

CHERRY CREEK  
SHOPPING CENTER

3000 EAST FIRST AVENUE • MANAGEMENT OFFICE • DENVER, CO 80206 • OFFICE: 303.388.2522 • FAX: 303.358.8203 • SHOPCHERRYCREEK.COM

January 30, 2014

Colorado State Capitol  
Attn: Ms. Lois Court  
State Representative - District 6  
200 East Colfax Avenue, Room 223  
Denver, CO 80203

Dear Ms. Court: *Lois*

I'm writing to express our strong support for - and ask you to support - Representative Dan Pabon's HB 1094, that would provide a back to school sales tax holiday for Colorado families.

My colleagues in the 17 other states that offer families a tax break on back to school purchases see customer excitement equal to Black Friday, the day after Thanksgiving that has become one of the busiest sale days of the year and a retail tradition. The sales tax holiday would bring more customers out to shop, look for bargains and claim their share of savings only the state can grant, which is not paying sales taxes.

A sales tax holiday would provide a targeted benefit to Colorado families at back to school time - and it would be an important boost as well for cash-strapped Colorado teachers. Recent studies show that Colorado teachers spend as much as \$500 of their own money annually to provide school supplies for their students, and every little bit of savings will help them.

I know my customers would wholeheartedly endorse this program. When my customers turn out to claim the tax break, the shopping center and other retailers compete for their business by adding our own additional price cuts on top of the holiday. Other local businesses benefit as well when these customers buy food, gas and other services.

We're excited about the possibility of a back to school sales tax holiday for Colorado families.

Thanks for your support.

Regards,



Nicholas J. LeMasters  
General Manager  
Cherry Creek Shopping Center

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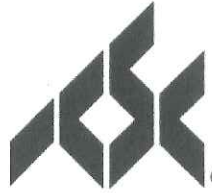
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**International Council of Shopping Centers, Inc.**  
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February 19, 2014

The Honorable Lois Court  
Chairperson, House Finance Committee  
Colorado State Capitol  
200 East Colfax, Room 271  
Denver, CO 80203

Dear Representative Court:

On behalf of the International Council of Shopping Centers (ICSC), we strongly endorse the passage of HB-1094, which creates a sales tax holiday for Back-to-School items on the first weekend of August for five consecutive years.

ICSC supports the passage of HB-1094 because we strongly believe it is the right thing to do for working families who are confronted with buying school supplies each year. The National Retail Federation's 2013 study estimates that Colorado taxpayers will purchase about \$110.8 million of goods that will qualify for the sales tax exemption in August 2014.

ICSC recognizes that the sales tax holiday for local governments is voluntary and we appreciate the fact that local governments are only impacted if they choose to adopt a sales tax holiday.

If you have any questions or comments regarding our support of HB-1094, please do not hesitate to contact me at your earliest convenience.

Best regards,

Pete Jacobson, Manager  
State and Local Government Relations  
ICSC  
1580 Lincoln Street, Suite 1125  
Denver, CO 80203

## About ICSC

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in over 100 countries include shopping center owners, developers, managers, marketing specialists, and investors. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit [www.icsc.org](http://www.icsc.org).



January 23, 2014

The Honorable Dan Pabon  
Assistant Majority Leader  
State Representative - District 4  
Colorado House of Representatives  
200 East Colfax  
Denver, CO 80203

Dear Leader Pabon:

My name is Tim Smith. I am Vice President and Store Manager of the Macy's store at Cherry Creek Shopping Center in Denver and a resident of Colorado. My store is one of 14 stores Macy's operates in Colorado, in which we employ more than 1,800 great Coloradans. I'm writing to thank you for your support of a back to school sales tax holiday for Colorado families.

Customers are at the center of everything we do and we know from experience that our customers love these tax holidays. My colleagues in sales tax holiday states tell me they see a level of customer excitement equal to Black Friday, the day after Thanksgiving that has become one of the busiest sale days of the year and a retail tradition. The holidays bring customers out to shop, look for bargains and claim their share of a break only the state can provide, which is not paying sales taxes.

I know my customers at Cherry Creek. They would wholeheartedly endorse an event like this. When shoppers turn out to claim the tax break we retailers compete for their business. Retailers add their own storewide promotions - additional price cuts on top of the holiday - to capture more of the market.

A back to school sales tax holiday would be a special benefit for Colorado families - and it would be an important boost for retailers and retail employees. Retailers see increased sales and our store associates see expanded employment opportunities as we gear up to receive merchandise, stock shelves and provide the quality service our customers have come to expect.

We're excited about the possibility of a back to school sales tax holiday in Colorado. Thanks for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Smith", written over a white rectangular area.

Tim Smith  
Vice President Store Manager  
Macy's Cherry Creek