Primary Argument is Filed by
☒ Sacramento City Council or any member(s) of the Council

The undersigned author(s) of the primary argument:
☒ Primary Argument Supporting Measure

Ballot Measure C - Sacramento Business Operations Tax Update of 2024, to be voted on at the Primary Election held on March 5, 2024 in the City of Sacramento, hereby state that this argument is true and correct to the best of their knowledge and belief.

“Argument in Favor of Measure C”

This measure will modernize an outdated tax that has not been updated since 1991, more than 32 years ago; protect small and medium-sized businesses; and raise revenue to support essential City services such as police, fire, and park maintenance. Today, the maximum Business Operations Tax paid by any business in Sacramento is $5,000 – regardless of whether it’s a corner store or a giant corporation. This measure will gradually increase the maximum amount so that large businesses pay their fair share, but also have certainty about the amount they will owe.

This measure further protects small and medium-sized businesses by increasing the dollar threshold at which businesses are exempt from paying this tax. A medium-sized, $10 million per year business, such as a local restaurant or grocer, actually would see their taxes drop under this measure. The largest increases would be for businesses with revenue of $500 million or more. The measure also contains future adjustments for inflation, which the City’s current Business Operations Tax lacks.

Vote Yes on Measure C to modernize the Business Operations Tax, protect small and medium-sized businesses, and support essential City services!

1. Darrell Steinberg    Mayor of the City of Sacramento    11/20/2023
2. Rick Jennings        Councilmember, City of Sacramento 11/20/2023
4. Trevor Jamison       President of Sacramento Firefighters Local 522 11/22/2023
5. Caity Maple          Councilmember, City of Sacramento 11/21/2023