PRIMARY ARGUMENT IN FAVOR
OF MEASURE U

Lift Up Richmond—Vote Yes on Measure U

By moving from a payroll tax to a progressive gross receipts tax, Richmond has an opportunity to support small businesses, create jobs, protect emergency services and fund the children and youth programs that our communities need.

Measure U will reduce taxes for the small businesses that are struggling with the on-going COVID-19 pandemic. Businesses with gross receipts of less than $250,000 will have their local taxes cut by more than half. It protects small landlords and homeowners with exemptions for owner-occupied properties and affordable housing.

Payroll taxes, like Richmond's current tax, have been called "job killers" by economists, since they tax businesses for every position created.

By creating a progressive business tax, the largest companies that demand the most from Richmond will pay their fair share for maintaining our streets and emergency services.

Homeowners and residents should not be forced to subsidize big businesses. Richmond is home to some of the largest companies in the region and every time an industrial facility has a fire not only does it pollute the air we breathe it also costs residents and homeowners thousands of dollars.

A multi-national food oil company with $3.1 billion in annual income, has a Richmond facility that pays only $3,012 in taxes while the median homeowner in Richmond pays $4,791 in property taxes. This company's taxes don't even pay for the wear and tear of its semi-tractor trailers on our streets.

Richmond's kids can have the services they need; we can support our seniors and invest in our infrastructure by voting yes on Measure U.
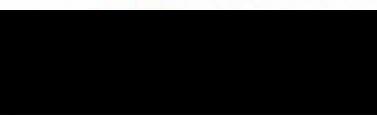
Join us at www.liftuprichmond.com
Each Argument may be up to 300 words.

Election Code 9162, 9315

The undersigned Proponent(s) or Author(s) hereby state that such argument is true and correct to the best of their knowledge and belief.

Name Alliance of Californians for Community Empowerment   Name _____ RYSE _____

Title ____ Director ____   Title ____ Executive Director ____

Signature ████████████████   ██nature ████████████████

Name __Richmond Progressive Alliance__   Name Asian Pacific Environmental Network

Title   Co-Chair   Title   Organizer

AUGUST 2020

Signature ██████████████████

Name _____

Title _____

Signature

Signature ██████████████████

Election Date: November 3, 2020Measure:
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