



February 11, 2025

Chair Dibble and Members of the Committee:

On behalf of Minnesota Retailers and our members across the state, I am writing to express opposition to SF 485, which would impose a statewide moratorium on new billboards and declare existing billboards as nonconforming uses. This bill would significantly limit an important marketing tool that retailers, suppliers and manufacturers rely on to reach consumers, grow their businesses, and contribute to Minnesota's economy.

Industry sources tell us 68% of consumers make shopping decisions while in a vehicle¹, and nearly 75% of travelers notice billboards². Furthermore, 58% of consumers who see a billboard advertisement later search online or visit a store as a direct result of the ad³. Billboards are distinct in that they offer continuous, high-visibility exposure, without the need for internet access, subscriptions, or digital devices

Retailers across Minnesota and of all sizes utilize billboards as a crucial component of their advertising strategies. Small and independent retailers, in particular, depend on cost-effective billboard advertising to compete and direct traffic to their locations. Billboards also play a vital role in attracting visitors and tourists to Minnesota's main streets.

SF 485 would not only stifle new advertising but also disrupt existing investments made by retailers. The classification of existing billboards as nonconforming also creates long-term uncertainty, impacting retailers that rely on ads to communicate hiring, promotions, store openings, and other vital messages to the public.

At a time when retailers are working to maintain and grow their customer base in an increasingly competitive environment, restricting access to an effective form of advertising would be a step in the wrong direction. We urge you to consider the role that billboard advertising plays in supporting Minnesota's economy.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Nustad", with a stylized, flowing script.

Bruce Nustad
bruce@mnretail.org

¹ <https://www.mixedmediaoutdoor.com/category/billboard-advertising-statistics/>; ² <https://www.psaresearch.com/wp-content/uploads/2020/01/facts.pdf>; ³ <https://clearchanneloutdoor.com/industry-research/>