



## CITY OF MURRIETA

June 16<sup>th</sup>, 2017

RE: InnovateHER Letter of Support Laughing Lizard Adventure Park

Dear U.S. Small Business Administration,

I am writing to you today to nominate Laughing Lizard Adventure Park for the InnovateHER Challenge 2017. The City of Murrieta hosted a local competition at the Murrieta Innovation Center in accordance with the InnovateHER 2017 Challenge Rules on June 1<sup>st</sup>, 2017. There were six contestants in the challenge that each presented a five minute pitch and then conducted a question and answer session for an additional five minutes. The competition had five judges that were each selected as experts in local business and, after weighing the choices based on the challenge criteria, they chose Laughing Lizard Adventure Park as the unanimous winner.

The City of Murrieta is honored to make this nomination as Kirsten Gallagher the owner of Laughing Lizard Adventure Park made a very precise and on point presentation that highlighted the quantifiable impact on women and families, the potential for commercialization, and the need in our marketplace. The Economic Development Department of the City of Murrieta believes that this concept fills a void for family based entertainment in our region and would be a very positive business for our community. We are proud that this local female entrepreneur has taken interest in the City of Murrieta as a destination for the first location of this wonderful business.

We are confident that Kirsten will make a wonderful presentation in the semi-final round of the challenge and see her business as a very strong candidate in this competition.



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Please let me know if you have any questions, my phone number is (951) 461-6003.

Thank you.

Sincerely yours,

A handwritten signature in black ink, reading "Scott Agajanian", followed by a long horizontal line.

Scott Agajanian  
Business Development Manager  
City of Murrieta