*Claim:* Junction City needs more upscale restaurants because the city needs to improve its tourism attraction, the population is on the rise, and there is a great public need.

*Argument #1*: The city needs to improve its tourism attraction.

*Proof:*

* “…the city is underperforming in all visitor categories.” (2009 Visitor Readiness Assessment, by Total Destination Management)
* 31 out of 76 people (41%) feel that Junction City does not present itself in an attractive and welcoming manner. (Visitor Readiness Assessment, online survey)

The city needs to improve its tourism attraction; so, more upscale restaurants are needed. I think this because many residents believe that Junction City does not present itself in an attractive manner. Also, there are a lot of people who drive down Highway 99 and drive past our city without stopping. Many people come to visit the various local wineries, yet they do not stay to dine, since there are no nice, fashionable eateries. Therefore, the city needs to work on adding more upscale restaurants to bring more people into our little town.

**-or-**

The city needs to improve its tourism attraction. “…the city is underperforming in all visitor categories,” and 31 out of 76 people (41%) feel that JC does not present itself in an attractive and welcoming manner. This proves the city needs to improve its tourism attraction.

The city desperately needs to improve its tourism attraction; so, more upscale restaurants are needed. Visitors from the North will drive down Highway 99, and never stop in our city. A 2009 Visitor Readiness Assessment done by Total Destination Management states that “…the city [Junction City] is underperforming in all visitor categories.” This means that Junction City is not doing well in attracting visitors. According to an online survey done by the same company, 31 out of 76 people (41%) feel that Junction City does not present itself in an attractive and welcoming manner (Visitor Readiness Assessment). Therefore, 41% of people feel that JC does not present itself in an attractive manner.

The city desperately needs to improve its tourism attraction; thus, more upscale restaurants are needed. Visitors from the North drive down Highway 99 and never stop. A 2009 Visitor Readiness Assessment done by Total Destination Management states that “…the city [Junction City] is underperforming in all visitor categories.” This means that Junction City is not a destination people want to visit, and is failing in attracting tourists. This is unfortunate because our city has a lot to offer, including the fact that it is right in the middle of wine country. Many people frequent the numerous wineries surrounding our area; however, there are no stylish restaurants, so people do not bother to stay in Junction City. Instead, they choose to drive the 20-30 minutes into Eugene, bypassing us altogether. Furthermore, many citizens of Junction City agree that we need to improve our tourism attraction. In fact, according to a 2009 online survey, 31 out of 76 people (41%) feel that Junction City does not present itself in an attractive and welcoming manner (Visitor Readiness Assessment). This proves that something needs to be done. Why would a visitor choose to stop here if its own citizens do not feel it is welcoming or attractive? This is why an upscale restaurant would benefit the city. It would not only attract tourists and sightseers, but also the very people who live in our city.