

Dear Gary Reece and the entire Crystal Lake Chamber of Commerce,

Please allow me to sincerely thank you for allowing me an opportunity to communicate with your Chamber membership. I do truly appreciate your interest and am excited about the opportunity to serve you and our special community. It has indeed been a lifelong dream of mine to be involved in public service and I can think of no better way to do so than by running for Crystal Lake City Council. Crystal Lake is the place that my husband and I chose to raise our children; thus, I can think of no better way to ensure it remains a great place to live for them in the present and subsequent future than by becoming an effective member of the City Council.

As a bit of background about myself, I attended the University of Illinois, Champaign-Urbana and had the honor of graduating with distinction. I graduated with a B.A. in Political Science and Latin American Studies and two minors in Economics and Spanish.

Upon Graduation, I promptly started my career in International Business Development in a sales and marketing capacity. The vast majority of my career has been in the international markets, particularly in Latin America and Asia. I strongly feel that this exposure to cultural diversity will serve me well sitting on the Council as Crystal Lake is seeing a large shift in demographics. Furthermore, I am bilingual in English and Spanish, which would be an asset in working with the Spanish – speaking community.

If I should be chosen to serve on the City Council, there is much that interests me in terms of supporting economic development and business in Crystal Lake. Crystal Lake is a unique city in that it has no one major employer and many residents commute to other locations. Thus we are very dependent on our numerous small businesses in Crystal Lake to assist us in our lives, as well as, assisting with city initiatives. In many cases, Crystal Lake has a very active and vibrant small business community and it needs to be supported, encouraged, and cultivated. I want to work with the small business community to keep businesses in Crystal Lake and attract new and diverse ones, as well. A solid strategic initiative is needed for business retention and expansion as well as business start-up and relocation in Crystal Lake. It is important to remember it needs to be made easy for small business to find solutions to challenges that impede growth and development. Crystal Lake has already lost businesses to surrounding communities. I would like to investigate the reasons for their departure and then take the information learned in this study to form strategies to keep businesses in Crystal Lake. I believe it to be essential to form a solid strategy that creates an atmosphere of value and opportunities for our local businesses.

I would also like to take this opportunity to address the impact of taxation on the local business community. I am fiscally conservative when it comes to taxes and the amount of involvement a government should play in a person's or business' finances. Each person works hard for what they earn and should keep most of what they worked for. Not long ago, the current City Council passed a sales tax increase. This increase was  $\frac{3}{4}$  of a point, which would bring the total to 1.75%. This equates to a 75% overall increase for the city's sales tax! Now please allow me to explain that Crystal Lake is one of the

most financially sound cities with a budget in the black and a surplus in the bank. In this current economy, I find the passing of the tax increase very financially unwise. It puts an unnecessary burden on its residents and encourages people to shop in other towns and cities close by with a smaller sales tax. This causes lost sales for our local businesses. If I should be elected, I intend to actively evaluate the need for such an increase and return a more financially conservative view point to the City Council.

I sincerely thank you for the opportunity to share my view points with you and the rest of the Crystal Lake Chamber of Commerce. Please do not hesitate to contact me if you should have any further questions or comments.

Please remember to vote on April 7<sup>th</sup>. Thank you.

Sincerely,

Kay Stanish

A Renewed Perspective and Enterprising Ideas for a Special Place, Our Place, Crystal Lake!