



MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

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CITY OF ROCKFORD BEGINS ARTERIAL ROAD PROJECTS

WHAT The City of Rockford will kick off the 2008 Arterial Roads Project with a little help from their friends from "*Citizen's for Rebuilding Rockford*", Senator Dave Syverson, and City Aldermen.

WHEN Monday, June 2nd at 11:15 a.m.

WHERE 5 Points: We will be in the vacant lot between the Video Lab and Associated Bank. (North side of Center Terrace) Parking is available in the Employee Parking lot of Associated Bank.

INTERVIEWS Mayor Larry Morrissey, Senator Dave Syverson, Senator Brad Burzynski, (tentative) Chairman Scott Christiansen (tentative) Aldermen Bill Timm, Dan Conness, and Frank Beach, Citizens for Rebuilding Rockford members Ted Biondo and Margie Veitch.

PHOTO OP Elected Officials and members of the Citizens for Rebuilding Rockford will cut a ribbon to celebrate the official start to the long awaited repairs to the City's arterial roads.

PARTNERS **CITIZENS FOR REBUILDING ROCKFORD**
The Citizen's Committee for Rebuilding Rockford is an independent group of business owners and residents who seek to move Rockford forward with a keen focus on the need to improve its infrastructure.

ABOUT THE ARTERIAL ROAD PROGRAM

The Arterial Roads program will focus on making long awaited repairs to six of Rockford's major roadways. The goal of this program is to improve the riding surface for motorists, increase the structural integrity of the roadway for longevity, remedy any existing drainage issues, enhance aesthetics and better accommodate pedestrian traffic with the installation of new sidewalk and curb ramps.

ABOUT THE 1% SALES TAX REFERENDUM

The overwhelming support for the referendum will allow the city the ability to leverage a 1% sales tax to bring the sales tax to 8.25%. The additional revenues are estimated to be approximately \$90 million dollars over the five-year life of the tax. The tax dollars are earmarked for the funding of a five-year Capitol Improvement Plan (CIP) which will focus on the rebuild and repair of the city's infrastructure.

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