

October 31, 2011

The Honorable Raymond LaHood, Secretary
United States Department of Transportation
1200 New Jersey Avenue SE
Washington, DC 20590

RE: City of Rochester New York Inner Loop East Reconstruction Project

Dear Secretary LaHood:

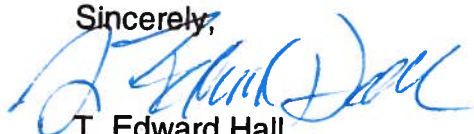
We encourage your office's support and funding for the City of Rochester's Inner Loop East Reconstruction Project through the FY 2011 TIGER Discretionary Grants program. This project is in line with VisitRochester's role to help create a vibrant, enticing and easily navigable core district of Rochester. This project will be especially important to those who view Rochester for the first time as visitors who may then consider the City as a place to live, learn or grow a business. While removing a deteriorated and underutilized section of the Inner Loop Expressway and replacing it with high quality city streets sounds fundamental, it is part of a major, positive transformation of Rochester. This project will reconnect neighborhoods, enhance pedestrian movement and create significant opportunity for redevelopment.

The lanes of the Inner Loop and its frontage roads separate the downtown area from adjacent thriving neighborhoods including the Neighborhood of the Arts, Upper East End, Park Avenue and Monroe Village. The Inner Loop serves as a physical and psychological barrier, discouraging walking and biking and hindering economic development. Creating a new, context-sensitive complete street will reconnect neighborhoods, promote walking and biking, and encourage private investment. It will also aid visitors in their navigation and support a positive image of the community.

As its third largest city, Rochester is an internationally-significant economic center of New York State. The City of Rochester is successfully revitalizing its downtown area through strategic investments in infrastructure, economic development, and housing. This project is a critical component in the revitalization of Rochester and will have significant impact in the broader geographic area.

On behalf of the 476 business members of VisitRochester, we appreciate your full consideration of this important project. If you wish to have further information, please contact me at 585-279-8316.

Sincerely,



T. Edward Hall
President