



July 15, 2022

The Honorable Mayor David Bristol
250 West First Street
Prosper, Texas 75078

Subject: Cook Children's – Application for Signage Variance

Dear Mayor Bristol and Town Council Members,

I am writing on behalf of Cook Children's Health Care System to show my support for their signage waiver requests. Over the last five years, I've had the pleasure to get to know the Cook leadership team and can attest to their commitment to always achieving, if not exceeding, the standards set forth by the Town of Prosper. The professionalism with which they have presented themselves to our Windsong Ranch community and their proficient communication is as good as I have seen in my career. I can also say with certainty that the proposed requests focused around Cook Children's rebranding efforts will further serve as a gold standard of pediatric healthcare excellence to every child, family, business and patron that experiences our community.

In addition to my comments above, provided below are a few points that support the proposed requests:

- The Prosper campus will be the first location in the Cook Children's system to receive the new brand. This would provide a great opportunity to market the Town's investment in becoming a pediatric healthcare hub for the region.
- Cook Children's has been a great neighbor to Windsong Ranch/Tellus and will continue to play an important role in providing high quality pediatric care to families in Prosper and throughout our region.
- Cook Children's has made a significant financial investment in our community and will employ over 400 team members with the opening of the medical center in December 2022.
- Cook Children's facility standards have consistently aligned with an aesthetically pleasing and ordinance-respectful approach. These standards reflect to quality that the Town has consistently expected from businesses looking to include Prosper in their plans.

Thank you for your leadership and continuing commitment to excellence for our Town.

Best Regards,

David R. Blom
Partner/Chief Operating Officer