



**DAVID A. STRAZ, JR. CENTER  
FOR THE PERFORMING ARTS**

July 29, 2011

Kelly Crandall  
Creative Sign Designs  
12801 Commodity Place  
Tampa, Florida 33626

Re: Straz Center for the Performing Arts rebranding

Dear Kelly,

As our CEO, Judith Lisi expressed at our *grand revealing*, our new signage has really become a beacon for us and our new look has changed the downtown Tampa skyline forever. I want to take this opportunity to thank you for your guidance and your team's superior design, project management, fabrication, and installation services during this project. The David A. Straz, Jr. Center for the Performing Arts is the largest performing arts center in the southeastern United States, and now we have quality signage to showcase our new name.

Your product and service exceeded our expectations! Our visitors, staff, faculty, parents and students continue to comment on our new signs both during the day and at night when illuminated. Your devoted design, project management, fabrication and installation teams ensured this process went smoothly, and I appreciated your urgency through the process.

I appreciate your flexibility, diligence and professionalism to not only get the job done, but to get the job done right in the end. We would be happy to work with you again on future projects. I will recommend Creative Sign Designs to anyone in need of excellent consultation, design, project management, fabrication and installation services.

Sincerely,

Lorrin Shepard  
Senior Vice President and Chief Operational Officer

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