



November 5, 2025

To whom it may concern:

On behalf of the Cultural Center of Cape Cod, I am thrilled to support Todd French's *Great Cape Cod Pottery Throwdown* video project. Todd is our Clay Studio Manager, and I have come to rely on his expertise, enthusiasm, tremendous positivity, and creative marketing ideas. His project creates a map of community-accessible clay studios across the Cape and playfully engages viewers, creating critical synergy among several arts orgs and promoting arts programming in an entertaining and compelling way.

The episodic format on social media platforms culminating in an exciting live event plugs us directly into a viewership and demographic we often struggle to reach. His project will be a powerful tool for community engagement for every org involved, encouraging new students and members, showcasing not only local clay studios but the arts community as a whole, and has the potential to transform clay on Cape Cod.

Todd already has the commitment and interest of many other clay studios, video production teams, and volunteers from all over Cape Cod, and we're delighted to be a collaborator — not only will it be a great advertisement for the Cultural Center, it will also be a really fun bonding experience for current members of our clay community.

Thank you for considering Todd French for this grant and I hope you find the *Great Cape Cod Pottery Throwdown* worthy of funding.

Respectfully,

Christine Ernst

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