



Eduardo's MEXICAN RESTAURANT

June 12, 2018

Dear Mayor and Alderman:

DeKalb has been home to my family and our businesses of Rosita's and Eduardo's Mexican Restaurants for 49 years. As a business owner of not one, but two restaurant establishments in the Downtown DeKalb area, the economic development of this city is extremely important to me, my family, our businesses, and the future of our town.

As a member of the Renew DeKalb Committee, the success of the Egyptian Theatre is one of the most crucial last steps to finish the vision we all want; a more prosperous, vibrant downtown that we call home. Renew finished the infrastructure development to the sidewalks, trees and plants were put in, Van Buer Plaza was created, and now three patios exist alongside restaurants. These were all things our community wanted, but there is still work to do. After 89 years, the Egyptian is still waiting to be uncovered, so let's uncover this potential "Gem."

The facts presented by the Egyptian Theatre to install air-conditioning will make a substantial impact on Downtown DeKalb businesses, especially with the continued decrease of NIU enrollment that has dramatically affected local businesses. I've seen the foot traffic the Egyptian Theatre events bring to the downtown area, and our businesses have been positively impacted by this. We should continue to want to make efforts to grow our community, economy, and bring in new opportunities to attract patrons to this historic area of our city.

This is a large financial investment that should have been made decades ago and the time is now to get this landmark into the 21st century. We've seen our ups and downs in this community, voting for this landmark to acquire air-conditioning is the correct financial, astute decision.

It is a beautiful and historic attraction that has greatly benefited Downtown DeKalb and I look forward to see where our community and economy will go when these developments are made. I stand with the Egyptian Theatre and the local business community that #It'sTimeFor12Months, and I hope the City of DeKalb will too.

Sincerely,

Rosa Balli

On behalf of Rosita's and Eduardo's Mexican Restaurants