

Adam Graves' announcement for Coeur d'Alene City Council:

Adam Graves, age 37, today announces his candidacy for Coeur d'Alene City Council. "I am running for Coeur d'Alene City Council because I have lived here my whole life, and I love this city. I'm running because I want to be a part of continuing the momentum that promotes a great quality of life and amenities for our businesses, residents and visitors. I want to help find ways to create the most confident, productive and thriving business community and most importantly the quality of life for our citizens. I am running to be part of a positive future for Coeur d'Alene."

"I work in a creative profession and I carry that creativity into my decision-making processes. I do not believe that something should be done the same way simply because it's always been done that way," said Graves. "Not always, but often times, a different approach creates improvements. I do my own research on every issue and formulate assessments but i'm also a great listener and have no ego standing in the way."

Adam's platform is a new style of thinking. He believes in the blend of human and environmental rights with conservative financial / taxing practices. He leans towards frugality, yet he understands that smart investments create positive returns.

"I feel we must look at changing how things have traditionally been done in government. Times are changing and the system needs to change with it. Antiquated procedures and protocol that have amassed more busy work don't justify the end service to the people of Coeur d'Alene. We need to rework how things are done for efficiency of time and costs. I will hunt down these inadequacies and propose new systems that can be implemented such as eliminate functions of the city that can be privatized, sped up and would create private sector job opportunities that could be removed from the tax payers backs.

Furthermore, when city jobs are eliminated or consolidated for cost cutting purposes or downsized for lack of need the city should not just redistribute the wages to other employees as has been done recently. Those dollars should go back to the citizens in the form of tax reductions. If existing employees are taking on added tasks for the same pay, well that is exactly how business works in the private sector and should be so in the government sector.

Police, Fire and Teacher unions should be brought into budgetary talks throughout the year with the creation of committees tasked to re-create more efficient service while working to shrink their budgets. Everyone has had to do this at home, they should at work. I feel unions were created and function for more than just wage contract negotiations, they are also to improve the end quality service for our children's learning and our public's safety. Simply doing away with these unions as some city's and states are proposing and have done recently will do everyone a disservice in the end. Conversely, bringing them into the process of making the tough financial decisions that need to be made is a positive step for everyone involved.

Mceuen Field is a hot topic of recent. My opinion of the proposed park redevelopment is a positive one. Here is why i am behind the park; If

you were to plan the perfect layout and use of the downtown area starting from scratch you would not put a boat launch there, nor a parking lot and probably not a fixed-use baseball field. It is a prime piece of land that is under utilized and a deteriorating blight on the downtown environment. Multiple studies by firms who have little or no ties to Coeur d'Alene have repeated this in their evaluations. The cost of the investment, which is what i see it as, an investment, is large but, if done correctly would have an even larger return on the investment. Falls Park in Greenville South Carolina, population 58,000, had a very similar situation of an underutilized and blighted area in the core of downtown that they converted into a beautiful park that has spurred somewhere over a hundred million in private investment in the city as well as boosting tourism income throughout the city all while providing the people with a great new amenity to enjoy. They did all this in just two short years. Their investment was 13.4 million and Greenville has one of the best economies in their state right now. There were vocal critics of their park dream as well. If Mceuen Field is to be cut back on what will be included in the final build, then I think the entire investment could turn out to be a loss for everyone. Either build it to be something great and substantial with the possibility of a large return in uses, job creation, tourism and spur development or don't waste the money. I think anyone running for office saying they favor a public vote is pandering for votes and knows that attorneys have said a public vote can not legally happen."

Adam lives in a remodeled century old house downtown with his wife, Karen and two children, Ella (age 7) and Oliver (age 4). Ella attends Sorensen Magnet School of Arts and Humanities - the same school Adam attended as a child. Adam was a part of the team that helped raise the \$100k to keep Sorensen alive and reposition it to the Magnet status that has invigorated the educational energy.

Adam is the co-founder of Range NW, a branding and marketing firm with offices in Dallas and Coeur d'Alene. He is a native Idahoan and Coeur d'Alene resident. He is the treasurer of the Coeur d'Alene Downtown Association's Board of Directors, as well as on the Parking Commission. His company annually donates upwards of \$15,000 in marketing services to local causes such as Hospice of North Idaho, Idaho Drug Free Youth, United Way, Boys and Girls Club and others.