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Tanger
Outlets

8 December 2008

Dear Georgia Legislators and Transportation Officials:

I urgently request your support of the Vegetation Control measures currently under study in the General Assembly. Billboard visibility is very important to our businesses that depend upon our billboards to drive business to our outlet mall. If our boards are not clearly visible, we risk losing potential customers which also means we risk losing potential sales tax revenue.

Historically, although our out-of-state customers comprise approximately 25 percent of our business throughout the year, there are times like the summer months when it peaks much higher ... upwards to 45 percent. We depend upon our boards to attract the attention of these travelers so that they will plan a stop at our exit in the hopes that they will spend money in our stores. If these boards are not clearly visible, then travelers will not see what our community has to offer and will pass us by creating a loss of sales for our businesses and a loss of sales tax revenue for our community.

It just so happens that during the past three to four summer seasons, due to spiking gas prices during the peak travel seasons, we have experienced a declining number of out-of-state 'tourists' shopping at our center. This trend only makes the visibility of our interstate billboards that much more important because we now have to convert a higher percentage of out-of-state interstate vehicles into visitors and ultimately shoppers.

Unfortunately, the number of excellent, highly visible boards available on the interstate has greatly diminished over this same period because of the billboard companies' inability to keep the trees trimmed back.

The long term impact and implications of a declining out-of-state tourism base for our outlet stores is much greater than simply the viability of our stores. Tanger Outlets represents a significant revenue generator for both Jackson and Banks County governments via sales taxes. Declining sales tax revenues will negatively impact government services or potentially cause property taxes to increase.

Given the dire condition of our economy today, the business community needs to take advantage of every effort to continue to DO BUSINESS. They need to continue to keep workers employed; to keep providing goods and services; and, to keep supporting the fiscal economy of not only Banks County and Jackson County, but of EVERY county in Georgia.

Please support the vegetation control measures currently under consideration, and in so doing support businesses and residents throughout the state of Georgia.

Sincerely,

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