

January 17, 2012

Honorable Mayor Jose Esteves & Council
City of Milpitas
455 East Calaveras Blvd.
Milpitas, CA 95035



RE: 17 January 2012 Council Agenda Item #5,
Retail "Black Friday" Sales Shopping Days

Dear Mayor Esteves,

The San Jose Silicon Valley Chamber of Commerce opposes the development of an ordinance amending zoning code requirements for commercial businesses over 30,000 square feet by requiring Special Event permits for Black Friday (or otherwise identified) shopping days and/or promotional shopping events. No other city in the Silicon Valley region or state of California is considering such an arduous ordinance targeting major retail sales tax opportunities.

Additionally, there are a number of sound economic development business reasons why the council and city administration should abandon any thoughts of regulating sale or shopping days by local retailers:

- The Great Mall is currently the city's largest generator of sales tax revenue.
- The Great Mall currently has an agreement with the city addressing security, police services and compensation.
- An ordinance to regulate retail sales may have serious unintended consequences for the city of Milpitas that would ultimately discourage the collection of sales taxes, reduce employment in retail sales and potentially generate an anti-business perception within the retail and business community.

The SJSV Chamber of Commerce is opposed to any additional regulatory reform measures that make it more difficult for retail businesses to *do their business*; particularly during these challenging economic times. The preferred course of action would be to work with your businesses, the Milpitas Chamber of Commerce and other stakeholders with the objective of overcoming any current issues while enabling your local business community to maximize retail sales opportunities, ultimately generating the revenues necessary to provide essential services throughout the city.

In closing, let me say that the SJSV Chamber takes the regulation of local business very seriously and will continue to observe how the council, administration and business community hopefully work to resolve any current concerns through collaboration vs. regulation.

Sincerely,

Matthew R. Mahood, President & CEO
SJSV Chamber of Commerce

Cc: Thomas Williams, City Manager
Diana Barnhart, Director Economic Development