



MINNESOTA SHOPPING
CENTER ASSOCIATION

Dear MSCA Member,

Please join us in advocating for the shopping center industry!

The state budget and public policy impact all facets of our industry, including job creation, Minnesota's competitive advantages, and investment and development in commercial real estate. We need to educate Legislators about the shopping center industry and how the decisions they make at the State Capitol will affect our state and local economies.

Writing or calling your representative will help with the decisions that are being made at the Capitol. They do not 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 issues (i.e. property taxes and municipal fees) affect 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 MSCA members may not be experts in public policy, we all work with tenants, property owners, service providers and other clients that are impacted by the policies set at the State Capitol. Some examples of topics to write about are described below.

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.

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.