

BALLOT ARGUMENT IN FAVOR OF MEASURE __

Voting YES on (measure) will allow Emeryville to impose a tax on commercial cannabis businesses to ensure that the city has adequate resources to properly support and regulate the cannabis industry without harming our investment in core city services, such as local infrastructure, public safety, and community services.

The City of Emeryville recently began issuing permits to cannabis businesses after voters approved Proposition 64, the Adult Use of Marijuana Act, which legalized recreational cannabis statewide. Cities like Emeryville need to identify new revenues to help cover the costs of adequately regulating and supporting local cannabis businesses.

Measure __ is fiscally responsible, timely and prudent. The City of Emeryville has a limited pool of resources available to help address many of the key service and infrastructure needs facing our community today. By establishing a local tax on cannabis business that is capped at a reasonable rate of 6%, Emeryville can cover the costs of supporting this new industry without compromising the quality or level of services residents enjoy in our community.

Measure __ has been carefully crafted to ensure that the city balances opportunities for new revenue against the sustainability and success of the emerging cannabis industry. Reasonable regulations paired with a fair tax structure will discourage illegal sales, help us attract new local businesses, protect Emeryville consumers, and diversify our local economy.

The Emeryville City Council unanimously supports Measure __. Please join us by voting YES on Measure __ on November 6th.

John J. Bauters, Mayor

Ally Medina, Vice Mayor

Scott Donahue, Councilmember

Dianne Martinez, Councilmember

Christian R. Patz, Councilmember