

# **NO on Measure C**

## **City Hall's BIG TAX** **on small businesses**



# REJECT CITY HALL'S UNFAIR TAX

on local small businesses, doctors, dentists, and mental health providers

Local small businesses in Sacramento already pay federal taxes, state taxes, county taxes, and city taxes.

**But City Hall is trying to push a big tax increase on small businesses called Measure C.**

Sacramento's Measure C mess

[Sac Bee, 2/23/24]

Controversial business tax measure

[Sac Business Journal, 2/19/24]

Measure C could bring significant tax increases

[KCRA, 2/15/24]

## GET THE FACTS about Measure C

- ✗ Increases taxes on city businesses “by a whopping 75%”
- ✗ Maximum tax rates spike by “as much as 400%, or up to \$125,000 a year”
- ✗ Doctors, dentists, and those with state licenses face “an 812% increase”
- ✗ Unfair to part-time workers who “pay a far higher effective tax rate”

[Sac Bee, 2/9/24; 2/13/24; Sac Business Journal, 2/19/24; City Ordinance, 2023-0023]

**Vote No and tell your neighbors.**

[Sac Bee, 2/14/24]

Make sure to vote by Tuesday, March 5<sup>th</sup>

# NO on Measure C

# Before you vote, take a look at **City Hall's Measure C**



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**Big tax increase on local restaurants and small businesses**

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**812% fee hike on doctors, dentists, veterinarians & more**

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**227% increase on employees, including part-time workers**

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# **VOTE NO ON MEASURE C**

Ad paid for by No on C, protect small business & healthcare providers from unfair taxes, sponsored by small businesses and healthcare providers