



CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF ELECTIONS

SAN FRANCISCO FILED

John Arntz, Director

Ballot Argument Control Sheet A

Control Sheet A must be submitted for every ballot argument, with required signatures and author information.

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.

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PRO - 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 [checked]

Rebuttal to Proponent Argument []

Paid Argument in Favor []

Opponent Argument []

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.

- 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.

- 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) []

Full Name (Print) Laura Ann Thomas

Title (If Applicable) Executive Director

San Francisco Address (Where you are Registered)

Signature

mail

Organization (Enter name of organization and the Organization Section)

Name of Organization (Print) Golden Gate Restaurant Association

Who should be listed as an Author for your Organization?

Only the Organization []

Both the Officer and the Organization [checked]

* Check if the title or identifying information is for identification purposes only if you are signing as an individual []

Signature

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) Madeline Dunn

Phone

Mailing Address

Signature

Email

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>Help SF Small Businesses Thrive, Revitalize San Francisco's Economy – Vote Yes on M!</p> <p>The current San Francisco tax structure does not allow our local businesses to thrive. We've seen too many of our small businesses, especially restaurants and retail, close.</p> <p>Proposition M offers crucial tax relief to help over 2,700 small businesses by completely eliminating their taxes. It will also prevent our largest employers from leaving the city, fixing taxes that previously penalized them for having employees in the office and that contributed to record office vacancy downtown.</p> <p>Proposition M will also significantly reduce business license fees for restaurants, hotels, arts venues, and neighborhood stores. More than 90% of our local restaurants will have lower tax burdens, with 88% paying no business taxes at all. Lower taxes will allow our neighborhood businesses to thrive.</p> <p>Proposition M will simplify our current tax system, making it more predictable for business owners and the City. This will help preserve essential services while working towards a more vibrant, clean and safe downtown.</p> <p>San Francisco currently has some of the highest business tax rates in the country, penalizing both small and large businesses for continuing to operate here.</p> <p>Proposition M will lower taxes and by doing so, create a better environment for future investments and growth. This is a proactive step towards helping our economy and ensuring San Francisco continues to be a place of innovation and opportunity.</p> <p>This consensus measure has widespread support from local small businesses, advocates, progressives, moderates and city leaders from across the political spectrum. Join us in voting yes on Proposition M for our small businesses and the future of our city. Together, we can revitalize San Francisco. Learn more at revitalizesf.com.</p> <p>Laurie Thomas, Golden Gate Restaurant Association Masood Samereie, San Francisco Council of District Merchants Associations Rodney Fong, San Francisco Chamber of Commerce Alex Bastian, Hotel Council of San Francisco Larry Mazzola Jr., San Francisco Building and Construction Trades Council Mary Jung, Former San Francisco Democratic Party Chair</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> | |
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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

Ballot Argument Control Sheet B

Control Sheet A must be submitted for every ballot argument, with required signatures and author information.

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

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Section 1: Argument Information

Proposition M

Proponent Argument

Rebuttal to Proponent Argument

Paid Argument in Favor

Opponent Argument

Rebuttal to Opponent Argument

Paid Argument Against

Section 2: Additional 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.

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- 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)

Full Name (Print) Masood Samereie

Title (If Applicable) President

San Francisco Address (Where you are Registered) [Redacted]

Signature [Redacted]

Email [Redacted]

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

Name of Organization (Print) San Francisco Council of District Merchants Associations

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 on behalf of an organization.

Signature [Redacted]

Email [Redacted]

Additional Author Information

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

Individual (or principal officer of Organization)

Full Name (Print)

Title (If Applicable)

San Francisco Address (Where you are Registered)

Signature 

Email

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

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Signature 

Email

Section 3: Argument Text

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CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF ELECTIONS

John Arntz, Director

Ballot Argument Control Sheet B

Control Sheet A must be submitted for every ballot argument, with required signatures and author information.

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

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Section 1: Argument Information

Proposition M

Proponent Argument

Rebuttal to Proponent Argument

Paid Argument in Favor

Opponent Argument

Rebuttal to Opponent Argument

Paid Argument Against

Section 2: Additional Author Information

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

Individual (or principal officer of Organization)

Full Name (Print) Rodney Fong Title (If Applicable) President + CEO

San Francisco [Redacted]

Signature [Redacted] Email [Redacted]

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

Name of Organization (Print) San Francisco Chamber of Commerce

Who should be listed as an Author for your Organization?

Only the Organization

Both the Officer and the Organization

* Check if the [Redacted] proposes only, if you are signing as an individual.

