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July 28, 2008

The Honorable Eric Garcetti
President, Los Angeles City Council
C/o City Clerk, Room 395
200 North Spring Street
Los Angeles, CA 90012-4801

Dear President Garcetti:

On behalf of the more than 100 industries that use the franchise business model to fuel entrepreneurship, I am writing to express opposition to the proposed "Fast Food Interim Control Ordinance" before the Council on Tuesday, July 29. Enacting this prohibition would arbitrarily and unfairly restrict the ability of certain franchised small business owners to offer their goods and services.

IFA is the world's oldest and largest organization representing franchising with a growing membership of more than 1,300 franchise systems, 10,000-plus franchisees and more than 500 firms that supply goods and services to the industry. According to a 2008 study by PricewaterhouseCoopers, there are more than 900,000 franchise establishments in the U.S. that are responsible for creating 21 million American jobs and generating an annual economic output of \$2.3 trillion. In California alone there are more than 97,000 franchise establishments, employing 1.16 million workers and generating an economic output of \$105 billion.

Quick service restaurants are often franchised businesses that combine local small business investors with a known national brand to create an expectation of quality, consistency and value to consumers. The fact that they are managed in accordance with guidelines provided by a corporate entity that may be headquartered elsewhere should have little bearing on their ability to do business.

Like any other small business, a franchise's success depends on the franchisee's own capital, hard work and long hours. Like any other enterprise in Los Angeles, a franchise operating there would pay taxes, be involved in supporting community activities and create economic opportunities for employees and suppliers who would directly benefit from the existence of the enterprise.

The city government should not impose its will on the consumers of Los Angeles, but should instead allow the community to decide through the marketplace if certain "fast food" restaurants are acceptable to them. Indeed, franchised businesses successfully coexist in many historic or traditional business districts alongside locally founded mom-and-pop establishments.

I urge you to reconsider your proposed moratorium on quick service restaurants. Such drastic steps not only harm your community by weakening its economy, but they are contrary to the most basic tenets of American entrepreneurship and fairness.

Sincerely,

M. Troy Flanagan
Director, Government Relations

CC: Members of the Los Angeles City Council