**Sample Letter to Elected Official**. You can personalize by telling your own story of why the California Theatre matters to you. If you know your councilmember personally, remind him or her and if you voted for them.

[Date]

Dear Elected Official, (insert yr councilpersons name)

RE: The historic California Theatre and **your vote on Tuesday.**

Dear [ ]:

Protecting the historic preservation process and laws that are in place now in the city of San Diego are of great importance to me and to my family, and I ask for your support.

The historic places in my community are essential to my quality of life. San Diego has an obligation to protect its historic and environmental resources. I am a taxpayer and active voting citizen, and I do not want to see any development on this site without incorporation of the historic building.

It is a 1970s mentality to tear down a significant city resource when the most environmentally sound project is one of rehabilitation and reuse.

Hard facts support the wisest course is to insist the developer retain and reuse the theatre in its new development. These include the economic and tourism benefits that historic preservation brings and there is no dispute that the best and greenest solution is in preserving what is already built.

Facts support that a greater quality of life is provided and enhanced for all by preservation of historic resources.

I adamantly oppose a vote for demolition. San Diego has limited historic resources. Three other major and local developers are willing to purchase and develop a project that respects the historic building, the city and its people. Why can all these other developers include the theatre in their profitable projects and this developer cannot?

I ask you to protect and to preserve San Diego’s irreplaceable heritage.

Sincerely,