Dear candidate,

Did you know that **Prince Edward Island`s retail industry** is not only an important barometer of the health of the province’s economy but is itself **a key driver of growth and jobs**? From main street independent retailers to major multi-nationals, retail is the largest private sector employer in **Prince Edward Island** with almost **9,400 Prince Edward Islanders** working in the sector, which generates over **$265 million in annual sales**. As part of this year’s election I want to encourage you to consider the positive impact that the Prince Edward Island retail sector has on communities across our province, including right here in *(your riding-community name)* and ensure that the next provincial government supports policies that **promote the further growth of Prince Edward Island’s retail industry**.

The retail sector’s prominent role in the Prince Edward Island economy means that merchants have a direct impact on the success of many other supporting industries including transportation, construction and property management, information technology and financial services to name only a few. **For your constituents, retail offers a stable and solid source of income**, with the average hourly compensation for a full-time retail worker in PEI being approximately $18.72 an hour.

Although retailers like me are one part of the picture of communities across the country, you need look no further than the daily news to realize that **my industry is going through a period of unprecedented change**. How consumers shop - from the rise of e-commerce to a customer’s use of mobile devices to shop for products at the push of a button - has and will continue to change my business.

In order for retailers to flourish in this new environment it is important that your party commit to supporting the following policies that have been developed for us by the Retail Council of Canada (RCC). These policies will **help promote the competitiveness of Prince Edward Island`s retail industry**, and ensure that small, medium and large retailers across the province can continue to compete with global competition and provide meaningful and stable jobs in our community:

* Achieve regional competitiveness by lowering the corporate tax rate to 14% and the small business tax rate to 3%.
* Raise the personal tax exemption threshold to a competitive level within Canada.
* Eliminate bracket creep by indexing personal income tax brackets and allowing Islanders to be rewarded for their success.
* Stimulate consumer spending by lowering the Harmonized Sales Tax from 15% to 13%.
* Legislate that minimum wage adjustments be based on an objective minimum wage formula that is tied to the Consumer Price Index for the previous year.
* Provide a dedicated resource to work with the Office of Regulatory Affairs and Service Effectiveness. This resource should emphasize and streamline red tape reduction and regulatory harmonization efforts throughout all government Departments.
* Commit to a government practice of analyzing all proposed legislation / regulations through a lens of Atlantic regulatory harmonization and red tape reduction, before the legislative / regulatory initiatives are approved by Executive Council.
* As the largest private sector employer in PEI, the government must provide retailers with the same incentives offered to other industries to invest in people, technology and e-commerce.
* Commit to meaningful consultation with relevant stakeholders before enacting change.

When I cast my ballot, I will do so with these issues in mind. I encourage you, if elected, to support these key policy pillars. Each will have a profoundly positive effect on one of the largest sectors in Prince Edward Island’s economy and contribute to all Islanders’ standard of living. If you would like more information please refer to the Retail Council of Canada’s special election website [VoteRetail.ca](https://www.retailcouncil.org/election/prince-edward-island-election/) or contact RCC at [jcormier@retailcouncil.org](file:///C:\Users\kmanintveld\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\PNJOGGZP\jcormier@retailcouncil.org) or by phone at 1-888-373-8245.

Sincerely,

Your Name