



City of Virginia Beach

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September 29, 2021

Something in the Water Festival
Attention: Mr. Pharrell Williams (via Email)

Subject: Something in the Water Festival

Dear Mr. Williams:

Let me begin by thanking you for your unwavering support and commitment to Virginia Beach over the years. The long hours and hard work both you and your team have put into making Virginia Beach a better place is immeasurable. I want to express my most sincere gratitude for sharing your ideas, resources and energy with our City and community.

The purpose of this letter is to express the immense disappointment felt after learning that the Something in the Water Festival may not occur in 2022. Before any final decisions are made, the Mayor and I would like to fully understand the sentiment that has brought us to this point. With great humility we hope that you and Festival leadership might be willing to meet with us in person to discuss our partnership.

Something in the Water made an enormous impact on Virginia Beach and catapulted the city into the national and international spotlight. Positive messages of inclusivity and togetherness were heard, seen and - most importantly - felt.

Furthermore, the city experienced record-breaking economic success. Analysis shows the inaugural event had an immediate total economic impact of over \$24 million on both Virginia Beach and the surrounding region. Media coverage stemming from the event had an estimated value of approximately \$41 million dollars.

As impressive as those figures are, they are just that - numbers. We have not lost sight of the intangible, unquantifiable impact the festival has had on the social fabric of our community.

Please allow us the chance to meet with you and the Something in the Water leadership team at your earliest opportunity to explore a path forward.

Thank you for your kind consideration.

Sincerely,

Patrick A. Duhaney
City Manager