



South Bay Latino Chamber of Commerce

California Non-Profit Corporation
 P.O. Box 452391
 Los Angeles, CA 90045
 (310) 676-8646

Mr. Erick Verduzco-Vega
 President/CEO

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 Vice President
 State Farm - Agency Owner

Founding Board President
 Mr. Candy Saez, Dec.

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September 11, 2013

City of Long Beach City Council
 333 W. Ocean Blvd.
 Long Beach, CA 90802

RE: Check Cashing and Other Financial Services

Dear Mayor Foster and Members of the City Council:

As an organization dedicated to providing members with valuable services within the community, the South Bay Latino Chamber of Commerce believes strongly that consumers benefit when they have a full range of choices in the marketplace.

That is why I am writing to express my opposition to the City of Long Beach's proposed actions regarding the change in requirements for check cashing and payday lending businesses, including increasing the buffer to 1,320 feet. From a business stand point, we want store fronts filled, and businesses near one another, and this restriction would harm other businesses.

By singling out one industry, not only does this send the message to the business community that Long Beach is not a business friendly city, it also sends the message that Long Beach is not interested in commerce.

Thank you for your time and consideration of the views of the South Bay Latino Chamber of Commerce on this important matter.

Respectfully,

Erick Verduzco-Vega
 President/CEO
 South Bay Latino Chamber of Commerce