



Thomas P. McNamara
Mayor
Office of the Mayor

November 14, 2018

Justin Fern
Urban Equity Properties
134 North First Street
Rockford, IL 61107

Justin,

I hope this finds you doing well. As your work to renovate the long-vacant Valencia apartments comes to a close, I wanted to write and say thank you.

The work you have and continue to do in the City of Rockford is truly remarkable. I could spend this entire letter discussing the many projects you have done, the tens of millions you have poured into our community, and all of this would be true and worthwhile. However, the impact you and your company have had on our community and the manner in which you carry yourself deserves my specific thanks.

You now have rehabilitated more than a dozen buildings, creating more than 250 loft spaces and apartments in our City center. You have ensured each project is done in a timely manner, never asking for favors. You have ensured that all residents regardless of income have the opportunity to experience world-class living. You have performed smaller projects with rents starting at \$550 and completed major renovations such as Burnham Lofts with rents exceeding \$1,500 per month.

You have helped lead a remarkable downtown transformation. You have opened our eyes to what is possible, along the way silencing critics and creating believers. The work you are doing has provided confidence to our City Council members to think bigger and to spur further outside investment. Most importantly, you have helped re-instill the sense of pride that residents may have lost over the years in their hometown. We are seeing more activity and more young people and high-wage citizens consider our downtown as a place to live and play.

I appreciate everything you are doing to build our community and look forward to continuing our work together.

Thank you,

A handwritten signature in black ink that reads "Thomas P. McNamara". Below the signature, the name "Tom" is printed in a small, black, sans-serif font.

Tom