



September 21, 2022

The City of Chico, Office of the City of Clerk
Ms. Deborah R. Presson
Clerk and Election Official
411 Main Street
Chico, California 95928

Dear Ms. Presson,

The Chico Chamber of Commerce and its Board of Directors hereby support the City of Chico's proposed one (1%) percent general sales tax increase, Measure H, which will appear on the November 8, 2022, ballot.

The support of the Chamber is a good faith effort to foster positive solutions, greater transparency, and accountability to address the improvements of the City infrastructure, and services that have become high priorities. This tax increase is anticipated to improve essential public services and facilities that maintain and protect our community's high quality of life.

The one (1%) percent sales tax increase is estimated to raise \$24-\$27 million per year for City services. This estimate of revenue is entirely dependent on the economy which generates the sales tax.

The increased revenue would be directly allocated to the City's Unrestricted General Fund and utilized at the discretion of the City Council. The tax would provide additional revenue that may be utilized for essential City services.

These services include Public Safety: increasing and maintaining adequate Police and Fire department staffing to meet the community's growing needs. Economic Vibrancy: Supporting businesses and attracting new businesses, job creation, and retention.

Addressing Homelessness: Reducing the impact of homelessness within our community. Road Maintenance: Routine Road maintenance, repairing potholes, and rebuilding City streets and sidewalks, as needed. Parks: Maintaining and improving Bidwell Park, and neighborhood parks. Conservation: Repairing and maintaining storm drains, making energy and water conservation upgrades to City of Chico facilities, and creating a sustainable future for generations to come.

The Chamber, local businesses, and community leaders have worked diligently to foster a pro-business climate to attract and retain businesses to the Chico community. The Chamber believes the proposed increase could aid the financial burden at a pivotal time for the local economy.

The Chamber endorses Measure H in efforts to unite forces, and advance businesses' growth and commercial competitiveness to improve the overall quality of life in Chico. The Chamber is and will continue to be the advocate, catalyst, and voice of businesses in our community.

In closing thank you for your continued leadership and dedication to our impressive community.

Respectfully,



Coreena Conley
Chief Executive Officer

Cc:

The Honorable Mayor Andrew Coolidge
The Honorable Vice Mayor Kasey Reynolds
The Honorable Dale Bennett, Councilmember
The Honorable Alex Brown, Councilmember
The Honorable Sean Morgan, Councilmember
The Honorable Mike O'Brien, Councilmember
The Honorable Deepika Tandon, Councilmember
The Honorable Mark Sorensen, City Manager