

Business Letter Assignment

Comm 1234: Technical Writing Fundamentals Winter 2016

Due in hard copy at the beginning of class on March 7th.
Write in Times New Roman, size 12.

The City of Ridleyville must decide whether a decommissioned military base now owned by Ridleyville and located on its downtown riverfront should be developed as a business complex or converted to park and open space. Using the facts below, write a letter to the mayor of Ridleyville, Sarah Jones, in which you argue for one option over the other based on the following two criteria:

- Ridleyville wants to address a growing budget deficit.
- Ridleyville wants to increase the amount of parkland and open space in the city, especially in the downtown riverfront area.

Ridleyville is considering selling the property for development as a business complex. Through tax incentives, the city could potentially preserve a small portion of the property as open space. The business complex would generate substantial tax revenue from the new businesses that would locate there. Before it realizes any of these revenues, Ridleyville would need to pay for a variety of costly infrastructure improvements, and these revenues would be partly offset by ongoing costs for increased municipal services. The city would likely incur greater environmental cleanup costs converting the base to a business complex than converting it to a park.

Ridleyville has no parks on its extensive river frontage, which is otherwise developed, and no parks in its downtown area. Several corporate sponsors are willing to underwrite the cost of converting the property into parkland. These corporations are also willing to contribute toward ongoing operating costs. The park could host revenue-generating events like concerts and the popular “Taste of Ridleyville,” an annual food festival. Fees could be charged for boat launching. These combined revenues could enable the park to pay for itself.

Rubric:

	Unsatisfactory (1)	Satisfactory (2)	Good (3)
Grammar (week 2)	Too many errors that impede meaning or flow	Relatively error-free, but 1-2 major errors or several minor errors	Error-free or only 1-2 minor errors that don't impede meaning or flow
Style (week 3)	Too many errors that impede meaning or flow	Relatively error-free, but 1-2 major errors or several minor errors	Error-free or only 1-2 minor errors that don't impede meaning or flow
Argument (week 6)	There are significant flaws in the argument	1-2 premises are unacceptable or irrelevant, or collectively the premises are insufficient	All premises are acceptable, relevant, and sufficient
	Unsatisfactory (1)		Satisfactory (2)
Content (week 5)	Too many important details are missing, or the ordering of details is confusing or otherwise ineffective	All or most relevant details included, in an effective or mostly effective order	
Form (week 5)	Missing more than 1 formal element	All or almost all formal elements included	
Response to counter-argument (week 6)	You haven't effectively addressed the strongest counter-premises	You have effectively addressed the strongest counter-premises	