



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 commercial real estate. We need to educate Legislators about the shopping center industry and how policy can affect our state and local economies.

Writing or calling your representative will help with the decisions that are being made at the Capitol. They likely don't have in-depth knowledge of commercial real estate and it is up to us to inform them.

When writing a letter or email:

1. Simply state your opinion and experiences in a respectful manner.
2. Explain how any particular issue affects you, your company, employees, colleagues, customers, etc.
3. Let them know you or MSCA can be a valuable resource when they come across policy that may affect the shopping center industry.

Although we may not be experts, we all do 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 property taxes and pass it on to consumers. 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 of funding for 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 being a voice on behalf of the shopping center industry. If you have any questions, please feel free to call MSCA Legislative Committee co-chairs Genevieve Liesener, 952-820-8756, or Zander Fried, 952-893-8853.