



July 30, 2014

Venice City Council
Attention: Ed Lavallee, City Manager
401 West Venice Avenue
Venice, FL 34285

Dear Mr. Lavallee:

I am pleased to offer my support for the I-75/Laurel Road Interchange Beautification Project currently being considered. This interchange is a major gateway to Venice, North Venice, and Nokomis areas. If this important project were approved and completed, we believe it would add immense value and certainly give the area the recognition it deserves.

Nielsen has been operating in Sarasota County since 1968. Our current Dairy Checking Facility has been a part of the Venice landscape since 1996. We built on Knights Trail Road when nothing was there but cattle. Today, there are now close to 750 folks employed at Nielsen that pass this interchange daily!

While doing business in over 100 countries, Nielsen has over 600 office locations in the world today. Our hope is to continue to recruit top talent and that our employees in West Central Florida are in facilities/locations as inviting as possible. We fully support this initiative and hope that you, the Mayor, and the council members will support this vital and valuable project.

Sincerely,

A handwritten signature in blue ink that reads "Amy F. Rettig".

Amy F. Rettig
SVP, Community Alliances and Florida Site Co-Leader

cc: Venice City Council
John Holic, Mayor
Emilio Carlesimo, Vice Mayor
Jim Bennett, Council Member
Bob Daniels, Council Member
Jeanette Gates, Council Member
Kit McKeon, Council Member
David Sherman, Council Member
Mr. John Moeckel
Mr. Mark Dungan
Mr. Jim Colegrove

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