

Vote YES on Measure F - **Business License Reform and Small Business Protection Measure**

Chino's business license structure was created nearly 40 years ago, when the City and its business community looked very different. Chino has grown. Large warehouses, distribution centers, big box retailers, and businesses attract more customers, generate heavier truck and vehicle traffic, increase wear on streets, and require more specialized and directed police and emergency resources.

Under this outdated system, many large businesses pay the same business license rate as smaller businesses. Chino's 100 largest businesses account for approximately 65% of reported gross receipts, but represent 12% of the total business license revenue. Small and mid-sized businesses, therefore, pay a greater proportion, while larger operations contribute comparatively less.

The Business License Reform and Small Business Protection Measure creates a simple, modernized, and balanced system based on business size, category, and activity, while providing investment in City services.

Measure F protects small businesses. Approximately 56% of Chino businesses – those with annual gross receipts of \$75,000 or less – pay only \$25 per year. Larger businesses will pay between 60 cents and \$1.50 per \$1,000 of gross receipts, depending on business category.

Measure F does not tax Chino residents. Instead, it provides locally-controlled revenue to support police and City services, keep business areas clean and safe without redirecting limited resources from protecting Chino's neighborhoods, parks, and public spaces.

Measure F is estimated to generate approximately \$4.8 million annually for locally controlled services, including police and 911 response; cargo theft, retail theft, and commercial burglary prevention; street and truck-route maintenance; protection of local drinking water sources; safe business districts; and business retention and job creation.

Measure F will modernize an outdated system, protect small businesses, and require larger business operations to contribute fairly toward the services and infrastructure they use.

Vote YES on Measure F.

s/ Eunice M. Ulloa, Mayor, City of Chino, on behalf of the City Council

s/ Violette R. Rossi, Owner, Let's Party Entertainment, LLC

s/ Walter Pocock, Retired Business Owner

s/ Lizbeth A. Valdez, Resident