
In Support of Ark on Lake Lanier

From caroline <[REDACTED]>

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To Planning <planning@hallcounty.org>

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Dear Hall County Board of Commissioners,

My name is Caroline Weber, and I am the co-founder and Creative Director of Weber Strategic Solutions, a marketing agency based in Gainesville. I am writing today in full support of the Ark on Lake Lanier and their application before your board.

As a local business that works closely with the Ark, I have had a unique and firsthand view of the incredible impact this property has on our community and beyond. What Jeff Hylton and his team have built at the Ark is truly special, and I believe it represents exactly the kind of asset Hall County should be proud to have within its borders.

In my time working with the Ark, I have watched it serve families reuniting after years apart, nonprofits hosting retreats for some of the most vulnerable people in our society, faith communities gathering to reconnect and renew, and organizations doing meaningful work in the world who needed a space worthy of the people they serve. The groups that come through the doors of the Ark leave changed. That is not something I say lightly, and it is not something you can manufacture. It is the result of a property and a team that genuinely cares about the people it serves.

The Ark is not a party venue. It is not a source of noise or disruption to the surrounding community. It is a place of gathering, healing, and restoration that draws people from across the country to Hall County and reflects the values of hospitality and community that define this area at its best.

I am proud to work alongside the Ark and to call them a fellow local business in our community. I wholeheartedly support their application, and I hope the board will recognize the tremendous good this property does and the many lives it touches every single year.

Thank you sincerely for your time and your service to our community.

Sincerely,

Caroline Weber
Co-Founder and Creative Director

