



March 9, 2009

To whom it may Concern:

This letter is written in support of Brent McCoy's request for an entertainer's license from Faneuil Hall.

Brent has performed for several years as a sponsored artist on the Church Street Marketplace, a four-block business improvement district in the heart of downtown Burlington. One of the most successful pedestrian malls in the United States, the Marketplace hosts retail and office space including national tenants such as Banana Republic, Old Navy and Urban Outfitters. It is extensively programmed and managed to be a lively place throughout the year. The Marketplace has received the Great American Main Street Award and the Great Places in America Award from the American Planning Association

We asked Brent to agree to be one of our sponsored artists with a specific performing space and guaranteed timed appearances because he is a hugely popular entertainer. His "Clown at Work" act attracts a huge crowd each time he performs. People come to the Marketplace specifically to see Brent and often watch his act two or three times consecutively. He is extremely talented, very personable and savvy about what makes a crowd-pleasing performance.

Brent is a low maintenance artist, always coming prepared and with a smile on his face. He engages his audience immediately and works with whatever challenging elements as they present, including weather and crowd personalities. He is steady, humorous and a delight to watch. In addition to sponsoring him as an artist, I have hired him separately to perform at large events where he is always a hit. He is totally professional and can easily play to a national audience.

Other performers like and relate to Brent and look to him for leadership. In a constantly changing streetscape, that is a valuable quality. We know we can rely on Brent for a stellar performance every time no matter how large a crowd he attracts. His conversation with the audience, and his inclusion of them in his act, is one of the highlights of his performance. I would recommend Brent without reservation.

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