



Support for Renewal of Rochester's Local Sales Tax

Rochester is a growing city. With that growth comes increased, important needs throughout the community.

The Experience Rochester Board of Directors expresses its support for the renewal of Rochester's half-percent local sales tax, a critical funding tool for projects that will not only enhance the quality of life for residents but also significantly contribute to the city's growth.

Rochester's local sales tax renewal, with an estimated 43% of the revenue coming from non-residents, is pivotal for multiple reasons, especially when it comes to boosting the viability, vibrancy, and competitiveness of our city:

1. Enhancing Viability and Vibrancy:

A renewed local sales tax will infuse \$205 million into vital projects, including street reconstruction, flood control, water quality improvements, housing, and a regional sports and recreation facility. These investments are the lifeblood of Rochester's viability and vibrancy.

- **Street Reconstruction:** Our city's streets are the arteries that connect neighborhoods, businesses, and attractions. Renewing these vital pathways ensures that Rochester remains accessible and navigable, making it an inviting and vibrant place for residents and visitors alike.
- **Water Quality and Flood Control:** Clean water and effective flood control are cornerstones of a thriving community. They safeguard our homes, businesses, and natural environments, ensuring that Rochester remains a viable and resilient destination, free from the disruptions of water-related issues.
- **Economic Vitality Fund:** The resources allocated to this fund will address key issues such as affordable housing, workforce development, and childcare infrastructure. Tackling these challenges head-on makes Rochester a more competitive city, attracting talent, businesses, and investments.
- **Regional Sports and Recreation Facility:** This facility is a game-changer for Rochester. It will not only cater to local sports enthusiasts but also attract regional events and tournaments, injecting energy and excitement into our city.

2. Boosting Competitiveness:

Renewing the local sales tax isn't just about maintaining the status quo; it's about propelling Rochester to new heights of competitiveness.

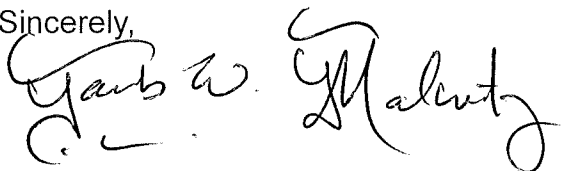
- **Tourism and Economic Growth:** The regional sports and recreation center, funded by this renewal, will elevate Rochester's status as a regional hub. It will draw tourists, host events, and stimulate economic growth. This competitive edge will drive prosperity and opportunities for our community.
- **Infrastructure Advancements:** Road infrastructure investments ensure that Rochester remains competitive on the business front. They provide the essential connectivity that companies require to thrive, making our city an attractive destination for new ventures.
- **Cost-Effective Solutions:** By renewing the local sales tax, we are choosing a cost-effective way to fund vital projects. Relying on this revenue source prevents the need for higher property taxes or assessments, ensuring that Rochester remains an affordable place to live, work, and invest.

We believe that by supporting the renewal of Rochester's local sales tax, we are not just endorsing a financial mechanism; we are championing the viability, vibrancy, and competitiveness of our city.

Since its inception in 1982, the half-percent local sales tax has played a significant role in financing various public investment projects that have improved Rochester's quality of life and infrastructure.

The projects included in the renewal of the local sales tax are poised to encourage economic growth, enhance community infrastructure, and elevate the overall quality of life for Rochester's residents, businesses, and visitors. The Experience Rochester Board of Directors urges a YES VOTE in support of renewing Rochester's local sales tax.

Sincerely,

A handwritten signature in black ink, reading "Jacob W. Malwitz". The signature is fluid and cursive, with the first name "Jacob" and last name "Malwitz" clearly legible, and "W." as a small middle initial.

Jacob W. Malwitz, Board Chair
Experience Rochester Convention and Visitors Bureau