



MINNESOTA SHOPPING
CENTER ASSOCIATION

Dear MSCA Member:

Please join us in advocating for the shopping center industry!

Policy impacts all facets of our industry, including job creation, Minnesota's competitive advantages, and the investment or development in the shopping center industry. We need to educate Legislators about the shopping center industry so they make policy decisions that are beneficial to the future of our industry.

Writing or calling your representatives will help with the decisions they make at the Capitol. They likely don't have in-depth knowledge of the shopping center industry and it is up to us to inform them.

When writing a letter or email:

- 1) Simply state your opinion and experiences,
- 2) Explain how any particular issue affects you, your company, employees, colleagues, customers, etc.

None of us is an expert on how to fix the budget, but we all work with tenants, property owners, service providers and other clients that are impacted by the policies set at the Capitol. Some examples of topics to write about are described below. If you prefer, there is a template letter attached.

1. Many legislators do not realize that tenants (i.e. small business owners) pay their pro-rata share of a property's taxes. Higher taxes force our tenants to raise prices, cut expenses, lay off employees, or cut back on planned expansion.
2. The high and growing cost of doing business is a deterrent for new businesses and new retail concepts in Minnesota.
3. Street Improvement Districts are a large concern for the shopping center industry and businesses in general. They give municipalities too much power and the affected businesses too little. Further, Cities already have numerous sources for funding street improvements.
4. Transportation funding is important and determining how it is funded should not unduly burden business tax payers.

Thank you in advance for getting involved and voicing your opinions regarding the shopping center industry. If you have any questions please feel free to call MSCA Legislative Committee Co-chairs Leah Maurer, 952-893-8825 or Paul Berg, 651-523-7867.