



NOTICE OF ELECTION AND  
ARGUMENT AND REBUTTAL DEADLINES

NOTICE IS HEREBY GIVEN THAT the General Municipal Election will be held in the City of Santa Monica on Tuesday, November 5, 2024, and setting the deadlines for submittal of arguments, and rebuttals in favor and in opposition of the following measure:

<p>MEASURE " ":</p> <p>To fund essential city services such as 911 emergency response, public safety, and addressing homelessness, shall the measure modernizing the City of Santa Monica's 1990 business license tax ordinance to improve tax equity and fairness, exempting small businesses from the tax, decreasing tax rates for most retailers and restaurants, raising the corporate headquarters rate to 0.25%, removing auto dealer tax exemptions, and restoring a business license processing fee, generating approximately \$3,000,000 annually, until ended by voters, be adopted?</p>	<p>Yes</p> <p>-----</p> <p>No</p>
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NOTICE IS FURTHER GIVEN that pursuant to Article 4, Chapter 3, Division 9 of the Elections Code of the State of California, the legislative body of the City, or any member or members thereof authorized by the body, or any individual voter or bona fide association of citizens, or any combination of voters and associations, may file a written argument, not to exceed 300 words in length, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, for or against the City measures. No more than five signatures of authors shall be accepted with any argument submitted

NOTICE IS FURTHER GIVEN that, based upon the time reasonably necessary to prepare and print the arguments and Voter Information Guide for the election, the City Clerk has fixed Tuesday, July 9, 2024, 5:00 p.m., during normal office hours, as posted, as the date after which no

arguments for or against the City measure(s) may be submitted to the Clerk for printing and distribution to the voters as provided in the Article 4. Arguments shall be submitted to the City Clerk, accompanied by the printed name(s) and signatures(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, at City Hall, Santa Monica, California. Arguments may be changed or withdrawn until and including the date fixed by the City Clerk.

NOTICE IS FURTHER GIVEN that pursuant to Santa Monica Municipal Code Section 11.04.125 rebuttal arguments not exceeding 250 words, as submitted by the authors of the opposing direct arguments, may be filed with the Clerk, and shall be signed by any one of the persons filing the original argument, any combination of the persons signing the original argument or by all of the persons filing the original argument. The rebuttal shall not be signed by any person who did not sign the original argument nor shall it contain more than five signatures. The deadline for filing rebuttals with the City Clerk may be not more than ten days after the final date for filing original arguments, the date being Friday, July 19, 2024, 5:00 p.m.

NOTICE IS FURTHER GIVEN THAT pursuant to Santa Monica Municipal Code Section 11.04.190, the City Clerk shall make any ordinance, impartial analysis, or direct arguments and rebuttals filed under the authority of the elections code available for public inspection in the City Clerk's office for a period of ten calendar days immediately following the filing deadline of such materials. Any person seeking a writ of mandate or an injunction requiring any or all of the materials to be amended or deleted shall comply with the time requirements in Elections Code Sections 9295 and 13313 for filing such actions. Please call (310) 458-8211 for any additional information.

/s/Nikima S. Newsome, Interim City Clerk  
June 27, 2024