

City of Santa Clara Ballot Argument Against - Rebuttal

Today's economy with high interest rates and supply-chain problems is tough for Santa Clara businesses. A gigantic increase in the proposed Business License Tax will make it hard for many to survive.

Imagine this:

- An *incredible* 540% increase for small businesses like our donut shops and dry cleaners!
- A *whopping* burden of nearly 900% for our mid-sized businesses like restaurants!
- An *astronomical* 27,000% more for major employers like tech and manufacturing firms!

Some Businesses Will Close: "We're struggling to stay afloat in a difficult economy. We don't need another burden." – *Frank Chang, China Stix*

Residents Will Pay More: "Businesses will be forced to pass increased taxes onto the customer to survive." – *Michael Fiorillo, Fiorillo's Restaurant*

Some Businesses Will Leave: "Revenue could substantially decline with the loss of a major business or a reduction of employees." – *Jim Wunderman, CEO, Bay Area Council*

This is not an update as the proponents claim. It's punishing businesses.

Local Governments and Santa Clara Unified School District Will be Hurt by Declining Revenue: "The net result will be a loss in sales tax revenue for Santa Clara and an increase in the sales tax revenue for the nearby city. The net effect on the city budget could be negative." – *Economist, Professor Tom Means, author of William Jessup University's Santa Clara Tax Study*

VOTE NO for a Better Way

Businesses will be hurt by this incredible tax increase unless you vote **NO**. We can work on a better plan to raise more revenue without dramatically hurting the Santa Clara economy.

Please visit: SantaClaraBusinessTax.com.

CITY OF SANTA CLARA
OFFICE OF THE CITY CLERK
2022 AUG -5 PM 3:52

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SANTA CLARA COUNTY
REGISTRAR OF VOTERS

REBUTTAL ARGUMENT
DECLARATION BY AUTHOR(S) OR OTHER PERSON(S) AUTHORIZED BY AUTHOR
(Elections Code § 9164, 9167, 9504, 9600)

The undersigned author(s) of the rebuttal to the argument in favor of/against ballot measure _____ at the
(circle one) (letter)

General _____ election for the City of Santa Clara
(title of election) (name of jurisdiction)

to be held on November 8, 2022 hereby state that such argument is true and correct to the best
(date of election)

of his knowledge and belief.
(his / her / their)

1. Christian D. Malesic 8/4/22
Signature Date

CEO of Silicon Valley Central Chamber of Commerce Christian D. Malesic M / F
Type Title to Appear on Rebuttal Print Name as Signature will appear in voter information guide

2. _____
Signature Date

Silicon Valley Central Chamber of Commerce Board Member M / F
Type Title to Appear on Rebuttal Print Name as Signature will appear in voter information guide

3. _____
Signature Date

President, Silicon Valley Taxpayers Association M / F
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4. _____
Signature Date

Founder and CEO, Ascend Technology Inc M / F
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5. _____
Signature Date

Santa Clara City Councilmember M / F
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Christian Malesic 717-554-9243 president.ceo@svcentralchamber.com
Contact Person Telephone # Email Address

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CEO of Silicon Valley Central Chamber of Commerce M / F
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2. Teresa O'Neill Aug. 4, 2022
Signature Date

Silicon Valley Central Chamber of Commerce Board Member Teresa O'Neill M / F
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2. _____
Signature Date

Type Title to Appear on Rebuttal

Print Name as Signature will appear in voter information guide M / F

3. Mark W.A. Hinkle 7-27-22
Signature PRESIDENT; SILICON Date

Valley Taxpayers Association
Type Title to Appear on Rebuttal

MARK W.A. HINKLE (M) / F
Print Name as Signature will appear in voter information guide

4. _____
Signature Date

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Christian Malesic

717-554-9243

president.ceo@svcentralchamber.com

Contact Person

Telephone #

Email Address

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Signature Date
President, Silicon Valley Taxpayers Association M / F
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4. Kawser Jamal 08/04/2022
Signature Date
Founder and CEO, Ascend Technology Inc M / F
Type Title to Appear on Rebuttal Kawser Jamal Print Name as Signature will appear in voter information guide

5. _____
Signature Date
Santa Clara City Councilmember M / F
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4. Signature _____ Date _____ Founder and CEO, Ascend Technology Inc _____ M/F Type Title to Appear on Rebuttal Print Name as Signature will appear in voter information guide

5. Kathy Watanabe 8/4/22 _____ M/F Signature Date Print Name as Signature will appear in voter information guide Kathleen "Kathy" Watanabe

Christian Malesic 717-554-9243 president.ceo@svcentralchamber.com Contact Person Telephone # Email Address