

ARGUMENT IN FAVOR OF MEASURE M-18

Your Mayor and a majority of the City Council asks you to vote YES on Measure M-18, which will change how businesses pay the City's Business Tax Certificate (BTC) from a flat rate to a rate based on square footage. This proposed change will address an equity issue under the current system where businesses pay the same amount regardless of size and type. The measure would continue to generate revenue that would stay in Grover Beach and support a range of municipal services such as maintaining fire, emergency medical, and police services, fixing streets and sidewalks, and maintaining parks and city facilities.

Grover Beach has a track record of careful financial management and is addressing key community needs while maintaining prudent reserves. However, we also face growing service needs including ensuring responsive public safety services that are critical to health and safety of our residents and businesses and improving maintenance of parks and facilities that support our community. Measure M-18 would provide ongoing funding for core services that would help improve the quality of life in our city.

Grover Beach strives to be "business friendly" and Measure M-18 reflects collaboration with businesses in basing BTC amounts on square footage. Under this measure, the BTC amount would increase from a \$55 flat rate to a range of \$60 to \$950 based on building size. Many small businesses located or working in the city will pay a small increase for a BTC while the largest businesses will pay approximately \$80 per month. Measure M-18 is fair, equitable, and keeps our business taxes competitive with nearby cities.

Measure M-18 will provide additional funding to support the quality of life for our residents and help make our city even better. We urge you to vote YES on Measure M-18 this November.



John P. Shoals, Mayor



Mariam Shah, Council Member



Barbara Nicolls, Council Member



Debbie Peterson, Council Member

City of Grover Beach

JUL 30 2018





RECEIVED

ARGUMENTS

FORM OF STATEMENT TO BE FILED BY AUTHORS OF ARGUMENTS

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:

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 Grover Beach to be held on **Tuesday, November 6, 2018** hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Print Name <u>John P. Shoals</u> Title <u>Mayor</u> (If applicable): Submitted on behalf of: (name of organization)	Signature  Date <u>7/27/2018</u>
Print Name <u>Mariam Shah</u> Title <u>Council Member</u> (If applicable): Submitted on behalf of: (name of organization)	Signature  Date <u>7/24/18</u>
Print Name <u>Barbara Nicolls</u> Title <u>Council Member</u> (If applicable): Submitted on behalf of: (name of organization)	Signature  Date <u>7/27/18</u>
Print Name <u>Debbie Peterson</u> Title <u>Council Member</u> (If applicable): Submitted on behalf of: (name of organization)	Signature  Date <u>7/27/18</u>
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** (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 ___".