraising. Contributions can be made by:

- Check, made out to Borrego Village Association and mailed to BVA, PO Box 1133, Borrego Springs, CA 92004.
- PayPal, located on the BorregoVillageAssociation.org website
- Zelle to Borrego Village Association (borregovillage@gmail.com)
- Pledge - a new option using the form below. Just reply to this email with the requested info.

All of the resorts and businesses in town are receiving an "ask" letter similar to this one. Please help us meet the community's goal of building and installing new welcome signs.

Thank you,
The Welcome Sign Committee*
Jim Dion, Nancy McRae, Bruce Durbin, Alicia Wszelaki

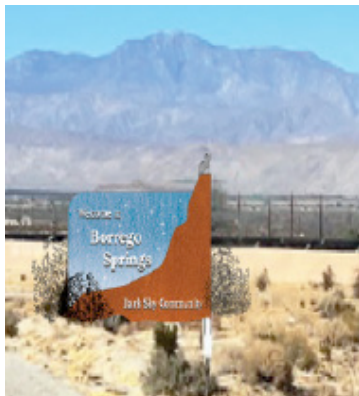
* The grassroots Welcome Sign Committee is formed by Jim Dion of the Borrego Village Association, Nancy McRae of the Borrego Valley Endowment Fund, Bruce Durbin, a member of the Iipay tribe of Kumeyaay Indians and Alicia Wszelaki of Path 88 Productions and producer of the local documentary *HawkWatch*.



S22 (west)



The foot of Montezuma Grade



Yaqui Pass Rd. - La Casa del Zorro

BORREGO SPRINGS' NEW WELCOME SIGNS

☐ Yes! I support the New Welcome Sign **TODAY**

☐ Donation Amount \$ _____

☐ My Check is enclosed (payable to Borrego Village Association)

☐ Zelle

☐ Donate with **PayPal**

☐ Yes! I **PLEDGE** to support the New Welcome Sign

I (name) _____, associated with
(business name) _____

pledge \$_____ towards the construction & installation of Borrego Springs' new Welcome Signs. I understand that this pledge will become due and payable by October 31, 2025. My pledge will be received by the Borrego Village Association and will be used exclusively for the construction of installation of the new Welcome Signs.