



Hon. Robert B. Tierney, Chair  
New York City Landmarks Preservation Commission  
1 Centre Street, 9<sup>th</sup> Floor  
New York, NY 10007  
Fax: 212-669-7955

6-18-2009

Dear Hon. Robert B. Tierney,

Congratulations and thank you for scheduling a public hearing on July 14, 2009, to consider designating West-Park Presbyterian Church at 165 West 86<sup>th</sup> Street as a New York City Individual Landmark. I wrote to you a few months ago to express my support for preserving this important building, and I will make every effort to attend the hearing.

This historic church with its stunning architectural features and ample space for religious, community and social programs, is a building that with the proper management can generate revenue to sustain its operating budget and provide its congregation and community with a beautiful cornerstone and historic landmark.

For over 19 years, I have worked at various event locations throughout New York that have prospered renting the venues for private and community events, including a landmark church—the Fourth Universalist Society on Central Park West and 76<sup>th</sup> Street—where we implemented a shared use rental program that rented the underutilized space to offset its operating costs. This program resulted in a win-win for the congregation and the surrounding community, allied in the shared mission of preserving the historic building.

The award-winning Fred Seidler Group provides superior market knowledge and expertise in the marketing and promotion of event sites. We work with companies and non-profit organizations to develop a plan to increase revenue. Our proven experience and strategies have increased sales, productivity and profitability for our clients.

Sincerely,

Fred Seidler  
The Fred Seidler Group  
212-665-3832