

# VOTE NO ON C AND D

## Why do we need to fight Prop C and Prop D?

Prop C and D are both unfairly targeting commercial landlords with the largest proposed tax increase in San Francisco history. Prop C will add a new gross receipts tax of 3.5% and Prop D will add a new gross receipts tax of 1.7%. Both ballot measures offer limited exemptions and will impact nearly 80% of commercial space in San Francisco, and both measures were crafted with little to no input from the business community. **Together, they will extract \$216M tax dollars off the backs of small businesses and local office tenants. This will devastate our local economy and force neighborhood businesses out of San Francisco.** We need to take a stand now or we will face an onslaught of tax measures in upcoming elections, some of which are already being discussed for this November.

## Why are Prop C and Prop D flawed and misleading?

The revenue generated from Prop C is intended to provide early childhood care and education; and the revenue from Prop D is designed to address housing and homelessness. However, both measures allow City Hall to use some of the funds for "other public purposes" – essentially offering our politicians a blank check. Both measures call for unprecedented tax increases among commercial landlords which will be passed on to local businesses and San Franciscans alike – displacing local businesses and making the City even less affordable.

## Can we win?

Yes! Polling data indicates that both measures can be defeated. While both measures have initial leads, voters drop support and increase opposition significantly when they are exposed to arguments for and against the measures. A well-funded and focused campaign can educate voters on the misleading measures and defeat Props C and D.

## How can you help?

Your assets and commercial real estate portfolio in San Francisco will likely be impacted by these outrageous and unfairly targeted taxes. But polls show that voters will oppose both measures as long as they are exposed to campaign arguments. Messaging and voter contact is critical to win against Prop C and D. Donate to the Committee for an Affordable San Francisco and fund No on Prop C and No on Prop D. Fill out and return the attached remit to make your contribution today.

## Questions?

Contact us at [info@keepsaffordable.com](mailto:info@keepsaffordable.com).

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