From:	Marilyn Gore
To:	dencc - City Council
Subject:	DIA lease
Date:	Friday, August 28, 2015 3:39:05 PM

Dear Counsel persons,

I am writing to entreat you to justly regard the course of action to be taken in considering Chick-fil-A for a lease agreement at DIA.

Here are the facts as they stand:

DIA has estimated the restaurant's first-year sales at $4.1 million, with $616,278 paid each year in concession fees. Chick-fil-A restaurants typically generate more in six days a week, DIA says, than most fast-food concessions that are open all seven.

Neil Maxfield, the senior vice president of concession, noted that a 2013 survey of airport users "identified Chick-fil-A as being the second-most sought-after quick service brand at the airport, second to Chipotle," which didn't apply for the space.

From Business Insider: American Customer Satisfaction Index's 2015 Restaurant Survey named Chick-fil-A the most-loved restaurant in America.

The company scored an 86 out of a possible 100 points in customer satisfaction, the highest ever rating for a company in the quick service category, beating Chipotle and Panera Bread.

Chick-fil-A not only beat all other chains in customer satisfaction, but it also took ACSI's top rating in dining experience as well.

Temkin Customer Service Ratings: Based on a study of 10,000 U.S. consumers, the ratings examine 278 companies across 20 industries. **USAA** earned the top spot for its banking business, followed by **Chick-fil-A** in the second spot.

Chick-fil-A corporate officials said that their company is "focused on providing everyone great food in an atmosphere of genuine hospitality. We hope to welcome all guests to any of our locations." Their track record evidently supports this assertion.

Considering these facts and Chick-fil-a's impressive restaurant status, it is extremely difficult to comprehend why Jolon Clark would assert, "We can do better than this brand in Denver at our airport, in my estimation". Mr. Clark's estimation is either severely misinformed, or there is another scrofulous motivation.

Councilman Paul Lopez called opposition to the chain at DIA "really, truly a moral issue on the city." Is it the position of the city that it considers the personal religious opinions of a private business owner when considering business contracts? This is the highest form of unconstitutional discrimination that I can imagine and an absolute disgrace to a free loving, constitution governed people.

The Denver city counsel would do well to take a lesson from Chick-fil-A in good business

practice.

Finally, I'd like to leave you with the needful reminder that it is the counsel's job to constitutionally represent its constituents regarding decisions and pertinent actions and you all, most notably Robin Kniech, have the obligation to conduct city business accordingly and not based on personally driven vendettas.

Thank you for your time and consideration. I look for you to make better decisions and employ more professionally sound judgments in the future.

Sincerely,

Marilyn Gore

Great is the Lord
And greatly to be praised,
And His greatness is unsearchable!
Ps. 145:3