



A Thank You Letter from the Executive Director

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I am both honored and excited to take on the role of Executive Director at the West End Association and to lead such a passionate, dedicated team of professionals.

I first want to thank everyone for the warm welcome, as well as the board of directors and members for their faith in my ability to lead this esteemed and historic organization. I would also like to thank President, Tanya Ragan for her support and assistance in helping me transition into this position. I am the organizations first ever employee, an honor I do not take lightly. The West End community deserves a leader who will set a high benchmark for the future—and I am prepared to take on the opportunities and challenges this position brings.

Next year will mark my 30th year in public service. I have had rewarding experiences within public safety, community first initiatives and team building projects. These various and unique experiences will guide my vision for our future—one of continued commitment to providing quality service to our community.

In the coming years, the West End Association will continue to pursue its mission to help our property owners and businesses attract those who wish to live, work, and play like a local, right here in the West End district. With that comprehensive mission comes a number of initiatives our organization is proud to lead, including:

- Ensure security programs and services are established to keep our stakeholders safe.
- Continue to foster a welcoming, inclusive environment for all who live, visit and do business in our district.
- Collaborate with local partners to promote and improve the livability of our community through access to all our neighborhood has to offer.

As our communities recover from the adjustments made during the pandemic and continues to grow; I will work hard to keep pace with new activity, developing a new

strategic plan which includes the goal to diversify our revenue streams by expanding memberships, participation with our new West End Public Safety Program, and increasing charitable donations.

The West End Association was founded over 50 years ago to address the needs of the historic businesses and stakeholders, and today, I am privileged to ensure that we will continue their vision of making the West End one of downtowns best districts.

I look forward to working with you, learning from you, and, together, setting an even higher standard for our community. I welcome the opportunity to hear from you, whether to share your thoughts and ideas.

In Service,

A handwritten signature in black ink that reads "Phillip G. Honoré". The signature is written in a cursive, flowing style with a large initial 'P' and a long horizontal stroke at the end.

Phillip G. Honoré
Executive Director