



STATE OF NEW HAMPSHIRE
DEPARTMENT of BUSINESS and ECONOMIC AFFAIRS
DIVISION of ECONOMIC DEVELOPMENT

172 Pembroke Road Concord, New Hampshire 03301
Phone: 603-271-2341 www.nheconomy.com

December 7, 2017

Cameron Potts
Vice President of Public Relations and Community Management
Deluxe Enterprise Operations, LLC
3680 Victoria Street North
Shoreview, MN 55126-2966

Dear Mr. Potts,

Please accept this letter as support for Exeter, NH as the location for Season 3 of the Small Business Revolution (SBR) – Main Street.

Exeter is a wonderful New Hampshire community with an historic and unique downtown. While the community has seen a renaissance in the past few years, the downtown district remains highly dependent on retail at a time when many such businesses are facing internet-based market forces. One of the major questions facing us here in New Hampshire is what our Main Streets look like in the age of Amazon. What draws people, residents and visitors, into these appealing communities if it is not exclusively retail? Exploring questions such as these as part of the SBR experience would be an important message for our state but also highly instructive for others across the nation. I am confident that the Town of Exeter and its appealing downtown would provide SBR a visual and vibrant setting to explore this trend. Further, the results of your work would likely see short and mid-term results and could potentially be duplicated by other communities.

The State of New Hampshire's Department of Business and Economic Affairs is committed to supporting SBR and Exeter in this endeavor and offer whatever technical resources will improve the outcomes, including our public relations team. Governor Christopher Sununu and I are both dedicated to growing New Hampshire's economy and would welcome the opportunity to host SBR and Deluxe Enterprise Operations in Exeter.

Thank you for your consideration.

Regards,

A handwritten signature in blue ink, appearing to read "Taylor Caswell", written over the word "Regards,".

Taylor Caswell
Commissioner
Department of Business and Economic Affairs
State of New Hampshire