

Measure N Endorsement Statement

San Ramon Chamber of Commerce Board of Directors / Mino Sastry, Chair

The San Ramon Chamber of Commerce Board of Directors is proud to endorse the City of San Ramon's proposed 1% sales tax increase (Measure N), which will appear on the November 2024 ballot. This decision comes after careful consideration of the needs of our growing community and the long-term benefits that this measure will provide.

San Ramon is a thriving community, known for its excellent quality of life, vibrant business environment, and strong public services. However, as our city continues to grow and evolve, so too do the demands on our infrastructure, public safety, and essential services. The proposed sales tax increase is a necessary step to ensure that our city can meet these demands while continuing to provide the high level of services that residents and businesses have come to expect.

The additional revenue generated by this modest tax increase will help preserve key areas that are critical to maintaining and enhancing our community's well-being, including public safety, infrastructure improvements, business growth and community services (including parks, recreational programs, senior services, and youth initiatives).

It is also important to note that San Ramon currently has the lowest sales tax rate of any nearby city and has never increased sales tax since it incorporated 41 years ago. The proposed 1% increase would still keep our community competitive while providing much-needed revenue to prevent program and service reductions. For the average local resident or consumer, this increase equates to approximately \$33 per year—a reasonable investment for the continued prosperity and security of our city.

"As a valued partner to the San Ramon Chamber of Commerce, we believe the City of San Ramon has demonstrated good stewardship of our city funds and trust that the City would continue to demonstrate fiscal responsibility with revenue from the proposed sales tax increase," said Mino Sastry, Chair of the San Ramon Chamber of Commerce Board of Directors. "We understand that any tax increase is a significant decision for our residents and business owners. However, the proposed 1% increase is a balanced approach that spreads the cost across all who benefit from the city's services, including businesses, residents and visitors who work, shop or do business in San Ramon."

The San Ramon Chamber of Commerce believes that this investment in our city's future will help to maintain the quality of life to which we have all become accustomed. A thriving city and a thriving business environment work hand in hand and this proposed sales tax increase will be beneficial to both residents and business in San Ramon. We urge all residents and business owners to support this measure and vote in favor of the proposed sales tax increase on the November 2024 ballot.

Together, we can ensure that San Ramon remains a premier place to live, work, play, and do business for generations to come.

San Ramon Chamber of Commerce Board of Directors
August 14, 2024