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The city that's growing...carefully.

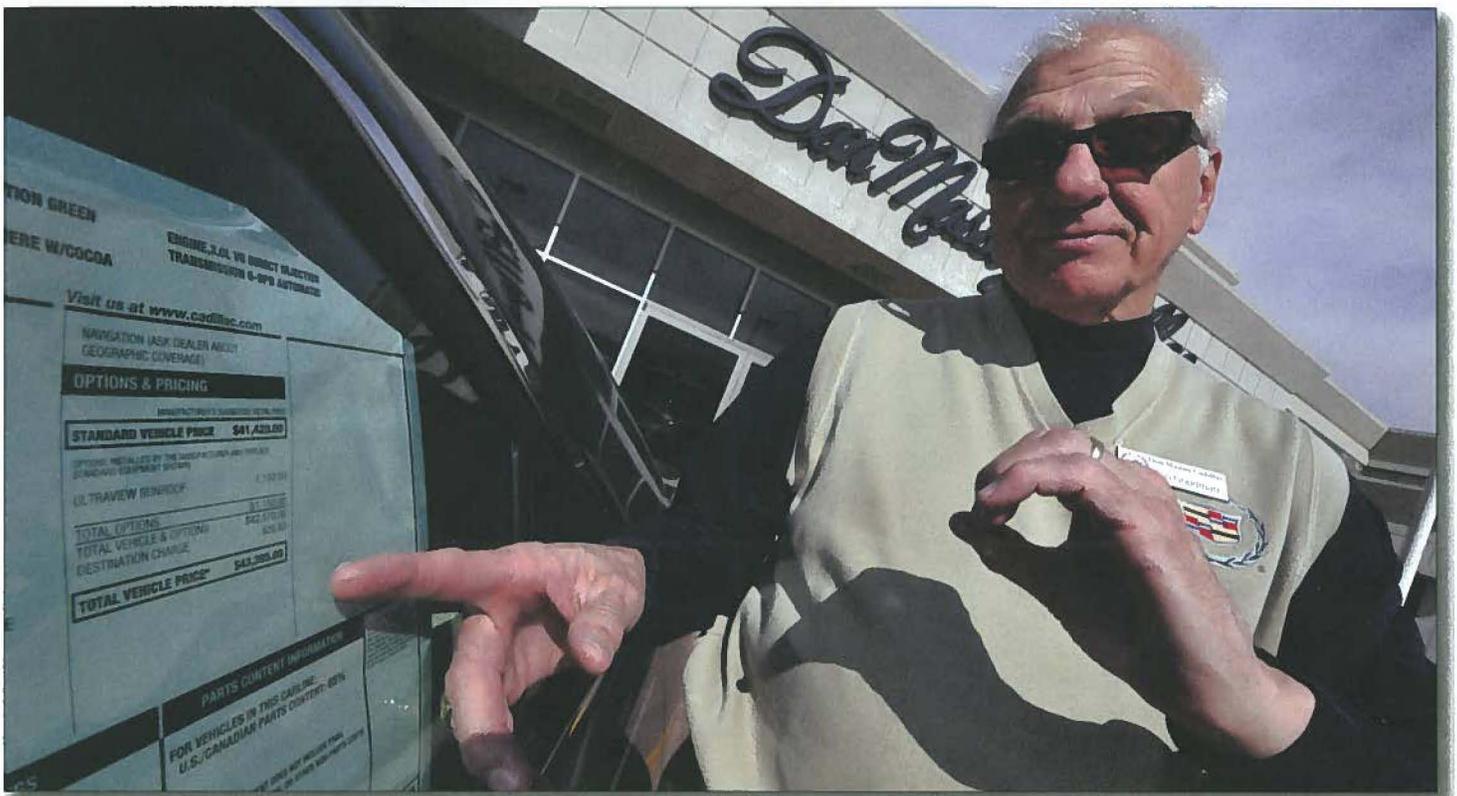
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CITY OF LONE TREE

imberlines

Cars. Cheap. (For Lone Tree residents only.)



Sticker shock is less shocking when you live in Lone Tree. Example: The price of this 2011 Cadillac CTS AWD is listed as \$43,395.

At Lone Tree's favorite Cadillac dealership, Ron Goodman points to the sticker and notes with his left hand how much sales tax a Lone Tree resident would pay when buying the car.

Notice to seller:

I'm a resident of the City of Lone Tree and, like all residents of Lone Tree, I am exempt from paying sales or use tax when I purchase a car, truck, or motorcycle—or any type of vehicle that has to be registered.

(Continued on page 2)



293 words from the Mayor.

Big, Blue—and some yellow.

Big Blue is coming and I'm not talking IBM.

You can't miss the massive blue and yellow IKEA building going up just north of Lone Tree on I-25 in the City of Centennial.

