



## El Rey Family Market

5200 W. Oklahoma Avenue  
Milwaukee, WI 53219  
Phone: 414-541-5200  
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December 4<sup>th</sup>, 2017

RE: 170927, Version, SUBSTITUTE 1

Reference:

Sponsor, Ald. Lewis, Sections 110-36

A Substitute ordinance relating to the abandonment of shopping carts

Dear Alderman Pérez,

I am writing you today on behalf of the entire El Rey Corporation. We strongly believe that the proposed ordinance is neither in the best interest of our business nor the best interest of our customers and the neighborhoods we serve.

We do not encourage patrons to take carts off the property, but we do feel there are appropriate times to allow our customers to borrow a cart. As you are aware, we serve densely populated areas and depend on walk in traffic as parking is often limited at our businesses. When we have a neighbor buy a cart full of groceries, we find it reasonable for them to expect and us to accommodate the use of a cart to transport those items home as conveniently as possible. If we take that option away, I believe you are not serving those who reside in our district and in proximity to our businesses. If this ordinance is passed, it would be a big inconvenience to our walk in customers.

This is a very anti-business ordinance for the City of Milwaukee and the activation of this ordinance would negatively impact our business for several reasons. First, our sales would likely decline as people would be buying less in worrying about that transportation home. This ordinance may not affect the larger businesses existing on major parkways, where it is not convenient to walk, housing is less proximate, and properties possess parking lots of a couple hundred spaces. However, there will be a significant negative impact for the smaller grocers residing and serving in the neighborhoods.

Secondly, it increases the cost of an already expensive item. Individual shopping carts cost approximately \$150, which adds up quickly when a minimum of 60 carts are needed for

use at each store. We are not interested in increasing that cost with a retention system that we have found to be ineffective in the past. We make an effort to prevent the loss or abandonment of carts by employing an individual to drive our neighborhoods daily and return any carts he may have found. In reading the proposed ordinance, it is not clear to me if we would be in compliance with our current procedure.

Lastly, we do not support the outrageous fine amounts on our industry. The fines are more than some for criminal activity. We should not be subject to the proposed penalties for merely providing a necessity of our business operation, such as carts to our customers.

We do appreciate the concern for our beloved Milwaukee Neighborhoods. We take great pride in the neighborhoods our stores reside and believe our business brings value to those neighborhoods, not the contrary. I hope that we have proven to you over the years that we will do everything we can to be leaders and supporters of our community. We feel we are doing so today by writing this letter asking for you not to allow this ordinance to pass.

Regards,

A handwritten signature in black ink, appearing to read "Nelson Lang". The signature is written in a cursive, flowing style.

Nelson Lang

General Manager

El Rey Foods

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