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December 21, 2017

VIA Electronic Mail

Attention: Mr. Jim Owczarski
City Clerk
City of Milwaukee-City Hall Room 205
200 East Wells St.
Milwaukee, WI 53202

RE: 170927- Substitute ordinance relating to abandonment of shopping carts

Dear Mr. Owczarski,

Sal B's Piggly Wiggly, a franchise of Piggly Wiggly Midwest, LLC, has reviewed the proposed substitute ordinance regarding the abandonment of shopping carts and strongly opposes this ordinance. We want to paint a picture of how the ordinance will effect a small, family run business.

We have been a franchise of Piggly Wiggly Midwest for going on seven years. Every year it has become increasingly difficult to offer our customers the best competitive prices, offer fair employee raises, to maintain happy employees, and to keep our doors open for business. An ordinance, such as the one proposed, will add to the already high expenses of running a small franchise; a daily headache of insurance charges, utility charges, and franchise fee charges, just to name a few.

Our goal in operating Sal B's Piggly Wiggly in Milwaukee is to provide over 100 jobs to our community, millions of dollars in tax revenue, a beautiful, well-maintained, competitive business for our neighborhood to be proud of. Before we took over this location, the building on Oklahoma and Chase, grocery store after grocery store (Cub Foods, Jewel, and Sentry) tried their shot at keeping their doors open and failed. We believe part of their failure was because of the amount of crime and difficulty in maintaining quality employees. Theft takes away from the bottom dollar. Any revenue lost directly connects to what can be offered to customers, as far as deals and to employees, as far as benefits. We, at Sal B's, have been working to overcome those challenges.

A shopping cart costs about \$150 dollars. We need on average of 150 carts on a daily basis. The loss of any cart quickly adds up and must be quickly replaced. Costing us more and more money. We strive, daily, to control the theft of our carts. Our employees monitor customers that begin to take the cart off the premises and try to stop that from happening. Our employees are sent around the neighborhood to collect any carts they see. We especially appreciate the customers that are kind enough to give us a phone call letting us know where one of our carts are located. We quickly get there to retrieve the cart. Just as with any product taken off our shelves, and off our premises without payment, the theft of a cart is exactly the same. It is a crime by the individual(s), not a crime by the business. Punishing the business with a fee is treating us like criminals, instead of as hard-working retailers.

We promise to continue offering the best to our neighborhood and ask that you help us by denying the substitute ordinance on the abandonment of shopping carts. Consider the overall effect on all those that make up the retail world. That includes you, as a shopper!

Thank you for taking the time to read this. Please feel free to contact me, if you would like to discuss this issue.

Sincerely,

Sal Butera
Owner/Operator