WHY IS EAST VOTING ☑ YES FEBRUARY 22?

Because we know the Gaslight Village development is an investment in our community that will pay dividends for years to come.

- ☑ **$50 Million Investment By Local Investors**
- ☑ **$10 Million in NEW Tax Revenue for Schools & City**
- ☑ **Revitalizes and Strengthens Existing EGR Businesses**
- ☑ **Maintains East's Village Charm While Creating a Vibrant Village Center**

"Based on a $50 Million property value, which creates a $25 Million assessed value, EGR's schools would receive $35,000 in direct operating funds, $15,000 a year toward the sinking fund and $200,000 a year for repayment of bonds."
–Dr. James Morse, Superintendent
East Grand Rapids Schools

"The project is an ideal match for EGR. Its mix of appealing residential and business space will enhance East's unique character. Our businesses will benefit from the increased economic activity and funding for schools and city services will increase. That's a WIN WIN for everyone."
–Pat Cwayna, Principal
East Grand Rapids High School

"What an exciting opportunity for our community to enrich the attractiveness of our city. I believe in our city leaders and trust the decision making process to do what is 'simply the best' for our city"
–Pete Stuursma, Vice Principal and Head Coach
East Grand Rapids High School

"This plan represents a significant infusion of money and energy into our Village. The quality of the buildings, the architectural details and materials are going to create a charming Village center."
–PK Mason, Owner, Papers Plus EGR

"The opposition tries to lead you to believe that there is a viable alternative to Jade Pig Ventures plans. The truth is that there is no feasible way to develop the property the way they have suggested while providing the quality we desire in our community. The City has little if any voice in what is developed as long as it meets code. In all likelihood we will be left with another strip mall or densely populated low-end complex with no green space if this vote does not pass. We have the right plan, with the right investor. Vote YES Feb 22nd."
–Dave Mehney, Former City Commissioner
and current EGR resident

"East Grand Rapids has waited a long time for someone to propose a Gaslight Village development that balances our city's economic needs with our desire to protect the quality of life we have now. This plan does that. While most communities are having to fight to keep out strip malls and big box stores, EGR actually has a plan that meets our future needs and preserves what we like best about living in EGR."
–Peter Secchia, EGR Resident

"There is no doubt that this plan will add considerable tax infusion into our community. I encourage you to join me in voting YES on February 22."
–Mayor Cindy Bartman

Find out more facts at **www.REIGNITEGASLIGHT.com** Paid for by Reignite Gaslight Campaign, PO Box 6053, Grand Rapids, MI 49516

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