



Winneshiek County Coalition of Mayors

PO Box 265 - Calmar, IA 52132

Member of the Decorah City Council;

We are writing this letter in support of the zoning request made by Menards in their attempt to construct a new store in Decorah. While we understand that this is a decision that is to be made by you each individually as elected representatives of your respective wards in Decorah we would like to draw your attention that your decision has much farther-reaching consequences. Each of our cities help to make up this great county in which we live and each of our cities stand to benefit greatly from the construction of the new Menards store.

The amount of local option sales tax revenue that will be generated from the sales at this store will conservatively generate \$300,000 annually. All the cities as well as the county benefit from an increase in local option sales tax revenue. We each use that in different aspects to provide essential services to our residents and what a better way to generate that revenue than from someone who lives outside our county but has traveled to the new Menards store to shop. They are making this trip to the Decorah Menards as opposed to one in another city, county, or state. We feel it would also be safe to assume that once in the area they will spend additional dollars at other locations throughout the county.

Everyone county wide will also benefit from the additional jobs to be created. Property tax remains the primary source of all our funding streams and beside the additional \$100,000 that Decorah stands to generate just due to the construction of the store, we all stand to potentially see increase in our property tax revenue. People moving into the area and either buying existing homes or constructing new ones will lead to more revenue.

More and potentially better paying jobs stands to benefit us all. The more income our residents have the stronger each of our communities are, both financially as well as it being reflected in the quality of life. Cumulatively that stands to have a potentially huge impact on us all.

We would like you to consider one last thing when making your decision. Each of the eight cities that make up Winneshiek County are not islands in and of themselves. We all are intrinsically linked together and must consider that link to a degree when we make decisions that potentially have

an impact beyond our individual corporate boundaries. Those decisions and their impact will shape each of our cities as well as the county for years and generations to come. While we understand that its important to consider those factors that affect things closest to home, we must never forget to keep an open eye to the horizon and what the potential larger picture may hold for each of us.

We would strongly encourage a yes vote for the rezoning request for the construction of the new Menards store in Decorah.

Thank you for your consideration;

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