



February 12, 2025

Dear Members of the Senate Transportation Committee,

On behalf of the Minnesota Chamber of Commerce, representing 6,300 employers and their more than 500,000 employees across the state, I am writing to share our concerns with SF 485 (Marty), establishing a statewide moratorium on new billboards.

Throughout the state, countless businesses – large and small – rely on outdoor advertising as an affordable and effective way to promote their products and services. For many, it is difficult to find or access other advertising outlets that provide the same level of visibility benefit at a comparable cost. The passage of this bill would unnecessarily add yet another burden to businesses around the state that are already challenged by the high cost and regulatory burden of doing business in Minnesota.

This bill also represents an unnecessary and sweeping expansion of state authority. The placement of billboards is already regulated by federal, state, and local controls, and the location of new billboards is already restricted to commercial or industrial zones. But ultimately, this is an issue that is best dealt with at the local level, by local leaders who understand the unique needs and characteristics of their communities.

We collectively enjoy the natural beauty of our state and seek to protect it. However, we are concerned that the approach proposed by SF 485 is too far reaching.

Thank you for the opportunity to provide this input.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bentley Graves", is written over a light blue circular stamp.

Bentley Graves

Director, Health Care & Transportation Policy