

Argument for Measure I

VOTE YES ON MEASURE I - AMENDMENTS TO THE CANNABIS BUSINESS TAX

In 2014, City voters overwhelmingly supported the Cannabis Business Tax on cannabis businesses operating in the City of Santa Cruz. The tax did not authorize more or expanded cannabis businesses, it merely allowed the collection of tax on gross business receipts. The tax is paid by cannabis businesses, not patients or caregivers. For consistent regulation across our region, this tax is the same as in the County.

In its two years of operation, the tax has been a reasonable and effective revenue source for the City without unduly burdening cannabis businesses. Vital revenues have been raised for the City's general fund, supporting parks, public safety, environmental programs and safety net programs. All funds have stayed local to protect our neighborhoods, parks, open spaces and business districts. These new revenues have helped our City rebound from the recession, restore City services and support community programs.

Since the adoption of the tax, the State has adopted a new set of regulations. Minor amendments to the Cannabis Business Tax are now proposed to stay in alignment with State law and for consistency with the County. These amendments are basically housekeeping in nature, allowing for the more efficient administration of the tax. They adopt the State definition of cannabis and expand the definition of cannabis business to include cultivation. This allows a fair and consistent application of the tax to all aspects of cannabis business.

Measure I is a simple update to ensure fairness, consistency and easier administration of the tax. It does not increase the tax rate or increase costs to the consumer. Patients, caregivers and personal use clients will see no difference. The City Council unanimously supported the amendments.

Join us in voting YES ON MEASURE I.

SIGNATURE STATEMENT – PAGE 1

(Elections Code §9600)

All arguments and rebuttals concerning measures filed pursuant to Division 9 of the Elections Code shall be accompanied by the following statement to be signed by each author of the argument. Names and titles listed will be printed in the Voter's Information Pamphlet in the order provided below and will appear as indicated below.

"The undersigned author(s) of the:

- Argument For
- Argument Against
- Rebuttal to Argument For
- Rebuttal to Argument Against

Ballot Measure (insert letter here) I at the Primary General Special

election for the CITY OF SANTA CRUZ
(jurisdiction – name of district)

to be held on NOV. 8, 2016 hereby state that such argument is true and correct
(date)

to the best of his/her/their knowledge and belief."

Argument/Rebuttal Filed by: (check any of the following that apply)

This information will be provided on the City Clerk/County Clerk/Elections Website

Board of Supervisors or Governing Board
Contact Person's Printed Name: CYNTHIA MATHEWS
Contact Person's Signature: Cynthia Mathews
Title: MAYOR, CITY OF SANTA CRUZ
Phone: 831-423-8977 Email: mathews@cruzio.com

Bona Fide Association of Citizens or Filers of Special District Initiative
Name of Association: _____
Principal Officer's Printed Name: _____
Principal Officer's Signature: _____
Title: _____
Phone: _____ Email: _____
Attach list of officers if document relates to a school district measure

SIGNATURE STATEMENT – PAGE 1 (continued)

Individual Voter Who is Eligible To Vote on the Measure

SIGNATURE STATEMENT – PAGE 2

Check one of the following and write-in the letter assigned to the measure:

- Argument For Measure I
- Argument Against Measure _____
- Rebuttal to Argument For Measure _____
- Rebuttal to Argument Against Measure _____

The signature of the following persons will be printed as submitted below following the argument or rebuttal.

Signature	Print Name as it will appear in the Voter Information Guide	Print Title and Name of Organization (if applicable) as it will appear in the Voter Information Guide	Are you signing on behalf of an Organization? YES OR NO*	Date
	RICK MARTINEZ	CITY OF SANTA CRUZ	NO	08/17/16
	Cynthia Chase	DEPUTY CHIEF OF POLICE city of Vice Mayor, Santa Cruz	Yes	8.17.16
	ROBERT DAVIS	PRESIDENT, CITY OF SANTA CRUZ FIREFIGHTERS	NO	8-17-16
	Leslie Conner	Santa Cruz Community Health Centers	NO	8-17-16
	FRED KEELEY	FORMER COUNTY TREASURER	NO	8-17-16

*If the argument or rebuttal is being submitted on behalf of an organization, at least one of its principal officers must sign. In the Voter Information Pamphlet there will be an asterisk printed next to the name and the following notation:

*Signing on behalf of the organization listed below the name.