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CITY OF RICHMOND

# PRIMARY ARGUMENT AGAINST MEASURE U

2020 AUG 18 AM 11:00

As Richmond residents, business owners and employees, we believe in Richmond. We always have. We've worked hard to raise our families here, build business that employ local people, and provide critical services for our neighbors and our community.

But Measure U will take that away from Richmond. Measure U dramatically increases taxes in Richmond and even incentivizes businesses to eliminate employees. At a time when we're struggling to pay rent, keep the lights on, and protect our employees and the public, Measure U will cut jobs and force many of us out of business or out of Richmond.

When Mayor Tom Butt voted against putting Measure U on the ballot, he and others knew the devastating impact that Measure U would have on local jobs and local families.

Local business leaving our city means higher unemployment, a lower city tax base and potential impacts to critical city services including:

- Reductions to violence prevention programs
- Cutbacks in emergency response services
- Rollbacks to mental health and homeless services

Although many in the business community actually supported a business tax increase in Richmond, the City Council seemed to panic in the face of the COVID crisis and overreacted to the already perilous economic realities that most Richmond business, families and employees are facing today.

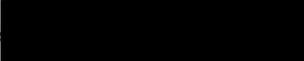
The solution to businesses, employees and families in trouble is not Measure U. The solution is working together to ensure the businesses, employees and families that call Richmond home can survive together.

We believe in Richmond. That's why we have opened businesses here, and it's why we employ local people. Although we're saddened about the prospect of losing businesses in Richmond, what saddens us most is the lost opportunity to heal the community and build a better city.

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 James Lee  
 Title President/CEO Richmond Chamber of Commerce  
 Signature 

Name Gonzalo Ochoa  
 Title President, 23<sup>rd</sup> St Merchant's Association  
 Signature 

Name Joe L. Fisher  
 Title Owner, Fisher Realtors  
 Signature 

Name Martino Gonzales  
 Title Owner, El Agave Azul Restaurant  
 Signature 

Name Jean Yves Charon  
 Title Co-Founder Galaxy Desserts  
 Signature 

Election Date: **November 3, 2020**

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Measure: **U-Gross Receipts Tax Initiative**