

Argument in Favor of Measure G

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Measure G will modernize San Jose's business tax to:

- enable business owners to register and pay online,
- expand exemptions for small businesses,
- adjust the tax annually for inflation,
- ensure larger businesses pay their fair share, and
- generate revenues to improve public safety, road maintenance, and other essential city services.

San Jose's business tax has not changed since 1986, despite a 120% increase in consumer prices due to inflation. **Measure G contains a regular inflation adjustment so that businesses pay their fair share** for road repair, public safety, and other basic services.

The current business tax unfairly overburdens small businesses. Measure G exempts smaller businesses and expands exemptions for financial hardship, so more small businesses starting out or going through hard times won't pay the tax at all. **Measure G ensures that larger companies pay for their share** of essential public services that support their success.

The City Council unanimously voted to place Measure G on the ballot because it also will help pay for basic city services to:

- Improve police response to violent crimes and burglaries;
- Repair roads and fill potholes that cost San Jose auto drivers, on average, more than \$700 annually in car repairs; and
- Enable residents suffering from heart attacks, strokes, and other medical emergencies to get the immediate attention they need to increase their chances for survival.

Measure G resulted from productive negotiations between the City and the local business community, who have come together to acknowledge that the City needs to modernize the business tax, and make it more fair.

Join Mayor Liccardo, San Jose firefighters, police officers, community leaders, and business owners in **voting "Yes" on Measure G**: to modernize our business tax, protect small businesses, enable online registration and payment, and improve public safety and basic services.

Signature in Support of Argument

Sam Liccardo
Printed Name


Signature

Mayor, City of San Jose
Title (if signing on behalf of an organization)

Signature in Support of Argument

ROB DAVIS

Printed Name

A solid black rectangular box redacting the signature.

Signature

CHIEF OF POLICE, SAN JOSE (RETIRED)

Title (if signing on behalf of an organization)

Signature in Support of Argument

JAMES H. CARTER
Printed Name


Signature

SAN JOSE FIRE DEPARTMENT FIRE DEPUTY CHIEF
Title (if signing on behalf of an organization)
RETIRED

Signature in Support of Argument

DUNG T. TRAN

Printed Name




Signature

BUSINESS OWNER

Title (if signing on behalf of an organization)

Signature in Support of Argument

ADOLFO GOMEZ
Printed Name


Signature

BUSSNES OWNER
Title (if signing on behalf of an organization)



FORM OF STATEMENT TO BE FILED BY AUTHORS OF ARGUMENTS

San Jose City Clerk

All arguments concerning measures filed pursuant to Division 9, Chapter 3 (beginning with § 9200) of the Elections Code shall be accompanied by the following form statement to be signed by each proponent, and by each author, if different, of the argument:

2016 AUG 15 PM 4:05

The undersigned proponent (s) or author(s) of the (primary/rebuttal) argument (in favor of/against) ballot proposition (name or number) at the General Municipal Election for the City of San Jose to be held on November 8, 2016 hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Office use only

Print Name <u>JAM LICCARDO</u> (M) F Title <u>MAYOR, CITY OF SAN JOSE</u> (If applicable): Submitted on behalf of: <u>CITY OF SAN JOSE</u> (name of organization)	Signature Date	[Redacted]
Print Name <u>ROB DAVIS</u> (M) F Title <u>CHIEF OF POLICE, SAN JOSE (RETIRED)</u> (If applicable): Submitted on behalf of: _____ (name of organization)	Signature Date	[Redacted]
Print Name <u>JAMES H. CARTER</u> (M) F Title <u>SAN JOSE FIRE DEPUTY FIRE CHIEF RETIRED</u> (If applicable): Submitted on behalf of: <u>James H. Carter</u> (name of organization)	Signature Date	[Redacted]
Print Name <u>DUNG T. TRAN</u> (M) F Title <u>BUSINESS OWNER</u> (If applicable): Submitted on behalf of: <u>Crema Coffee Roasting Co.</u> (name of organization)	Signature Date	[Redacted]
Print Name <u>ADOLFO GOMEZ</u> (M) F Title <u>BUSINESS OWNER</u> (If applicable): Submitted on behalf of: <u>MEZCAL RESTAURANT</u> (name of organization)	Signature Date	[Redacted]

All Authors must print his/her name and sign this form (EC 9600) AND
 Print his/her name and sign the Argument itself (EC 9283) AND
 Print his/her name and sign the Rebuttal Argument itself (EC 9285)

Further, pursuant to Election Code § 9282, printed arguments submitted to the voters shall be titled either "Argument In Favor Of Measure ___" or "Argument Against Measure ___".

Likewise, printed rebuttal arguments submitted pursuant to Election Code § 9285 shall be titled either "Rebuttal To Argument In Favor Of Measure ___" or "Rebuttal to Argument Against Measure ___".