#### 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.

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CITY OF SANTA CLARA

2022 AUG -5 PM 3: 52

Contact Person

### 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) knowledge and belief. CEO of Silicon Valley Central Chamber of Commerce Christian D. Malesic 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 Type Title to Appear on Rebuttal Print Name as Signature will appear in voter information guide 3. Signature Date President, Silicon Valley Taxpayers Association Print Name as Signature will appear in Type Title to Appear on Rebuttal voter information guide 4. Signature Date Founder and CEO, Ascend Technology Inc. Type Title to Appear on Rebuttal Print Name as Signature will appear in voter information guide 5. Signature Date Santa Clara City Councilmember M/F Print Name as Signature will appear in Type Title to Appear on Rebuttal voter information guide Christian Malesic 717-554-9243 president.ceo@svcentralchamber.com

Telephone #

**Email Address** 

## CITY OF SANTA CLARA SANTA CLARA COUNTY FERCE OF THE OITY CLERY REGISTRAR OF VOTERS

2022 AUG -5 PM 3: 52

### **REBUTTAL ARGUMENT**

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

| The u   | ndersigned a                | ithor(s) of the rebuttal to the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | argument in fav            | vor of against ballot measure circle one)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | at the (letter)       |
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| to be I | held onN                    | ovember 8, 2022 h<br>(date of election)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | nereby state that          | t such argument is true and co                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | rrect to the best     |
| of      | (his ther)                  | their)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | nd belief.                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                       |
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| 2.      | Type Title to Signature     | ilicon Valley Central Cha<br>Appear on Rebuttal<br>Mell Aug.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | , <u>4, 20</u> 2 2<br>Date | Print Name as Signature wi voter information guide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |
| 3.      | Type Title to               | alley Central Chamber of<br>Appear on Rebuttal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                            | par <u>d Member Teresa O</u><br>Print Name as Signature wi<br>voter information guide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Nell MIF              |
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| 4.      | President,<br>Type Title to | Silicon Valley Taxpayers<br>Appear on Rebuttal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <u>Associ</u> ation        | Print Name as Signature wi voter information guide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | M / F<br>Il appear in |
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| 5.      |                             | ind CEO, Ascend Techno<br>Appear on Rebuttal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ology Inc                  | Print Name as Signature wi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | M / F<br>Il appear in |
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|         |                             | ra City Councilmember<br>Appear on Rebuttal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            | Print Name as Signature will voter information guide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | M / F<br>Il appear in |
| Christ  | ian Malesic                 | 717-554-9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 9243                       | president.ceo@svcent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ralchamber.com        |
| Contac  | ct Person                   | Telephone                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | #                          | Email Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                       |

# CITY OF SANTA CLARA DEFICE OF THE CITY CLESS SANTA CLARA COUNTY 2022 AUG -5 PM 3: 52 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) or | f the rebuttal to the argument i    | n favor of/egains) ballot measure at the (circle one) (letter) | ne       |
|------------------------------|-------------------------------------|----------------------------------------------------------------|----------|
| General                      | election for the _ City of :        | ,                                                              |          |
| (title of election)          | election for the                    | (name of jurisdiction)                                         | _        |
| to be held on Novembe        | r 8, 2022 hereby state election)    | e that such argument is true and correct to the bes            | st       |
|                              | 5                                   |                                                                |          |
| (dis) her / their)           | knowledge and belief.               |                                                                |          |
| *                            |                                     |                                                                |          |
| r                            |                                     |                                                                |          |
| 1. Signature                 | Date                                |                                                                |          |
| O.g. man                     | 24.0                                |                                                                | _        |
| Type Title to Appear         | on Rebuttal                         | Print Name as Signature will appear in voter information guide | •        |
| 2. Signature                 | Date                                |                                                                |          |
|                              |                                     | M / F                                                          | =        |
| Type Title to Appear         |                                     | Print Name as Signature will appear in                         | 7        |
| 3. Mark W.A. 1.              | Julle 7-27-22<br>DENT: SILICON Date | voter information guide                                        |          |
|                              |                                     |                                                                |          |
| Valley Tuxp                  | ayers Association                   | MARK W. A. HINGLE DIF                                          | :        |
|                              | on Rebuttal                         | Print Name as Signature will appear in voter information guide |          |
| 4. Signature                 | Date                                |                                                                |          |
| ,                            |                                     | M / F                                                          | -        |
| Type Title to Appear         | on Rebuttal                         | Print Name as Signature will appear in voter information guide | <u>:</u> |
| 5. Signature                 | Date                                |                                                                |          |
|                              |                                     |                                                                | =        |
| Type Title to Appear of      | on Rebuttal                         | Print Name as Signature will appear in voter information guide | •        |
| Christian Malesic            | 717-554-9243                        | president.ceo@svcentralchamber.                                | .com     |
| Contact Person               | Telephone #                         | Fmail Address                                                  |          |

