



ILLINOIS SELF STORAGE ASSOCIATION

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November 11, 2009

Attention: ISSA Members

From: Michael Metzger, ISSA President
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As you are aware, the Illinois Self Storage Association (ISSA) has been standing in the gap for its members on stopping the passage of a service tax on the self storage industry. With limited legislative advocacy resources, we have made our position quite clear on why self storage leasing should not be taxed. Our arguments focus on the following facts:

- Self storage does not provide "service;" it leases real property.
- Self storage facilities already pay property tax and adding service tax to real property is double taxation.
- Other real property venues (apartments, store fronts, etc) are not taxed for their leasing of real property.
- A large percentage of tenants using self storage are either in transition due to job change, foreclosure or military and typically are lower in a lower income range.

As we predicted, the State Legislature did not address HB174 during the veto session and most likely will delay action on this bill until after the February primary. However, it is during this critical time that ISSA must solidify its position and make the necessary end roads into removing self storage from the list of "services" targeted to be taxed. To that end, ISSA has contracted with the lobby firm of Cook-Witter, regarded by many (including legislators) as one of the finest government advocacy service providers in Illinois.

To enlist the services of Cook-Witter and broaden our influence at the State Capitol, we need to raise funds for this task. The ISSA Board of Directors is encouraging every member to participate in this **voluntary assessment** to raise the necessary capital to properly and effectively represent our members' interest.

Enclosed is a simple response card to this voluntary member assessment. We are asking each member location to pledge a minimum of \$100.00 to this important legislative effort. Payment can be made in installments and your contribution can be paid by credit card. Please note, this **voluntary assessment** is strictly designated for government advocacy and will not be used for political contributions or general operational expenses.

The Illinois Self Storage Association is the only not-for-profit trade association in Illinois whose leaders are self storage owners/managers and who are focused on protecting your self storage business from unwanted State government intervention. The day is coming when ISSA will be recognized by the self storage industry at-large and regulators alike as the single voice of the industry but today that responsibility lies with us to stop this intrusion on our businesses.

Please support this campaign by responding **no later than November 18, 2009!**

Thank you.