



Re: Up-Down, East Village, Des Moines Iowa

To Whom It May Concern:

My name is Colleen MacRae and I am a corporate attorney in Des Moines, Iowa. I have served on the East Village Neighborhood Association board for five years, including one term as President. I have been a resident of the neighborhood for seven years and a loyal customer at many shops and restaurants in the area.

I am writing you to share the overwhelmingly positive experiences I have had at Up-Down and with Sam Summers, both professionally and personally over the past five years. Sam joined our Neighborhood Association board in 2013 and served as a dedicated board member. Unlike many other business establishments that have moved into our mixed-use neighborhood, Sam was, and remains engaged in the community and responsive to all philanthropic requests. He is prompt in his communications and respectful of others.

Since Up-Down opened in the East Village it has been nothing but a great addition. To my knowledge there has never been any noise or disturbance complaints. The demographic of patrons seems to be mostly young professionals and corporate groups who visit Up-Down for teambuilding events, leadership training, or holiday activities. In my experience, most of the visitors to Up-Down walk there after dining at one of our local establishments or prior to, or after attending a performance at a music venue in the neighborhood.

I do not hesitate to offer my support for Up-Down or its management team and I would welcome any additional questions. My contact is cmacrae@nyemaster.com or 515.283.8175.

Kind Regards,

Colleen MacRae