

Dear friend,

As you know, the Malibu Chamber of Commerce is dedicated to helping local companies grow their businesses. We are deeply invested in the success of our city, and we work tirelessly on your behalf to ensure that local and state elected officials are educated on the impact their decisions will have on our economy. It is the Chamber's job to analyze the impact each issue will have on local businesses, and to relay this information to our members and the community.

On November 13, the City Council voted 3-2 to move forward with drafting a Formula Retail Ordinance that would require any new "Formula Business" in the Civic Center to obtain a Conditional Use Permit in order to open a new establishment in Malibu. We communicated our concerns about the City Council taking a step like this at the meeting, expressing our support for a more free market approach because both the city's and independent studies show that Malibu maintains a healthy diversity of both national and local retailers. We are on record opposing any further government regulation that we deem unnecessary, potentially harmful and fraught with unintended consequences.

Supporters of this proposal say the goal of the ordinance is to "sustain" local business. However, we believe that nationally recognized businesses actually help smaller local businesses succeed by attracting a larger customer base to our centers. Supporters also say that an ordinance would help promote "community-serving businesses."

However, how does one define such a thing? Chipotle and RadioShack are two prime examples of why additional regulation makes no sense. These stores would fall under the general definition of a formula business yet they are also the very epitome of a business serving our community. So how is an ordinance addressing a perceived problem?

The answer is, it is not. We are blessed to have caring, involved, and intelligent people on our city council, but the narrow majority is pursuing a path that will ultimately, albeit inadvertently, hurt the business community.

We believe that promoting and supporting locals starts and ends with the community, both the residential and business communities, working hand in hand; not the government making decisions for residents on where to shop. The Malibu Chamber has a long history of finding creative ways to promote local businesses. The "Shop the Bu" program was designed to connect residents to local business, and increase sales. We believe that in a free market society, consumers speak with their wallets.

!!!CALL TO ACTION!!!

The city will be holding a community meeting at 6PM on Thursday, December 13, in the City Hall Multi-Purpose Room to hear feedback on a potential formula retail ordinance and how to define "community serving." It is imperative that decision-makers hear from business owners like you. We ask that you join us at this meeting in telling the City that a Formula Retail Ordinance would do more harm than good.

Please RSVP by contacting the Chamber office at [\(310\) 456-9025](tel:3104569025). As always, feel free to contact us for more information, to express concerns and your opinion on how we should best represent you, or for assistance on how to best express your opinion to the city.

Sincerely,

The Malibu Chamber of Commerce