



North Sacramento
CHAMBER
OF COMMERCE

Hon Mayor Johnson
and City Council Members
City of Sacramento
915 I Street, 5th Floor
Sacramento CA 95814

Dear Honorable Mayor and Council Members:

As this recession lingers and many of our small businesses struggle to survive, the Chamber is focused on economic development and job creation for our business community, including attracting customers to North Sacramento.

For 70 years, one of the most successful attractions on Del Paso Boulevard, drawing thousands of visitors yearly from outside our area has been the Iceland Skating Rink. In fact, many nearby businesses have complained of a drop off in visits and customers since the tragic fire the burned the rink down earlier this year.

Our board is unanimous in our *support of a use permit* for the re-operation of Iceland Skating Rink. Given the recession, issues with access to capital, and the lack of any public funds, like redevelopment, to help Iceland - we are amazed that it stands ready to reopen to the public, and welcome it back and wish the new non-profit organization much continued success.

Iceland supports our shared objective to create a climate of growth and success in our community and this use is critical to Del Paso Boulevard, one of the City's priority commercial corridors for revitalization. We appreciate and thankfully acknowledge the work of city staff and the Planning Commission in expediting and approving this use permit so as to maximize the season for Iceland to give the greatest economic impact to the boulevard and our area businesses. In terms of business retention this is a priority for North Sacramento, and we would think, the City.

Since 1923, the Chamber has been the voice of business in North Sacramento, proudly representing almost 18,000 jobs and 60,000 residents – the Chamber has lead, served, and inspired this community to a strong local economy and quality of life over those decades. We need your help to continue this effort, and we thank you for your thoughtful consideration on this business retention matter.

Yours in service,

Franklin Burris
Chair, Jobs and Growth Committee
North Sacramento Chamber of Commerce

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*Leading Businesses,
Leading Community*

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