



Share the treasures

August 27, 2014

Dear friend and New Orleans resident,

I am writing to you because you are the listed contact for a neighborhood group or association in New Orleans, and I would like to extend an invitation to you and your group. My name is Michael Batterman and I run **NOLA Doubloon**, an operator of historical and heritage tours of New Orleans.

I can't tell you how often friends, neighbors, and acquaintances tell me that although they've grown up in New Orleans, they never learned much about the French Quarter, they've never been to the Garden District, or they don't know anything about our historic cemeteries. We live in an exceptional place – a heritage destination visited by millions of people every year – but how much knowledge do we really have about the city we call home? When I founded **NOLA Doubloon** this year, it was with the belief that locals are the ones with the biggest stake in New Orleans, and therefore they deserve an opportunity to gain insight into the local history and unique cultural heritage – our cultural heritage.

We currently offer five different walking tours in the city. You can see them listed and described on www.noladoubloon.com: There is one in the French Quarter, one in the Garden District, one in St. Louis Cemetery #1, and two with a focus on the African and Afro-Creole history and heritage of New Orleans (one of which is in the French Quarter and the other in St. Louis Cemetery #2). In an effort to encourage locals – whether natives or transplants from elsewhere – to take a tour and learn more about the history of the city we all love, I am offering the members of your association the greatly discounted rate of \$15/person (with a minimum of 10 people). For fewer than ten people the rate would be \$20/person, still 20% off the full price of our tours when purchased through the website.

Let me share with you just three things about NOLA Doubloon as a company:

- WE GIVE BACK TO THE CITY. We donate a full ten percent of proceeds to local preservationist organizations that are doing vital work to insure that our cherished cultural assets and heritage sites are here for future generations.
- WE'RE GREEN. While New Orleans isn't exactly on the cutting edge of the green revolution, we feel it's important to set an example for the tourism industry by being socially- and environmentally-conscious, and by following sustainable business practices. For that reason we are a member of LifeCity and we partner with other LifeCity members.
- WE DON'T DO GHOST TOURS. We actually find the history of this place so fascinating, the stories so gripping, the characters so vivid and larger-than-life, that we don't have to make stuff up to entertain guests on tours. We do authentic history, and we do it very well.

I hope that your group will consider giving NOLA Doubloon a try by taking a tour at a significant discount. All you need to do is contact me by phone (504 491-2669) or email (tours@noladoubloon.com) so we can schedule your tour. Just mention your organization and this offer.

Meanwhile, I hope you'll share this letter with your members through your email distribution list or at your next meeting. Whether it's for them, their families, or their guests from out of town, they should be able to point out which locally-owned tour operator provides riveting historical walking tours in New Orleans, models sustainable business practices, and makes systematic donations to local preservationist organizations. That's **NOLA Doubloon**, at your service.

Very sincerely yours,



Dr. Michael Batterman

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