



# News Release

**For Immediate Release:**

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## **River District Association Board Endorses Proposed 1% Sales Tax Referendum**

Rockford, IL -- River District Association (RDA) Board of Directors held a special meeting on Tuesday, March 14, 2006 to discuss the proposed 1% Sales Tax referendum that will be on the ballot March 21, 2006. Organization leaders have been considering this issue over the past several weeks and sent information and requested feedback from its members. The issue was discussed at length before the board voted unanimously to endorse the proposed 1% Sales Tax referendum.

The River District Board believes the proposed 1% Sales Tax revenue that will be generated and used for capital improvement projects such as roads in and leading to the downtown River District neighborhood will be greatly beneficial to the future growth of the area. In addition, this sales tax revenue can be used for other types of infrastructure (extension of utilities, streets, sidewalks, etc. and streetscaping) that will directly benefit development of projects such as a river walk and a whitewater park. Continuing to improve infrastructure in our community is of vital importance to the economic strength of our region.

River District member and board member Laretta Rundgren, co-owner of Lula's Vintage Boutique located in the River District said, "I feel that this tax, used wisely, would be beneficial to the city and its citizens as a whole. As a retailer here in Rockford, I am not worried that people will not want to shop here. I don't think that our particular venue at Lula's would be affected; people will come there simply because it is unusual." Being sensitive to the issue she says, "I do understand the concerns of others who are worried that a higher sales tax will drive consumers to shop in other communities. However, as a consumer I am not likely to drive to Beloit, Freeport, and Belvidere, or elsewhere to buy what I need on a regular basis." Rundgren points out, "The money spent on gasoline alone would be far more than that 1% (sales tax)."

The mission of River District Association is to promote a growing, thriving, prosperous business and residential community in the Rockford's downtown neighborhood, River District.

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