### CITY OF SANTA CLARA OFFICE OF THE CITY CLERK SANTA CLARA COUNTY **REGISTRAR OF VOTERS**

2022 AUG -5 PM 3: 52

### **REBUTTAL ARGUMENT**

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

| The ur         | ndersigned author(s) o                     | of the rebuttal to the argument <b>in</b> t | favor of/against ballot measure at the (circle one) (letter)                        |
|----------------|--------------------------------------------|---------------------------------------------|-------------------------------------------------------------------------------------|
| Gene           | eral                                       | election for the City of Sar                | ,                                                                                   |
| -              | (title of election)                        | clection for theclection for the            | (name of jurisdiction)                                                              |
| to be h        | neld on <u>Novembe</u><br>(date o          | er 8, 2022 hereby state the felection)      | nat such argument is true and correct to the best                                   |
| of             | (his) her / their)                         | knowledge and belief.                       |                                                                                     |
| 1.             | Signature                                  | Date                                        |                                                                                     |
| 2.             | CEO of Silicon Va                          | alley Central Chamber of Con<br>on Rebuttal | nmerce M / F Print Name as Signature will appear in voter information guide         |
| <b>-</b> ,     | Signature                                  | Date                                        |                                                                                     |
| 3.             | Silicon Valley Cer<br>Type Title to Appear | ntral Chamber of Commerce I<br>on Rebuttal  | Board Member M / F Print Name as Signature will appear in voter information guide   |
|                | Type Title to Appear                       |                                             | Print Name as Signature will appear in voter information guide                      |
| 4.             | Kawser Jan<br>Signature                    | Date                                        |                                                                                     |
| 5.             |                                            | D, Ascend Technology Inc                    | Kawser Jamal  M / F  Print Name as Signature will appear in voter information guide |
| Ο.             | Signature                                  | Date                                        |                                                                                     |
|                | Santa Clara City C<br>Type Title to Appear | Councilmember<br>on Rebuttal                | Print Name as Signature will appear in voter information guide                      |
| Christ         | ian Malesic                                | 717-554-9243                                | president.ceo@svcentralchamber.co                                                   |
| Contact Person |                                            | Telephone #                                 | Email Address                                                                       |

### SANTA CLARA SANTA CLARA COUNTY REGISTRAR OF VOTERS

## DEGLARATION BY AUTHOR(S) OR OTHER PERSON(S) AUTHORIZED BY AUTHOR (Elections Code § 9184, 9167, 9504, 9600)

|                                | author(s) of the rebuttal to the                     | (                    | circle one)                                          | (letter) at the       |
|--------------------------------|------------------------------------------------------|----------------------|------------------------------------------------------|-----------------------|
| General                        | election for the                                     | City of Santa        | a Clara                                              |                       |
| (title of e                    |                                                      |                      | (name of jurisdiction)                               |                       |
| to be held on                  | November 8, 2022 h<br>(date of election)             | iereby state tha     | t such argument is true and cor                      | rect to the best      |
| of he (his / he                | knowledge ar                                         | nd belief.           |                                                      |                       |
| 1. Signature                   |                                                      | Date                 |                                                      |                       |
| CEO o                          | Silicon Valley Central Cha                           | mber of Com          | morco                                                | M/F                   |
| Type Title                     | to Appear on Rebuttal                                | <u>Inder or</u> Comi | Print Name as Signature w<br>voter information guide |                       |
| Signature                      |                                                      | Date                 | 25 m                                                 |                       |
| Silicon                        | Valley Central Chamber of                            | Commerce B           | oard Member                                          | M/F                   |
| Type Title                     | to Appear on Rebuttal                                | Oommerce B           | Print Name as Signature w voter information guide    | ill appear in         |
| 3. Signature                   |                                                      | Date                 |                                                      |                       |
| Type Title                     | t, Silicon Valley Taxpayers<br>to Appear on Rebuttal | Association          | Print Name as Signature w                            | M/F<br>vill appear In |
| Signature                      |                                                      | Date                 |                                                      |                       |
| Founde                         | r and CEO, Ascend Techno<br>to Appear on Rebuttal    | 14/22                | Print Name as Signature y voter information guide    | M/F<br>vill appear in |
| Santa Clara City Councilmember |                                                      | Date                 | Kathleen "Kathy Wata                                 | nabe MF               |
| Type Title                     | to Appear on Rebuttal                                |                      | Print Name as Signature voter information guide      | vill appear in        |
| Christian Males                | ic 717-554-                                          | 9243                 | president.ceo@svce                                   | ntralchamber.c        |
| ontact Person                  | Telephone                                            | e #                  | Email Address                                        |                       |