



60 E. MILWAUKEE ST.
PO BOX 2818
DETROIT, MI 48202

January 9, 2020

Dear Friend,

It has been the DIA's privilege to serve the residents of Macomb, Oakland and Wayne counties since the initial passage of the regional millage in 2012.

Since 2012, the DIA has evolved and expanded its services for tri-county communities. The millage provides the DIA an opportunity to move outside the museum walls, engaging residents where they live with special services that far outweigh the average millage contribution. Highlights of millage-supported benefits for residents of Macomb, Oakland, and Wayne counties include:

- Free field trips and free transportation to more than 70,000 students from over 700 schools each year.
- Free professional development to more than 1,500 teachers annually.
- Free weekly programs for seniors, including free bus transportation for groups.
- Unlimited free general admission.
- Creating jobs by adding staff in all DIA departments that interact directly with visitors, including Visitor Services, Volunteer Management and the Museum Shop.

We are respectfully requesting your support of the renewal of the DIA regional millage on the March 10, 2020 ballot.

A millage renewal would allow the DIA to continue to offer exceptional educational opportunities to students in our local schools, provide and offer the region access to unique history and culture that you can't find on TV, online or in books. Your valued support of the renewal will enable the DIA to continue to provide these educational opportunities.

We would be grateful for your endorsement and look forward to being your partner as we move forward with this effort. Please indicate on the enclosed form if you or your organization will agree to endorse our *Yes for the DIA* campaign and whether we have your permission to use your name on any and all materials that list endorsements. In addition to endorsing the millage renewal effort, please also let us know any other ways you would be willing to support our campaign.

Thank you for your consideration of this request.

Best Regards,

YES for the DIA
Campaign Committee



Renewal of County Art Institute Authority Millage

In 2012 the electors of Oakland/Macomb/Wayne County approved a 10-year millage to provide County residents with services from the Detroit Institute of Arts (DIA) through the County Art Institute Authority. As a result of the millage, the DIA provides County residents with free K-12 school field trips including free transportation, free senior group programming with free transportation, and unlimited free general admission. To ensure transparency, the DIA submits to an annual independent audit and posts financial reports online. To continue to provide revenue to the DIA, which will allow these DIA services for the residents of the County to continue, the Art Institute Authority is permitted by law to seek a renewal of the millage at a rate of no more than the current 0.2 mill (20 cents per \$1,000 taxable value) on all real and personal property in the County. Revenue from this millage will be disbursed to the Art Institute Authority and then transferred to the DIA as permitted by and for the purposes set forth in Public Act 296 of 2010. It is estimated that if approved and levied, this millage renewal would generate approximately \$13.6M (Oakland)/\$5.8M (Macomb)/\$8.5M (Wayne) in 2022. Do you approve the renewal of the 0.2 mill on all taxable property located within the County for a period of 10 years from 2022 through 2031?

YES, include me or my organization/company as a supporter of the Yes for the DIA millage renewal!

To be included and as an authorization, please provide the following information as you would like it to appear on materials.

Please Print or Type

Individual Endorsement _____ Organization or Company Endorsement _____

First Name _____ Last Name _____

Title (Optional) _____

Name of Organization or Company _____

Signature _____ Date _____

Address: _____

City, State, Zip _____

Phone _____ Email _____

In addition to this endorsement, I would also be willing to support the campaign by the following:

- Print and/or email communication to my staff/members
- Posting a sign of support at my office/business
- Sharing our support on our social media channels
- Writing a Letter to the Editor
- Distributing campaign materials at my office/business

Campaign staff will contact you to assist with the above.

Please email the completed form to YESfortheDIA@gmail.com

or mail to: YES for the DIA, 60 E. Milwaukee St., PO Box 2818, Detroit, MI 48202

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YES for the DIA, PO Box 2818, Detroit, MI