

March 4, 2026

To: Ballot Simplification Committee

From: Rodney Fong; San Francisco Chamber of Commerce

Re: Request for Reconsideration: Digest for "Decreases to Business Taxes"

Dear Members of the Ballot Simplification Committee,

I am writing to request a modification to the "The Proposal" section of the approved digest for the "Decreases to Business Taxes" initiative.

Specifically, we request that the first bullet point under "The Proposal" be amended to include the word "small" when describing the businesses affected by the tax exemption. We propose the following language:

*"Exempt most **small** businesses with up to \$7.5 million in San Francisco gross receipts from the Gross Receipts Tax and the Top Executive Pay Tax."*

Our request is based on the following points:

1. Context is Critical for Voter Understanding

The Ballot Simplification Committee is tasked with writing digests that are clear and accessible to the average voter, typically aimed at an 8th-grade reading level. Most voters do not immediately grasp the actual scale of a company based solely on a technical figure like "\$7.5 million in gross receipts". By including the term "small business," the Committee provides the essential context needed to translate a financial abstraction into a recognizable economic category. This change accurately reflects the reality of the local staples this measure seeks to protect, such as:

- Gus's Community Market (\$7.5M)
- Ritual Coffee (\$6.7M)

2. Consistency in Descriptive Terminology

The current "The Way It Is Now" section already utilizes the word "large" to characterize businesses subject to certain taxes or payroll structures. By including "large" to describe one group of taxpayers while refusing to include "small" to describe those qualifying for the \$7.5 million exemption, the Committee is inadvertently putting its thumb on the scale. Refusing to use "small" applies a restrictive internal framework to a definition that the voters themselves should have the opportunity to decide. If the digest uses "large" to provide context for one set of businesses, it must use "small" to provide equal context for the other.

We believe this addition is vital for the "Simplification" mission of this committee, as it provides the clarity and neutrality necessary for an informed vote.

Thank you for your time and for your service to the voters of San Francisco.

Sincerely,

Rodney Fong

CEO

San Francisco Chamber of Commerce