



CITY OF AUBURN

Office of the Mayor

Auburn City Council

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11/21/2019

To whom it May concern,

I've known Mora Rowe for many years. I admired her work from afar when she worked as executive director of the Placer County Visitors Bureau and California Welcome Center. She made her mark on that organization by promoting our county in such a way that put it on the map. I can confidently say that she has done that for the city of Auburn now as well.

When we hired Mora as our Economic Development director, our direction to her was to "move forward quickly" and boost economic development in our town to cope with fiscal challenges that included PERS (Public employee Retirement) costs, uneven sales tax receipts, and so on. She has done that and more.

With her unique approach to marketing and branding of our community, she has created a buzz about Auburn, to the Bay area and beyond. Auburn is now seeing a growth in high end businesses, as well as, IT companies and professionals relocating here. Our sales tax revenues are on the rise, instead of on the decline, as in many small communities nationwide.

I am so grateful for what she did for us in the time she worked for the City of Auburn. In my 45 years in Auburn as a small business owner, as well as having served three terms on the Auburn City Council, and three terms as the Mayor, I have never seen such a significant change in the culture and economics of our business community for the better. Our existing business owners are excited and engaged and the new businesses are adding a much needed spark to our business districts.

We were so sorry to see Mora go, but understand completely her need to relocate. We will miss her energy and drive. Any company that hires her will benefit greatly from her management skills and ability think out of the box for any project!

Sincerely,

Cheryl Maki
Mayor