

## Argument in Favor of Measure \_\_

Dear South San Francisco Community,

South San Francisco's Business License Tax is regressive and has not been updated since 2008. Currently, small businesses pay over 50% of the tax, and there is a cap that has limited the contribution of the largest corporations.

Meanwhile, California's State budget deficit puts South San Francisco under increasing threat to lose over \$5,000,000 in fiscal year 2025/26. The State has taken millions of property tax dollars from cities to address its own budget deficit, and is threatening to not pay the City back. South San Francisco needs a locally controlled source of revenue to maintain crucial services our residents depend on.

Measure \_\_ seeks to address these two issues through modernizing our Business License Tax.

**Measure \_\_ will raise \$2,600,000, with every single dollar invested locally into the South San Francisco community.** All funds must stay in South San Francisco for local services and infrastructure, and no funds may be taken away by the State.

**Measure \_\_ does NOT increase taxes on residents.**

**Measure \_\_ protects small businesses and makes sure the largest corporations pay their fair share.** Measure \_\_ will shift the tax burden away from small businesses, and remove the cap on large corporations.

Measure \_\_ is designed to attract, retain, and encourage business growth and job creation in South San Francisco.

**Measure \_\_ will keep us safe.** Funds will be used to maintain fire protection/paramedic emergency response, neighborhood police patrols, and services.

**Measure \_\_ will maintain our quality of life,** by funding pothole, street, and road maintenance; parks and recreation programs; and library programs and services.

**Measure \_\_ includes fiscal accountability protections to ensure funds are spent properly** with public disclosures of all spending, mandatory annual audits, and citizens' oversight. South San Francisco will continue our record of fiscal responsibility and transparency.

**Vote YES for a safer, stronger South City.**

For more information, visit [www.SafeStrongSouthCity.com](http://www.SafeStrongSouthCity.com)

/s/

**James Coleman**  
**Mayor of South San Francisco**

**Mark Nagales**  
**Councilmember, South San Francisco**

**Pat Murray**  
**SSFUSD School Board Trustee**

**Robert Uy**  
**SSF Parks and Recreation Commissioner**

**Zita Rey**  
**SSF Small Business Owner**