



OFFICE OF THE BROOKLYN BOROUGH PRESIDENT

November 13, 2008

Mr. Rory Feldman
Executive Director
Museum of Magic
Brooklyn, NY

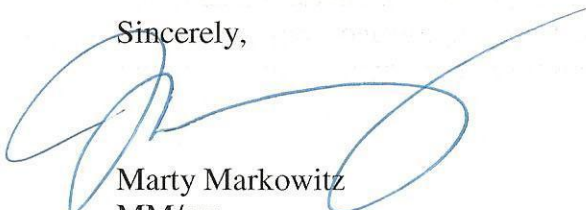
Dear Mr. Feldman:

I have learned that an effort is underway to bring the world of magic to Brooklyn in a new museum to be located in Coney Island. Your museum will be a great addition in Coney Island—home to many of our most unique tourist attractions such as freak shows, amusement parks, and the boardwalk. As a born-and-raised Brooklynite of over sixty years and the incumbent borough president for eight years, I have worked hard to boost Brooklyn's culture and tourism, and increase its position as an international hot spot. In the Museum of Magic, I see potential for the birth of a unique museum experience, and thus, the enhancement of Brooklyn.

While there are a number of other museums in the borough, and over one thousand museums in New York, the Museum of Magic will offer a one-of-a-kind experience, including interactive exhibits, theater-based events, and specialized film and family fun series. It will also preserve and display magic artifacts, celebrate and promote the conjuring arts, all while educating and entertaining the public. It's a well-known fact that museums contribute to an area's quality of life and provide an economic boost to their communities by attracting and retaining major business activity. The roots of magic lie in Brooklyn—Coney Island was once the magic capital of the country, where people would flock to see performances by stars like Harry Houdini and Al Flosso—and so it is only fitting that the Museum of Magic will contribute to the ongoing revitalization of the borough.

Investment in the Museum of Magic would be a great benefit to Coney Island and the borough. I look forward to working with you and your partners to support this project and build a better, more magical Brooklyn.

Sincerely,



Marty Markowitz
MM/cm