



RED Brokerage

To: The Members of the House Commerce & Economic Development Committee

From: Tim Schaeffer, Vice President, Red Brokerage, LLC

Date: February 7, 2012

Dear members of the Kansas House Commerce & Economic Development Committee,

First of all, thank you for the opportunity to submit my comments in support of modernizing Kansas' antiquated liquor laws.

As vice president of RED Brokerage, LLC, in Kansas City, I work with local, regional and national office/retail tenants and owners. These clients are focused on developing new commercial ventures. When they look at possible locations for their enterprises, they want to know if Kansas is a good place to do business.

As a businessman who "sells" Kansas to those I partner with on a regular basis, I find that companies are attracted to Kansas because they want to compete in new markets and reach new customers. At the same time, because they seek areas that are forward thinking and business friendly, our current laws present an obstacle for them.

I know I speak for hundreds of other business owners and other real estate developers like myself when I say it's time to modernize Kansas' liquor laws. I believe updating the laws will create the new revenue, jobs and business activity our state desperately needs.

Allowing grocery and convenience stores to sell adult beverages will help them expand and add product lines, to be sure. But it will do far more. It will attract new businesses and franchises to our state, adding jobs and pumping more dollars into local economies. That, in turn, will help other companies grow and prosper including many small businesses that thrive in environments where there is a significant amount of economic development and competition.

As one of only a handful of states that still prohibit the sale of alcoholic beverages in grocery and convenience stores, our antiquated laws not only limit consumer choices and business opportunities, but they also create an image that is anything but up to date. Instead, they trigger

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an impression of a state that is tied to the past and less than responsive to current trends and consumer preferences.

I believe the Kansas legislature has a unique opportunity right now to improve our state's bottom line and image. Modernizing Kansas' liquor laws would stimulate economic development by attracting new businesses, creating job opportunities and bolstering local economies. I urge you to support updating our outdated liquor laws. Thank you.