

Dear Selectmen,

It was asked of us Business Owners to explain why Entertainment is necessary and of importance to our Businesses. Let me explain a few facts, which would hopefully clear up why Entertainment is necessary.

1. We live in New England. The Spring, Summer, Fall / Outdoor Season is a short one, lasting only about 6 months, half the year. That being said, us Business Owners have a small window of opportunity to make a living because the rest of the year is just about paying Bills, getting by.
2. To clarify, the rest of the year, there isn't much going on outside in town and things go pretty much silent.
3. Music makes people feel good and when people feel good, Employees perform better at their job and enjoy their work, Customers are apt to be comfortable spending money and just makes for an enjoyable atmosphere for all.
4. Our Car Shows have been a great example of this, people coming together to enjoy one another, to enjoy rolling works of art, to enjoy the great music from the 50's, and certainly patronizing the restaurant helping our bottom line.
5. Events are instrumental for any restaurant's bottom line. Businesses / Restaurants in Essex are very dependent on weather and with a wet spring like we just had, we were very thankful for the events we have done to date, which supplemented the lack of people who didn't want to go out in the rain.
6. Events are a great way to expose Essex to people, who normally would not have come.
7. The Best Examples I can give are of the Weddings that we have hosted to date where many Businesses benefited. For Example one particular wedding that stands out in my mind: The Wedding Party stayed at Shea's Motel, filling the entire place, the Wedding Party then had their Rehearsal Dinner at Shea's Restaurant, and the Wedding was at Riversbend. That's three businesses that benefitted from one event, not to mention that some of those people probably went across the street to Dunkin Donuts or got gas at Richdale before leaving town. And I know for a fact that many of the people had never been to Essex before and came back a month later to patronize further.
8. The Town needs support the Businesses in Town, not stifle them with rules to limit their income, when as I said before, we have a small window of opportunity to make a living.

Regards,

**Curt and Lindsay Bergeron
Essex Marina and Riversbend**