



September 12, 2013

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

**RE: Check Cashing and Other Financial Services**

Honorable Mayor Foster and Members of the City Council:

This letter is in response to the City of Long Beach Department of Development Services report dated September 17, 2013, regarding Check Cashing and Other Financial Services.

First, a brief description of who we are:

*The Community Financial Services Association of America (CFSA)* is the only national payday lending association solely dedicated to promoting responsible regulation of the payday lending industry. Both CFSA and our state association, the *California Financial Service Providers Association (CFSP)*, have always worked with legislators and local government officials to create laws and regulations that allow this regulated credit option to best serve the needs of California residents.

According to staff recommendations released on September 17, 2013 we have the following concerns:

- 1) Changing the proposed separation requirements (buffer) from a distance of 1,000 feet to 1,320 feet, and
- 2) The additional finding requiring businesses to provide loan information to the customer at checkout in the form of a pamphlet/handout

By placing such stringent site requirements, it appears that the city council would be placing a de facto ban on payday lenders and check cashing businesses. Further, 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.

We appreciate your consideration of our concerns regarding the issues discussed in this letter and appreciate the opportunity to submit comments. Please let us know if you have any questions concerning the matters outlined in this letter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Randy Perry".

Randy Perry, State Director  
Community Financial Services  
Association of America (CFSA)

A handwritten signature in blue ink, appearing to read "Chuck Cole".

Chuck Cole, President  
California Financial Service Providers

CC: City of Long Beach, City Attorney  
City of Long Beach, City Manager  
City of Long Beach, Director of Development Services  
City of Long Beach, Planning Administrator  
City of Long Beach, Planner