



Ballot Argument Control Sheet A

Control Sheet A must be submitted for every ballot argument, with required signatures and author information. If your argument has more than one author, you must also submit Control Sheet B with required signatures and information for all additional authors.

For an argument submitted on behalf of an organization, the "Individual" section must also be completed by a principal officer of the organization who must be a registered San Francisco voter.

If an argument states that an individual or organization other than the author supports or opposes the ballot measure, or agrees with or endorses the argument, a completed and signed Consent Form is required.

Office Use Only stamp area with Department of Elections logo and Time/Date Stamp field.

Large green stamp: OPP - M

Facilitate typesetting, and reduce the possibility of transcription error by sending an electronic copy of your ballot argument text within 24 hours after submission to the Department at publications@sfgov.org.

Section 1: Argument Information

Proposition M

Proponent Argument []

Rebuttal to Proponent Argument []

Paid Argument in Favor []

Opponent Argument [x]

Rebuttal to Opponent Argument []

Paid Argument Against []

Section 2: Author Information

Declaration Related to Proponent and Opponent Arguments

I attest under the penalty of perjury that I am an Author of the Proponent Argument for Proposition M being submitted and that I am not a Non-supporter of this measure. A Non-supporter is defined as a person who, with respect to a measure:

- Is a treasurer, officer, or member of a committee that has made or plans to make expenditures in opposition to the measure;
Has received or been promised any compensation or thing of value from such a committee to perform consulting services for that committee; or
Has authorized their name or likeness to appear on campaign literature or in advertising that advocates for the defeat of the measure.

I attest under the penalty of perjury that I am an Author of the Opponent Argument for Proposition M being submitted and that I am not a Supporter of this measure. A Supporter is defined as a person who with respect to a measure:

- Is a treasurer, officer, or member of a committee that has made or plans to make expenditures in support of the measure;
Has received or been promised any compensation or thing of value from such a committee to perform consulting services for that committee; or
Has authorized their name or likeness to appear on campaign literature or in advertising that advocates for the adoption of the measure.

Complete the following to indicate whether the Author is an individual or an organization:

Individual (or principal officer of Organization) [x]

Full Name (Print) LARRY S. MARSO

Title (If Applicable) Esq.

San Francisco Address (Where you are Registered)

SAN FRANCISCO, CA

Signature [redacted]

Email [redacted]

Organization (Entity) [] (If selected, complete both the Individual Author section and the Organization Section)

Name of Organization (Print)

Who should be listed as an Author for your Organization?

Only the Organization []

Both the Officer and the Organization []

* Check if the title or identifying information is for identification purposes only, if you are signing as an individual and not of behalf of an organization. []

Signature [redacted]

Email

Section 3: Submitter Information

The submitter is the person who delivers the argument and supporting materials to the Department. If there is a question or issue with a submission, the Department will contact the submitter.

Full Name (Print) LARRY S. MARSO

Phone [redacted]

Mailing Address

SAN FRANCISCO, CA 94108

Signature [redacted]

Email [redacted]

Section 4: Information for Paid Arguments

Paid arguments must include information about the true source of funds for the publication of the argument. It is also required to indicate whether the true source of funds is a recipient committee. This information will be printed below the argument and the author information in the Voter Information Pamphlet.

The true source of funds for the printing fee of this argument:

Is the true source of funds a recipient committee, as defined by CA Gov. Code §82013?

Yes No

If the true source(s) of funds is a recipient committee, list the three largest contributors below:

1. _____
2. _____
3. _____

Section 5: Argument Text

The text of your argument will be printed exactly as submitted. Ensure that your argument meets the legal word limit. You may request that specific argument text be printed in bold, italic, or bold italic type. Type your argument with the desired formatting, or underline the argument text to be formatted and in the left column, mark "B" for bold, "I" for italics, or "BI" for bold italics. Other special formatting is not permitted. **Include author information in argument text.**

