

From: DiCenzo, John
Sent: Monday, January 22, 2024 3:11 PM
To: kevin.smith@wiltonps.org; odonnellr@wiltonps.org; keatingb@wiltonps.org
Cc: EconomicDevelopmentCommissionMailingList
Subject: EDC letter of endorsement for the Business video spotlight program

January 22, 2024

To: Dr. Kevin Smith, Superintendent
Robert O'Donnell, Principal
Brian Keating, Associate Principal

On behalf of the Wilton Economic Development Commission, we are writing today to express our appreciation and support for the Business Video Spotlight Program that Wilton High School, under Maria Breece's direction, and the Wilton Chamber of Commerce have sponsored over the past three years.

Our Commission has maintained a keen interest in the Program given its benefit to Wilton-based businesses and the incredible opportunity it provides for our students in the High School's video classes. High School students have directed, produced, edited, and distributed multiple short videos about local businesses. Students have developed their creative talents, while delivering beautiful exposes to our local businesses. Those videos are distributed over social media platforms to Wilton town residents and beyond.

In two years, over twenty organizations, businesses and events have been featured and received beneficial exposure in the marketplace thanks to the effort of those involved in this program. Below is a partial list of the participants, who have provided incredibly positive feedback from the benefits of these videos.

The Vital Stretch
Jill Lynn & Company
Travelmation
Cannon Grange
DermMedical
Open House
Passage East Kennels
Wilton Playshop
Wilton Historical Society
Signature Styles
Farmer's Market (twice)
Wilton Hardware
The Painted Cookie
Wilton Travel
Georgetown merchants: Olive My Skin/Redding Beer Co/Crystal & Cones

Wilton YMCA
Wilton Restaurant Week

The Wilton Economic Development Commission expresses its gratitude to Wilton High School for its support of this vital program. We know that budgets and funding are a challenge, but our hope is that Wilton High School will be able to continue to support this program and its students in the excellent work they are doing on behalf of these stakeholders in our community.

We truly look forward to the opportunity to work in collaboration between Wilton High School and our very own, local businesses.

Respectfully submitted from the Wilton Economic Development Commission,

Joseph Favarolo, Chairman
Peter Squitieri, Vice Chairman
Martin Avallone
John DiCenzo
Donna Peterson
Thomas Shimko
Alison Smith