

## Business License Tax

Dear Fellow Artesians:

The City Council has placed this measure on the ballot unanimously for your consideration. While technically referred to as a tax, the business license tax is simply the fee that a business owner pays to obtain a business license from the city. Your YES vote on this measure would update the business license tax that has remained the same for over 19 years.

Like many cities in California, Artesia is facing financial difficulties. Thankfully, over the years, the City Council has been saving money for tough times. For the first time in many years, we have had to dip into that savings. However, we cannot continue to rely on our savings year after year to keep our budget balanced. We have already made difficult cuts in services and programs but cuts alone will not be enough—we need your help!

Your YES vote:

- WILL update the business license tax for retail, service and professional businesses, contractors, and manufacturers
- WILL NOT affect your residential property tax
- WILL NOT affect Artesia sales tax rates
- WILL help the city to provide services including public safety, recreation programs, and senior services.

A NO vote:

- Will keep the business license tax at the same rates since they were updated in 1990
- Will reduce our options for balancing our budget

This measure will provide the city with a stable source of revenue, which is especially important now, since the State will continue to raid our city's revenues to balance the state budget! Thank you.