Signature [Redacted] Email [Redacted]

Additional Author Information

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Full Name (Print)

Title (If Applicable)

San Francisco Address (Where you are Registered)

Signature 

Email

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Name of Organization (Print)

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John Arntz, Director

Ballot Argument Control Sheet B

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Section 1: Argument Information

Proposition M

| | | |
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| Proponent Argument <input checked="" type="checkbox"/> | Rebuttal to Proponent Argument <input type="checkbox"/> | Paid Argument in Favor <input type="checkbox"/> |
| Opponent Argument <input type="checkbox"/> | Rebuttal to Opponent Argument <input type="checkbox"/> | Paid Argument Against <input type="checkbox"/> |

Section 2: Additional Author Information

Declaration Related to Proponent and Opponent Arguments

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

Individual (or principal officer of Organization)

Full Name (Print) Alex Bastian Title (If Applicable) President + CEO, Council

San Francisco Address (Where you are Registered) [Redacted]

Signature [Redacted] Email [Redacted]

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

Name of Organization (Print) Hotel Council of San Francisco

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 a [Redacted]

Signature [Redacted] Email [Redacted]

Additional Author Information

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Full Name (Print)

Title (If Applicable)

San Francisco Address (Where you are Registered)

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Paid Argument in Favor

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

Individual (or principal officer of Organization)

Full Name (Print) Larry Mazzola Jr.

Title (If Applicable) President

San Francisco Address (Where you are Registered)

Signature

Email

Organization (Entity)

(If selected, complete both the individual author section and the Organization section)

Name of Organization (Print)

San Francisco Building and Construction Trades Council

Who should be listed as an Author for your Organization?

Only the Organization

Both the Officer and the Organization

* Check if the title or identification is that of a principal officer of the organization if you are signing as an individual

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- 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)

Full Name (Print)

Title (If Applicable)

San Francisco Address (Where you are Registered)

Signature 

Email

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 

Email

Section 3: 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>Help SF Small Businesses Thrive, Revitalize San Francisco's Economy – Vote Yes on M!</p> <p>The current San Francisco tax structure does not allow our local businesses to thrive. We've seen too many of our small businesses, especially restaurants and retail, close</p> <p>Proposition M offers crucial tax relief to help over 2,700 small businesses by completely eliminating their taxes. It will also prevent our largest employers from leaving the city, fixing taxes that previously penalized them for having employees in the office and that contributed to record office vacancy downtown.</p> <p>Proposition M will also significantly reduce business license fees for restaurants, hotels, arts venues, and neighborhood stores. More than 90% of our local restaurants will have lower tax burdens, with 88% paying no business taxes at all. Lower taxes will allow our neighborhood businesses to thrive.</p> <p>Proposition M will simplify our current tax system, making it more predictable for business owners and the City. This will help preserve essential services while working towards a more vibrant, clean and safe downtown.</p> <p>San Francisco currently has some of the highest business tax rates in the country, penalizing both small and large businesses for continuing to operate here.</p> <p>Proposition M will lower taxes and by doing so, create a better environment for future investments and growth. This is a proactive step towards helping our economy and ensuring San Francisco continues to be a place of innovation and opportunity.</p> <p>This consensus measure has widespread support from local small businesses, advocates, progressives, moderates and city leaders from across the political spectrum. Join us in voting yes on Proposition M for our small businesses and the future of our city. Together, we can revitalize San Francisco. Learn more at revitalizesf.com.</p> <p>Laurie Thomas, Golden Gate Restaurant Association Masood Samereie, San Francisco Council of District Merchants Associations Rodney Fong, San Francisco Chamber of Commerce Alex Bastian, Hotel Council of San Francisco Larry Mazzola Jr., San Francisco Building and Construction Trades Council Mary Jung, Former San Francisco Democratic Party Chair</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 | |



CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF ELECTIONS

John Arntz, Director

Ballot Argument Control Sheet B

Control Sheet A must be submitted for every ballot argument, with required signatures and author information.

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

| |
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Section 1: Argument Information

Proposition M

| | | |
|--|---|---|
| Proponent Argument <input checked="" type="checkbox"/> | Rebuttal to Proponent Argument <input type="checkbox"/> | Paid Argument in Favor <input type="checkbox"/> |
| Opponent Argument <input type="checkbox"/> | Rebuttal to Opponent Argument <input type="checkbox"/> | Paid Argument Against <input type="checkbox"/> |

Section 2: Additional 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
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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:

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- 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)

Former Chair of San Francisco Democratic Party

Full Name (Print) Mary Juno

Title (If Applicable)

San Francisco Address (Where you are Registered) [Redacted]

Signature [Redacted] Email [Redacted]

Organization (Enter in 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

Additional Author Information

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Individual (or principal officer of Organization)

Full Name (Print) _____ Title (If Applicable) _____

San Francisco Address (Where you are Registered) _____

Signature  _____ Email _____

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

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| | <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 | |



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

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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):

Golden Gate Restaurant Association
SF Council of District Merchants Associations
SF Chamber of Commerce
Hotel Council of SF

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): Madelaine Dunn

Phone:

Mailing Address:

Signature

Email: