

DEPARTMENT OF SAN FRANCISCO

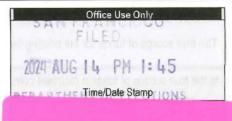
Wohn Arntz, Director

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.



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 In	formation			
Proposition M			1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	
Proponent Argument 🗸	Rebuttal to Propo	onent Argument	Paid Argument in Favor	
Opponent Argument	Rebuttal to Oppo	nent Argument	Paid Argument Against	
Section 2: Author Inford Declaration Related to Proport		juments		200,000
I attest under the penalty of per am not a Non-supporter of this	jury that I am an Author on measure. A Non-suppor	of the Proponent Argume ter is defined as a person	ent for Proposition $\underline{\mathbb{M}}$ being submitted who, with respect to a measure:	ed and that I
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Complete the following to indi	cate whether the Author	or is an individual or an	organization:	
Individual (or principal office	er of Organization)			
Full Name (Print) Lau	ra Ann Ti	nomas	Title (If Applicable) Execut	ive Direct
San Francisco Address (Wher				
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Signature			mail	
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Name of Organization (Print) Who should be listed as an Au		ate Restau	rant Association	
Only the Organization	Both the Officer a	and the Organization		
* Check if the title or identifying if you are signi	a information is for identi	fication ournoses only.		
Signature			Emai	
Section 3: Submitter In The submitter is the person who a submission, the Department w	delivers the argument a		the Department. If there is a question	or issue with
Full Name (Print)	adeline Du	ynn	Phone	
Mailing Address				
Signature			Email	

Section 4: In	formation for	Paid A	rauments
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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.

s the true s	source of funds a recipient committee, as defined by CA Gov. Code §82013?	
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	Help SF Small Businesses Thrive, Revitalize San Francisco's Economy – Vote Yes on M!	
-	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.	
	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	
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	This consensus measure has widespread support from local small businesses, advocates, progressives,	
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	revitalizesf.com.	
	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	
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	to the best of their abilities; this interpretation is final.	
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Ballot Argument Control Sheet B	Office Use Only
Control Sheet A must be submitted for every ballot argument, with required signatures and author information.	SAN TRANCISCO
For an argument submitted on behalf of an organization, the "Individual" section must also be completed a principal officer of the organization who must be a registered San Francisco voter.	2023 100 14 111 1- 40
If your argument has more than one author, you must also submit Control Sheet B with required signaturand information for all additional authors.	Time/Date Stamp DEPARTMENT OF ELECTIONS
Section 1: Argument Information	Catholic evolunities
Proposition M	Label
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	SECURIO DE COMPANSO DE COMPANS
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Complete the following to indicate whether the Author is an individual or an org	ganization:
Individual (or principal officer of Organization)	
Full Name (Print) Masood Samereie	Title (If Applicable) President
San Francisco Address (Where you are Registered)	
Signature Signature	Email
Organization (Entity) The Selected, complete both the marriage. Authors	section and the Organization Section)
Name of Organization (Print) San Francisco Council of Who should be listed as an Author for your Organization?	District Merchants Associations
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 as individual and not of behalf of an association	
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that committee; or

measure.

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Has received or been promised any compensation or thing of value from such a committee to perform consulting services for Has authorized their name or likeness to appear on campaign literature or in advertising that advocates for the adoption of the 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** (If selected, complete both the Individual Author section and the Organization Section) Organization (Entity) 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 III **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. Keep Text Within the Vertical Lines Format words B, I, BI per line Help SF Small Businesses Thrive, Revitalize San Francisco's Economy - Vote Yes on M! 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. 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. 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. 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. 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. 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. 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 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

If handwritten information or a revision is unclear, Department staff will interpret the handwritten information to

Total Word Count

the best of their abilities; this interpretation is final.

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 DEPARTHENT nd information for all additional authors Section 1: Argument Information Proposition | Label Proponent Argument L 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. 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 Complete the following to indicate whether the Author is an individual or an organization: Individual (or principal officer of Organization) President Fonox Full Name (Print) Title (If Applicable) San Francis Signature Ema e both the Individual Author section and the Organization Organiza San Name of Organization (Print) Francisco Who should be listed as an Author for your Organization? Only the Organization Both the Officer and the Organization * Check if the poses only if you are sig ation. Signature Email Additional Author Information

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Ballot Argument Control Sheet B SAN FRANCISCO 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 2024 AUG a principal officer of the organization who must be a registered San Francisco voter. Time/Date Stamp If your argument has more than one author, you must also submit Control Sheet B with required signatures nd information for all additional authors Section 1: Argument Information Proposition _/V Label 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 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) Title (If Applicable) President + CEO) Counci) Full Name (Print) San Francisco Address (Where you are Registered) Signature Email section and the Organization Section) Organization (Entity) (If selected, complete both the individual Author Francisco Council San Name of Organization (Print) Hotel 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 Signature I Email Additional Author Information **Declaration Related to Proponent and Opponent Arguments**

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	e following to indicate whether the Author is an individual or an organization: (or principal officer of Organization)		
Full Name	(Print) Title (If Applicable)		
San Franci	sco Address (Where you are Registered)	M M	
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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 A	Applicable) President	
San Francisco Address (Where	you are Registered			
Signature Signature		Email	_	
Organization (Entity)	. colocida, complete seal in	mamada namer section and	d'ule Organization Section)	
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Only the Organization	Both the Officer and the C	Organization		
* Check if the title or identified in the interest of the control				
Signature		Email		
Additional Author Inform	action			Section 1

Additional Author Information

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 Individual (or principal officer of Organization)
 Full Name (Print)

Individual (d	(or principal officer of Organization)		
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San Francisc	sco Address (Where you are Registered)	al .	
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	The current San Francisco tax structure does not allow our local businesses to thrive. We've seen our small businesses, especially restaurants and retail, close	too many of	
	Proposition M offers crucial tax relief to help over 2,700 small businesses by completely elim taxes. It will also prevent our largest employers from leaving the city, fixing taxes that previously them for having employees in the office and that contributed to record office vacancy downtown.	penalized	
	Proposition M will also significantly reduce business license fees for restaurants, hotels, arts neighborhood stores. More than 90% of our local restaurants will have lower tax burdens, with a business taxes at all. Lower taxes will allow our neighborhood businesses to thrive.		
	Proposition M will simplify our current tax system, making it more predictable for business over City. This will help preserve essential services while working towards a more vibrant, clean and s	wners and the cafe downtown.	
	San Francisco currently has some of the highest business tax rates in the country, penalizing both large businesses for continuing to operate here.	small and	
	Proposition M will lower taxes and by doing so, create a better environment for future inves growth. This is a proactive step towards helping our economy and ensuring San Francisco continuplace of innovation and opportunity.	stments and ues to be a	
A = 2 1	This consensus measure has widespread support from local small businesses, advocates, progressi moderates and city leaders from across the political spectrum. Join us in voting yes on Proposition small businesses and the future of our city. Together, we can revitalize San Francisco. Learn more revitalizesf.com.	n M for our	
	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		
	Mary Jung, Former San Francisco Democratic Party Chair		Ī

If handwritten information or a revision is unclear, Department staff will interpret the handwritten information to

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the best of their abilities; this interpretation is final.

Ballot Argument Control Sheet B

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

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.

Section 1: Argument Information

Proposition N

Proponent Argument Opponent Argument

Rebuttal to Proponent Argument

Rebuttal to Opponent Argument

Time/Date Stamp DEPARTHENT OF ELECTIO Label

Paid Argument in Favor

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
- Has authorized their name or likeness to appear on campaign literature or in advertising that advocates for the defeat of the

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: Former Chair of San Individual (or principal officer of Organization) Francisco Democratic Title (If Applicable) Full Name (Print) San Francisco Address (Where you are Registered Signature | Email thor section and Organization (Ent 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 |

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 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;

Email

- 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.

l attest under the penalty of perjury that I am an Author of the Opponent Argument for Proposition 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.

Individual (or pr	incipal officer of	Organization)	п ј			
Full Name (Print)				Title (If Applica	ble)	
San Francisco A	ddress (Where yo	ou are Registered)				
Signature IIII	_					
Organization (Entity) (If o	alastad sampleta l	ooth the Individual Auth	Email	Arganization Section	<i>)</i>
Name of Organiz		elected, complete t	ooth the individual Auth	ior section and the C	nganization Section	1)
		for your Organizatio	n?			11
Only the Organiz	ation	Both the Officer a	nd the Organization			
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		and not of behalf of a		_		
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ot permitted. Incl		nation in argument te	xt.	100		
Format ← B, I, BI		Kee	p Text Within the Vertical	Lines —		# of words
						per line
	Help SF Sm	all Businesses Thrive, F	Revitalize San Francisco's Ed	conomy – Vote Yes on M!		
		San Francisco tax structur sinesses, especially restar	re does not allow our local bu- urants and retail, close	sinesses to thrive. We've s	een too many of	
	taxes. It will	also prevent our largest e	ief to help over 2,700 small hemployers from leaving the circle and that contributed to reco	ty, fixing taxes that previou	usly penalized	
	neighborhoo	od stores. More than 90%	y reduce business license fee 6 of our local restaurants will allow our neighborhood busi	have lower tax burdens, w		
	-	20.00	rent tax system, making it m services while working towar			
		so currently has some of to sees for continuing to ope	he highest business tax rates i crate here.	n the country, penalizing b	oth small and	
	growth. This		by doing so, create a better ords helping our economy and			
	moderates an	nd city leaders from acrossses and the future of our	ad support from local small be is the political spectrum. Join city. Together, we can revital	us in voting yes on Propos	ition M for our	
	Masood Sam Rodney Fong	g, San Francisco Chambe	ncil of District Merchants As or of Commerce	sociations		
	Larry Mazzo	, Hotel Council of San F la Jr., San Francisco Buil Former San Francisco De	lding and Construction Trades	Council		
			unclear, Department staff	will interpret the hand	written information to	
trie	Dest of their abiliti	ies; this interpretation	i io III idi.		Total Word Coun	+

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)

The list of Supporters / Opponents shall not exceed 125 characters in length.
 The Department will not publish beyond the 125th character.

- An associate, nonprofit organization, business, or individual shall not be listed unless they have also completed a Control Sheet for the corresponding Ballot Argument.
- A Supporter / Opponent shall not be listed if the Supporter / Opponent is a
 political party or is representing a political party.
- 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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	DEPARTHENT OF ELECTIONS
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	Time / Date Stamp

Section	1:	Argument	Information

Proposition _ M

Official Proponent Argument



Section 2: Information for Supporters and Opponents

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

- 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.

a submission, the Department will contact the submitter.	
Full Name (Print): Madeline Dunn	Phone:
Mailing Address:	
Signature Signature	EII
Signature	Email