



September 10, 2020

Dear Blythe Business Owner,

Our newly revived Blythe Chamber of Commerce has been working hard to develop projects to unite our businesses & community, expand & support local businesses, attract new business, improve city image, and promote year round tourism. Blythe is a gateway city into our state and should provide travelers with a welcoming impression as well as a sense of pride for our community.

The Blythe Chamber of Commerce, in a combined effort with the Blythe Rotary Club, Palo Verde Valley College, Ironwood & Chuckawalla prisons, as well as Osborne Realty, are working on a big project to improve Blythe's city image.

We are in the process of working with Caltrans, Riverside County, State of California, and the City of Blythe to accomplish the following clean up and beautification goals along Interstate 10, and both Highways 78 and 95, from Mesa Verde to the Colorado River:

1. New "Welcome to Blythe" Signage at all entrances. Signage will depict a meaningful and positive message about Blythe. It is intended that these signs will also include place holders for our service organizations.
2. Field signs with a message that indicates Blythe is growing. These signs will have interchangeable placeholders listing the different crops that are grown in our valley. Also, people driving along the freeways will be able to see signs at each field identifying the crop that is currently growing in that specific field.
3. New on and off ramp signs depicting our desert life and possibly wildlife.
4. New "Welcome to California" signage placed in a more safe and secure spot for travelers to stop and take pictures.
5. Clean up and regularly scheduled maintenance of the I-10 Freeway. We are also exploring the cost and efficiency of an attractive landscape scene such as like the ones in other desert areas.
6. Town clean-up projects such as Adopt-a-Street/Neighborhood Watch and the plan we had prior that included efforts made by our prison.

Currently, our Blythe Rotary Club is dedicated in collecting donations for a matching grant to apply to this project. We would greatly appreciate your consideration of a monetary donation to help meet this mission. Your participation and support would mean the world to us.

Please do not hesitate to contact me at 562-547-3527 if you have questions, concerns or need further information.

Very truly yours,

Kati Cusick
President, Blythe Chamber of Commerce

SIGNS OF GROWTH: ARTIST DESIGNS PROPOSED FOR SIGNAGE REHAB IN BLYTHE

