Dear candidate,

Did you know that **Newfoundland and Labrador`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 **Newfoundland and Labrador** with **31,700** peopleworking in the sector, which generates over **$5.4 billion in annual sales**. As part of this year’s election I want to encourage you to consider the positive impact that the Newfoundland and Labrador retail sector has on communities across our province, including right here in *(constituent riding-community name)* and ensure that the next provincial government supports policies that **promote the further growth of Newfoundland and Labrador’s retail industry**.

The retail sector’s prominent role in the Newfoundland and Labrador 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 being $25.88 for a full-time, Newfoundland and Labrador retail worker.

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 their 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 Newfoundland and Labrador`s retail industry**, and ensure that small, medium and large retailers across the province can continue to contend with global competition and provide meaningful and stable jobs in our community:

* Reward employers for taking risks, growing their businesses and creating jobs.
* Once the budget is balanced, stimulate consumer spending by lowering corporate taxes to a regionally competitive 14% while lowering the Harmonized Sales Tax from 15% to 13%.
* Raise the personal tax exemption threshold to a competitive level within Canada.
* Develop a longer-term plan to reduce the province’s debt that involves growing the economy versus a reliance on high taxes and fees.
* Eliminate excessive fees on product sale licenses (e.g. domestic pesticide vendor license), which do little to improve the province’s finances while, needlessly hurting retailers/
* Legislate the current government’s commitment to increase minimum wage by the change in 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 and regulations through a lens of Atlantic regulatory harmonization and red tape reduction, before the legislative and regulatory initiatives are approved by Executive Council.
* Provide leadership on issues of broad provincial interest (e.g. environmental stewardship) so as to avoid a patchwork of unharmonized, municipal bylaws.
* As the largest private sector employer in Newfoundland and Labrador, the government must provide retailers with the same incentives offered to other industries to invest in people, technology and e-commerce.

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 Newfoundland and Labrador’s economy, and contribute to the 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/newfoundland-labrador-election/) or contact RCC at info@retailcouncil.org or by phone at 1-888-373-8245.

Sincerely,

Constituent Name