

RETAIL

NRF opposes reconciliation bill with new campaign

October 26, 2021



As part of the campaign, the NRF calls on viewers to call Congress. Image credit: National Retail Federation

By LUXURY DAILY NEWS SERVICE

The **National Retail Federation** (NRF) has launched a new advertising campaign opposing tax increases to fund the Biden administration's proposed reconciliation bill.

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As the focal point of President Biden's domestic plan, the reconciliation package **intends to** expand education, healthcare and child care support, as well as combatting the climate crisis. However, the NRF, among others, believes the bill is too expensive and aims to warn businesses and consumers that the multi-trillion dollar bill will cost them.

"Raising taxes on businesses, particularly small businesses, as they are still struggling from the economic impact of the pandemic and adding costs to consumers who are already facing record-setting inflationary headwinds is not the right path forward," said Matthew Shay, president and CEO of NRF, in a statement.

"There must be a better way to pay, and NRF is calling on the Biden Administration and Congress to find it."

Opposing the bill

The NRF's campaign includes a 60-second television ad titled "There's Something Called a Reconciliation Bill," intended to update and educate audiences on what is happening in the nation's capital.

NRF explains why it is against increasing taxes to fund the bill

"Some in Washington say raising these trillions won't cost anyone anything," they say in the spot. "But we all know nothing's for free.

"The government doesn't make money, the government only takes money," one individual states. "The reality is: these trillions will come from all our pockets."

A second 30-second television ad titled "There Must be a Better Way," inviting audiences to tell Congress there is a better alternative to taxing small businesses and consumers.

There Must Be A Better Way

The six-figure ad buy will run across major television networks and digital platforms this week, leading up to Congress' deadline of Oct. 31.

In addition to the ad campaign, NRF recently delivered a letter to Congressional leadership voicing concerns that a tax increase would make the U.S. corporate tax rate among the highest in the world.

According to the NRF, the U.S. retail industry pays one of the highest effective tax rates of any industry, and benefits from seldom tax incentives or credits in the Internal Revenue Code.

Last year, during the height of the COVID-19 pandemic, retailers and retail workers continued to deal with hardships from the impact of COVID-19 on U.S. local communities.

With that in mind, the National Retail Federation outlined five ways in which the United States Congress could help support them over the summer.

The idea was for Congress to help retail make investments in public health and safety, hire more workers and continue its recovery ([see story](#)).

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