

Argument in Favor of City of Upland Measure M

Did you know Upland residents and small businesses are shouldering an unfair burden compared to big-box corporations for the essential services we all rely on? **Vote YES on M to make the largest businesses pay their fair share to maintain our quality of life, without raising taxes on residents!**

Our business license structure is 31 years old. YES on M simply reforms this structure to match the mix of businesses in our city today.

Measure M applies ONLY to businesses. YES on M will NOT increase taxes for residents or homeowners.

Currently, our local small businesses pay significantly higher rates than the largest businesses – in some cases, more than 100 times as much! That's simply unfair.

YES on M ensures the largest businesses step up and pay their fair share for the essential city services residents and small businesses already pay for, including our streets and 911 emergency response.

And **YES on M reduces taxes for a majority of small, mom and pop businesses**, so they can afford to stay in our community during these challenging times.

Measure M is fiscally accountable – all funds are subject to independent audits and public disclosure of spending. Every penny must be reinvested back into our community to benefit local residents and maintain critical services. **By law, NO Measure M money can be taken by Sacramento politicians.**

YES on M is a win-win for our community: millions more to address our local needs, without asking residents to pay more.

YES on M fixes streets and potholes.

YES on M keeps our parks, streets, and public areas safe and clean.

YES on M maintains fast 911 emergency response times.

Join Upland small business owners, Firefighters, Police, neighbors, and a unanimous City Council in voting YES on M!

For official information, visit: www.uplandca.gov