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**7 February 2017**

**X Family Foundation  
San Antonio, TX**

**Dear Y & Z,**

**Thank you so much for your generosity and thoughtfulness in making a contribution to the Hemisfair Conservancy! I am writing today to let you know how your recent gift was put to use at Hemisfair.**

**The Hemisfair district contains 23 historic homes, some of which were constructed for the 1968 World's Fair while many others date back to the 19<sup>th</sup> century. The homes had fallen into serious disrepair following the Fair and are now being rehabilitated and adapted into park amenities such as local cafes, restaurants or book stores. Each building is carefully assessed and the necessary steps taken to comply with Historic and Design Review Commission and Texas Historic Commission requirements. These buildings will play a vital role in adding energy and visitors to the district, as the primary criterion for the tenants is to create amenities that enhance park-goers' experiences.**

**In addition to attracting visitors to Hemisfair, the park-activating businesses also provide a revenue stream that essentially covers Hemisfair's annual programming and part-activation budget. This provides another in our series of diversified revenues to ensure the financial self-sustainability of Hemisfair for generations.**

**Your gift to the Conservancy will fund historic home improvements. By helping Hemisfair bring another home back to life, you are paving the way for another local business, which will ultimately make people enjoy their visits to Hemisfair even more and keep the park alive.**

**Please allow me the opportunity to share the impact on one family that has opened a business in a rehabilitated historic home at Hemisfair. This is a transcript from a presentation Cecy Rodriguez, co-owner of Paletteria San Antonio, gave at Hemisfair's one-year anniversary meeting:**

*For Joey and me, everything begins with our daughter Ariel. We were just a couple working hard to support our family, but with no plan for the future. But we believed in hard work—that life is what you make it. And we wanted to make it great for our daughter.*

*When Joey heard about the application process for a historic home at Hemisfair, he visited the office, dropped off his information and some of his paletas. What makes our product special is that we use real ingredients—fresh fruit, selected and cut by hand, nothing fake. The selection committee was impressed with our product and understood our story. Even though we didn't have the most money or the best business plan, they saw us as something special. They saw a small business like ours, making handmade treats, as something important to San Antonio.*



*Now we have a little shop where we sell thousands of paletas a month. Joey has created more than 60 flavors, including vegan options. We're saving money now ... we moved into our own apartment in Southtown! Ariel has her own room now. Ariel also has a college fund, something we never thought she'd have.*

*Hemisfair is a special place because it's always clean and safe, it's always full of events—big and small—that attract locals. I speak to our customers and they are people from right here in San Antonio—some driving across town to visit. It's changed this neighborhood, just like it changed our lives.*

Your gift from the X Family Foundation will make another success story like this possible. The positive effects will ripple from the historic homes to the business owners for the benefit of the parks at Hemisfair and the entire San Antonio community. Again, many thanks.

With deep gratitude to you and your family,

Anne Krause  
Executive Director