

# The Washington Post

Letters to the Editor

## **Opinion:** Readers critique The Post: A diversity of views on D.C.'s Mount Pleasant neighborhood

Feb. 12, 2021

### Your small fries come from small fries

As the chairman of the Coalition of Franchisee Associations and the owner of a Dunkin' franchise in Nashua, N.H., where I live, I am concerned that the Jan. 29 news article "[McDonald's, other big companies got \\$15.6 billion in virus loan program](#)" implied throughout that franchisees are not small-business owners.

The article stated that franchisees and "other big businesses" received 1.5 percent of the Paycheck Protection Program (PPP) funds distributed between April and August. The repeated correlation between franchisees and "big businesses" is a common misconception that results in discrimination between franchised and independent businesses. While franchised businesses may be recognized by a common name, logo and product, most are owned and operated by franchisees — local business owners who live in and employ those in the area. Seventy-five percent of franchisees have fewer than 20 employees, and nearly 30 percent of franchises are minority-owned (compared with 18 percent of non-franchised businesses).

Another misconception is that costs incurred by franchisees (payroll, benefits, rent and utilities) are paid for by franchisers. In fact, while some franchisers are deferring franchisee obligations such as royalty payments and ad fees, franchisees are suffering the same losses in income as their independent counterparts and still have the costs to contend with. It is important that as we continue to analyze the loss of small businesses during the pandemic, we do not lose sight that all small businesses, including franchises, have been and continue to be affected.

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