



NEWS RELEASE**January 28, 2010**

FOR RELEASE: Immediately

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DLA BOARD GIVES UNANIMOUS SUPPORT TO WEST HAYMARKET DEVELOPMENT

January 28, 2010 – Lincoln, Neb. – The Downtown Lincoln Association (DLA) unanimously passed a board resolution giving support to the proposed West Haymarket Development project on Tuesday, January 26, 2010. “We are delighted to have full board support, officially conveying our excitement toward the West Haymarket development,” stated Ed Swotek, DLA Chair.

The resolution states as follows:

The Downtown Lincoln Association and its Board of Directors expressly understands and appreciates the potential contribution the proposed West Haymarket Development Project may have toward our community. The development, which includes a new modern arena, ice center, hotel and commercial development, integrates a wide range of existing and proposed development and competitively positions our community for the future. While it is clear that the West Haymarket Development Project will serve as a catalyst for further downtown development, the Downtown Lincoln Association recognizes that the scope and benefit of this project reaches far beyond the core of our city.

WHEREAS, *the West Haymarket Development Project will create thousands of much needed construction jobs for our community and will positively impact Lincoln with over 1,200 permanent jobs when completed.*

WHEREAS, *the West Haymarket Development Project is expected to contribute millions of economic development dollars each year that will significantly enhance the vitality of the Lincoln and surrounding area economy.*

WHEREAS, *the City of Lincoln has developed a strong public/private sector partnership together with a comprehensive and conservative project financing plan resulting in no property tax increases for Lincoln residents.*

WHEREAS, *the West Haymarket Development Project location will not only boost development in downtown Lincoln, but will contribute to the City as a whole through enhanced City infrastructure, an improved entertainment venue, increased sales tax revenue and increased personal income.*

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NOW THEREFORE BE IT RESOLVED, the Downtown Lincoln Association supports the proposed West Haymarket Development Project.

The Downtown Lincoln Association fully supports the proposed West Haymarket Development Project and pledges to collaborate with proponents who will work for the successful passage of the May 11, 2010 bond issue.

“DLA is proud to support a development that will have such a positive and lasting economic impact on our community; one that will bring energy and excitement for generations to come,” said Swotek.

The official resolution can be found on the Downtown Lincoln Association’s website www.downtownlincoln.org.

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