

## The **SAVE THE RAIL TOWER** Project Must Succeed!

As we distribute this document, the SAVE THE RAIL TOWER crowdfund is about \$25,000 away from raising the \$50,000 that will earn an Indiana matching grant of \$50,000. **If we fail to reach our goal, we receive ZERO from the state, the project likely stalls, CSX likely demolishes the tower.**



Some might believe that project failure would be a minor matter. It might sound like a way to save a few dollars in a difficult economic time. In fact, **it would be a tragedy of lost opportunity.** Let's start with the pure economics.

For net dollars of \$50,000 — now \$25,000 incremental dollars — the community receives...

- The real estate value of a two-story brick building positioned in the heart of an emerging city center that will help drive Union City resurgence.
- A solution to the Artisan Crossing restroom problem that must be addressed in some fashion. When we grow into the need for a year-round solution, the five-year cost of a row of five porta-potties would be nearly \$50,000.
- A downtown Visitors Center that will anchor Artisan Crossing, Military Park, and the Gateway Trail. As tourist attraction, it will serve as a chance to step back into history as part of a walking tour of our railroad-related landmarks and artifacts.

**But here's the most important reason that Save the Rail Tower must succeed. It is a perfect metaphor for Union City's future.** We are saving the tower because we recognize the value of the railroad as part of a culture of strength, energy and success. But we are moving it from a relic role beside old tracks, into the center of a dynamic new Union City.

If the project failed, it would be another reminder of the crushing economic era of plant closings that affected and discouraged so many of our citizens, businesses and organizations.

When it succeeds, it is both symbol of and participant in Union City's vibrant future. **The reasons to believe in that future are real, because in the era of the 2020s, we are on the right side of emerging trends:**

- At the national level, there is growing desire for the simpler lifestyle of small towns in rural locales. As we improve our economy and quality of life, Union City will be a destination.
- Commercially, we are well positioned in an ecology-focused future, both in clean-energy creation and clean-energy vehicles.
- We are well-positioned in emerging technology, with growing broadband capability and business leaders who understand the awesome power of the internet in reaching the global marketplace from small-town headquarters.
- We are leaders in vocational, technical education which brings its own set of connection and career opportunities. More on this opportunity coming soon.
- And we have local and county leadership that understands the power of collaboration as we work together to energize Union City and Randolph County.

**At our next luncheon, we will discuss the Apothecary Shop > Vision Corner project. For this leadership luncheon, let's simply vow to Save the Rail Tower and all it means.**

**Learn More and Donate at... [www.patronicity.com/railtower](http://www.patronicity.com/railtower)  
or city website [www.unioncity-in.com](http://www.unioncity-in.com) (top menu bar or action button on home page)**