

Argument in Favor of Measure X

Businesses pay a license fee to operate in Scotts Valley which serves them and helps cover the costs of maintaining our roads, parks, playfields and other critical governmental services. The license fee hasn't changed since 1992. Scotts Valley needs to update the fee to match costs of today- not 32 years ago- and only voters can change it.

Measure X protects small businesses. Under the current employee based system, many small businesses pay the same amount for their license as much larger companies do. That's not fair.

Measure X will make sure that small businesses only pay a modest increase, while larger companies will pay a fee based on the amount of revenue they generate. Larger companies rely more heavily on City Services, and Measure X will help better cover their impacts and needs.

We all know that Scotts Valley doesn't get its fair share of property taxes, so we must rely on other revenue sources to fix roads, and provide services. **Without Measure X, the City will be forced to reduce services and will not be able to make critical repairs to streets and parks.** This measure will help Scotts Valley achieve fiscal stability by increasing overall business license revenue from \$348K to \$1.1M, catching up with inflation, and setting up the city for long-term success.

Measure X will:

- Help repair potholes/streets;
- Fund park/playfield maintenance;
- Underwrite wildfire prevention programs and critical governmental services;
- Update the license fee like other communities have done, so larger businesses pay their fair share and smaller businesses are protected.

With Measure X 100% of funds stay in Scotts Valley! Sacramento gets nothing.

Business owners value being in Scotts Valley, and understand 2 minute police response times and clean, safe streets come at a cost. Business and community leaders agree Measure X is good for Scotts Valley.

Vote Yes on Measure X!

s/ Randy Johnson, Mayor, City of Scotts Valley

s/ Steve Walpole, Chief of Police, City of Scotts Valley

s/ Joanna Guzman, Brunos Bar & Grill Owner' Scotts Valley Chamber of Commerce Board Member

s/ Phil Neuman, Small business Owner; Scotts Valley Chamber of Commerce Board President

s/ David Hodgin, Small Business Owner; Senior Life Association President