



December 10, 2025

Pleasant View City Council  
Attn: City Councilors  
Pleasant View, Utah

**Re: Rise Baking Company Expansion Project – Importance of CRA Partnership**

Councilors:

Rise Baking Company appreciates the opportunity to continue working with Pleasant View as we evaluate a significant expansion of our Pleasant View manufacturing operation. Our company has valued its relationship with the City for many years, and we want to reiterate our commitment to being a long-term partner and quality employer in the community.

As we continue to evaluate the extent of which we expand, we respectfully want to highlight several factors that are central to the project's business case and to our ability to remain competitive in a rapidly evolving industry:

***The Community Reinvestment Area (CRA) is an important component of the project's financial business case***

The expansion under consideration represents a substantial capital commitment by the company. While it is true that Rise is actively planning for future growth, progression of this project requires that the financial business case continues to be competitive with other locations within our national footprint. A CRA would help offset extraordinary costs associated with the expansion and improve long-term project feasibility.

The CRA is not merely an incentive, it is an important part of the financial structure that allows Rise to bring additional jobs, tax base, and long-term investment to Pleasant View.

***Rise is making major investments in energy and water conservation***

This expansion includes significant capital investments in upgraded systems that dramatically improve energy efficiency, water conservation, and overall resource utilization. These improvements are aligned with Utah's priorities around sustainability and responsible water management, and they represent costs that exceed a traditional manufacturing expansion.





Public-private partnerships like a CRA help enable companies to make these types of long-term, environmentally responsible investments that benefit the community, the region, and future generations.

***Rise Baking is a quality employer, committed to Pleasant View***

Rise Baking is proud to provide stable, year-round employment with competitive wages, strong benefits, and opportunities for advancement. Our Pleasant View team is integral to our operations, and we believe the workforce talent in the region is one of the area's key strengths.

As you know, the expansion will add new high-quality jobs and deepen our existing footprint in the community.

***A strong partnership positions Pleasant View for future growth***

As our company continues to grow, our long-term expansion decisions will be shaped by the strength of our partnerships with the communities in which we operate. Pleasant View has been a valued partner, and we believe that moving forward together with a CRA can set the stage for continued investment and potential future expansion phases.

We recognize the thoughtful deliberation taking place among the RDA Board, and we appreciate the careful review of the justification analysis. Rise Baking is committed to providing the information needed to support that analysis as it is developed in the coming weeks.

We thank the Board for advancing the survey resolution and for its continued collaboration. We look forward to working closely with the City, Weber County, the School District, and other taxing districts as the CRA plan progresses.

Sincerely,

*Travis Mauer*

Travis Mauer

VP Rise Baking Company

