



June 29, 2007

Milwaukee City Hall  
c/o Alderman Jim Bohl  
200 E Wells Street, Rm: 205  
Milwaukee, WI, 53202

RE: Legislation on payday loan and check advance industry.

Dear Alderman Bohl,

I writing in support of your legislation on restrictive zoning enforcements in place with new payday loan, check cashing and title loan stores to include short term installment loan businesses.

Businesses of this nature have deteriorating effects on both commercial and residential base of a neighborhood. There are 115 businesses in the Lincoln Village district. A vast majority of these businesses depend on the local neighborhood consumer. Opening the door to more of these quasi financial institutions and their exurbanite interest rates takes money out of the pockets of our local consumers and hurts the bottom line of neighboring businesses. Subsequently, the closing or scaling down of neighborhood business adversely affects the stability of the neighborhood. Including but limited to: decreased property values and tax base, a weakened business climate and deteriorated sense of community.

Our organization has been operating the Nation Main Street program for five years. In that time we have helped bring more than 25 viable businesses and 190 full time equivalent jobs to the district. In my continual effort to recruit sustainable businesses to the avenue, both local and national, I have learned that reputable business owners will not move to a neighborhood besieged with these types of loan stores. Reasons cited were both real and perceived criminal behavior, unsavory clientele and excessive noise and litter associated with them.

On behalf of the Lincoln Village Business Association and our neighborhood, please do not accommodate any more of these neighborhood deteriorating businesses in our city.

Sincerely,

Neil White  
Executive Director