Format B, I, BI	← Keep Text Within the Vertical Lines →	# of words per line
	<p>Proposition M introduces <i>new tax rates that dramatically increase the burden for many businesses in San Francisco</i>. While some small business might see minimal changes, others—especially mid-sized and large employers—face doubled or even quadrupled tax rates.</p> <p>This isn't a "tweak," it's a massive tax increase that could <i>drastically alter the financial future of major companies</i>. Proponents claim the measure is "revenue neutral". The Controller disagrees: it's a \$50 million/year tax increase. It shifts the burden heavily onto businesses still reeling from San Francisco's COVID collapse. These steep tax hikes will force companies to reduce investments, cut jobs and reconsider operating in San Francisco entirely.</p> <p>There's a better way to reform our business tax system. As someone who has drafted a ballot measure, I know that <i>a citizen-led initiative in 2025</i> can bypass hungry City Hall politicians to create a fair, broad-based tax structure that <i>encourages</i> business growth rather than penalizing it. Together, we can enact tax and spending reforms in 2025 that streamline government, simplify the tax code, and make San Francisco a more attractive place for businesses of all sizes.</p> <p>Vote NO on Proposition M and join me in supporting real, citizen-driven tax reform in 2025 that benefits <i>all</i> of San Francisco.</p> <p>Larry Marso</p> <p>Mr. Marso is a technology executive, M&A advisor and attorney. A staunch advocate for fiscal responsibility, he authored a ballot measure to regulate San Francisco navigation/linkage centers, has fought corruption and fraud in our political parties and nonprofits, and as a member and former executive of the local Republican Party committee, has offered principled opposition to John Dennis and the "progressive Republican" Briones Society.</p> <p>Stop the Big Fraud on San Francisco voters! visit: https://bigfraud.com</p>	
	<p><i>If handwritten information or a revision is unclear, Department staff will interpret the handwritten information to the best of their abilities; this interpretation is final.</i></p>	
	Total Word Count	

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Total # of words=	X \$2/word =	+ \$200 publication fee =	Staff Initials
# of signatures submitted in lieu of publication fee		Receipt #	
X \$0.50/signature		Check #	
Adjusted Fee Total		Amount Paid	



CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF ELECTIONS

John Arntz, Director

Supporters / Opponents to be listed on Ballot Label

(Must be submitted with Control Sheet A)

All ballot labels concerning measures shall end with a list of Supporters and Opponents taken from the authors of the Official Proponent and Official Opponent arguments regarding the measure. (CAEC §9170)

1. The list of Supporters / Opponents shall not exceed 125 characters in length. The Department will not publish beyond the 125th character.
2. An associate, nonprofit organization, business, or individual shall not be listed unless they have also completed a Control Sheet for the corresponding Ballot Argument.
3. A Supporter / Opponent shall not be listed if the Supporter / Opponent is a political party or is representing a political party.
4. If this form is not submitted, the Department will print "None submitted" for the corresponding Official Ballot Argument.

Facilitate typesetting, and reduce the possibility of transcription error by sending an electronic copy of the list of supporters or opponents within 24 hours after submission to the Department at publications@sfgov.org

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DEPARTMENT OF ELECTIONS

Time / Date Stamp

Section 1: Argument Information

Proposition M Official Proponent Argument Official Opponent Argument

Section 2: Information for Supporters and Opponents

A supporter or opponent shall not be listed unless it is one of the following:

- i. An association, nonprofit organization, or business that was not originally created as a committee described in Section 82013 of the Government Code and that has been in existence for at least four years.
- ii. A current or former elected official, who may be listed with the official's title (e.g., "State Senator Mary Smith," "Assembly Member Carlos Garcia," or "former Eureka City Council Member Amy Lee"). These titles may be shortened (e.g. "Senator" or "Sen." for "State Senator" or "Asm." for "Assembly Member").
- iii. An individual who is not a current or former elected official may be listed only with the individual's first and last name and an honorific (e.g., "Dr.," "M.D.," "Ph.D.," or "Esquire"), with no other title or designation, unless it is a title representing an association, nonprofit organization, or business that meets the requirements

Section 3: List of Individuals, Associations, Nonprofit Organizations, and / or Businesses

Individuals, Associations, Nonprofit Organizations, and / or Businesses (not to exceed 125 characters in length, including punctuation, spaces between supporters/opponents may be omitted. Each supporter / opponent shall be separated by a semicolon):

Larry Marso, Esq.

Section 4: Submitter Information (Same as Control Sheet A)

The submitter is the person who delivers the argument and supporting materials to the Department. If there is a question or issue with a submission, the Department will contact the submitter.

Full Name (Print): Larry Marso Phone: [REDACTED]

Mailing Address: [REDACTED] SF CA 94108

Signature [REDACTED] Email: [REDACTED]