Soon, I'm told, IKEA will be erecting a very tall and highly visible sign.

Based on its description, the sign will identify their location to shoppers in Wyoming, New Mexico, and Kansas.

Just semi-kidding, of course. The sign will be seen only by people living in the very western part of Kansas.

One thing's for sure: IKEA and Centennial are preparing for a very busy opening this fall.

Although IKEA is not in Lone Tree, we do expect to feel the impact of such a dominant retailer locating near us.

We are excited about the many shoppers IKEA will draw to our local area from both the metro area and surrounding region and know that many of those shoppers will also make stops at Lone Tree's retail areas and restaurants.

Still, even though the positives are many, we are also reviewing the issues that accompany a retailer like IKEA.

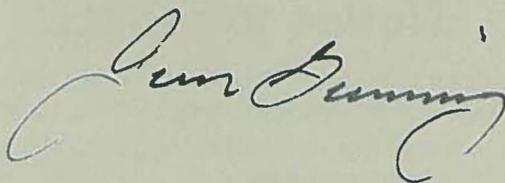
That's right—traffic.

Lone Tree has met with the City of Centennial to discuss traffic flows and mitigation efforts.

You will soon see the City of Centennial constructing a right-turn-only lane at South Chester Street and County Line Road.

Lone Tree strongly supported Centennial's successful funding grant request to the Southeast Transportation Management Association for this intersection enhancement, and we continue to discuss future transportation enhancements to accommodate the anticipated new traffic.

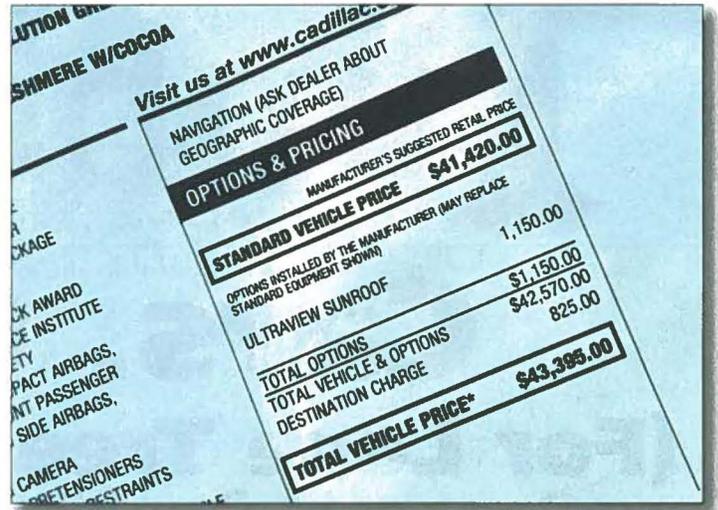
While we all anxiously await the grand opening (and the always suspenseful answer to what the traffic will actually be like versus the plan) let me take this opportunity to welcome IKEA to the local community.



Mayor of the City of Lone Tree

(Continued from page 1)

Cars. Cheap.



Visit us at www.cadillac.com	
NAVIGATION (ASK DEALER ABOUT GEOGRAPHIC COVERAGE)	
OPTIONS & PRICING	
STANDARD VEHICLE PRICE	MANUFACTURER'S SUGGESTED RETAIL PRICE
	\$41,420.00
OPTIONS INSTALLED BY THE MANUFACTURER (MAY REPLACE STANDARD EQUIPMENT SHOWN)	
ULTRAVIEW SUNROOF	1,150.00
TOTAL OPTIONS	\$1,150.00
TOTAL VEHICLE & OPTIONS	\$42,570.00
DESTINATION CHARGE	825.00
TOTAL VEHICLE PRICE*	\$43,395.00

What is the sales tax on a \$43,395 automobile, anyway?

If you lived in Denver, it would be \$1,571.

If you lived in Parker, it would be \$1,302.

If you lived in Centennial, it would be \$1,085.

And if you lived in Castle Rock, it would be \$1,736.

If you live in Lone Tree, it's zero dollars and no cents.

Lone Treers are exempt from paying city sales tax when they buy a car or truck or motorcycle.

Doesn't matter where you buy it, Lone Tree is not interested in collecting sales tax on your purchase.

(Did you know that? Not all Lone Tree residents do.)

It's in our City's Municipal Code. Exempted are all sales or leases of automotive vehicles upon which a specific ownership tax is paid or required to be paid.

That includes any type of vehicle that has to be registered.

In any case, if the sales manager doesn't understand, you can state that you prefer the option of settling any tax obligation when you register your vehicle at Douglas County's Motor Vehicle Department rather than at the time of purchase.

(Needless to say, the County's MVD is quite familiar with Lone Tree's no-city-sales-tax-on-cars-and-trucks policy.)

Or... you can use the coupon on the front page. (If you cut it out, notice how the Mayor's signature will be on the other side.)