

CITY OF SAUSALITO – Ballot Argument in Favor of Measure M (Business License Tax)

We all value Sausalito's high quality of life and our beloved local businesses – vote YES on M.

Measure M was developed following extensive consultation with local business leaders, as Sausalito's business license ordinance is outdated and hasn't been updated in years. Your YES vote reforms and updates inequities in an outdated ordinance to increase transparency, efficiency and fairness to businesses of all sizes.

YES on M is about fair treatment. Measure M updates an old ordinance so businesses not currently paying, pay their fair share -- while other businesses will see their fees decline. Money generated by Measure M will be re-invested to support residents' services, and the local businesses vital to Sausalito's economy.

YES on M continues a tradition of teamwork in Sausalito, where businesses and residents alike work together to maintain streets and roads, keep parks clean and safe, provide police protection, manage traffic congestion, and maintain storm drains to prevent pollutants, garbage, and sediment from entering the Bay. Vote YES on M to maintain our quality of life and re-invest in Sausalito's economy and business community!

YES on M keeps taxpayer dollars locally-controlled and invested in OUR city. Every dime raised by Measure M is legally required to be spent locally – the State can't touch a penny!

All funds generated by Measure M will continue to be subject to mandatory, independent annual financial audits, keeping our tradition of responsible fiscal management.

Here's what Measure M WON'T do:

- Measure M is NOT a tax on your home or property.
- Only those conducting business in Sausalito community are charged a business license fee through Measure M.

Join the Sausalito Chamber of Commerce, local business and civic leaders, and a unanimous Sausalito City Council in supporting Measure M. For factual information about Measure M, visit www.sausalito.gov

Signed by:

Thomas Theodores
Keith Kennedy
Dennis Webb
James Gabbert
Jeff Scharosch – Chairman of the Board, Sausalito Chamber of Commerce