

Argument in Favor of Measure

Small businesses in Santa Ana have been paying a higher tax rate than big businesses for their business license. It's time for an equitable solution. Vote YES for a fair business license tax.

Today, it's expensive for businesses to get started. Vote YES to reduce the initial business tax deposit.

The City of Santa Ana's business license tax is confusing. Vote YES to simplify it.

Times have changed in the new "gig" economy. Vote YES to make paying the business license tax easier for home-based businesses.

Businesses have struggled through the pandemic. Let's make it easier to help unlicensed, underground businesses become legitimate licensed businesses. Vote YES for a tax holiday period that will allow licensed businesses to pay past-due taxes without penalty or interest and unlicensed businesses to pay their current-year business license tax without penalty or interest so they can get licensed.

This measure shifts the tax burden from small businesses to big businesses. Approximately 91% of businesses in the City would pay less tax.

This measure addresses the needs of our city's businesses and is doing something about it.

Vote YES to make it easier to get a business license in the City of Santa Ana. Vote YES to help our local businesses!



Phil Bacerra





/ Johnathan Ryan Hernandez

**FORM OF STATEMENT TO BE FILED BY THE AUTHOR(S) OF THE
ARGUMENT IN FAVOR OF THE BUSINESS LICENSE TAX EQUITY AND FLEXIBLE
TAX HOLIDAY VOTER BALLOT MEASURE**

All arguments concerning measures filed pursuant to Division 9, Chapter 3 (beginning with Section 9200) of the Elections Code shall be accompanied by the following form statement **to be signed** by each author of the argument.

The undersigned author(s) of the argument in favor of the Measure ____, relating to the question to be submitted to the voters of Santa Ana at the General Municipal Election consolidated with the 2022 Statewide Primary Election to be held on Tuesday, November 8, 2022, hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Print Name: <u>Phil Bacerra</u> Title: <u>City Councilmember - Ward 4</u> (if applicable) Submitted on behalf of: _____ _____ (name of organization)	Signature:  Date: <u>7-5-22</u>
Print Name: <u>Johnathan Ryan Hernandez</u> Title: <u>City Councilmember - Ward 5</u> (if applicable) Submitted on behalf of: _____ _____ (name of organization)	Signature:  Date: <u>7-5-22</u>
Print Name: _____ Title: _____ (if applicable) Submitted on behalf of: _____ _____ (name of organization)	Signature: _____ Date: _____
Print Name: _____ Title: _____ (if applicable) Submitted on behalf of: _____ _____ (name of organization)	Signature: _____ Date: _____
Print Name: _____ Title: _____ (if applicable) Submitted on behalf of: _____ _____ (name of organization)	Signature: _____ Date: _____

***All Authors must print his/her name and sign this form (EC9600)
AND
Print his/her name and sign the actual argument (EC 9283)***