



Governor's Office No Ad Tax Phone Call

Talking Points and Directions

Directions:

- Call 217-782-0244 and ask to speak to someone in the Governor's Office of Constituent Affairs regarding a legislative concern.
- Identify yourself and mention that you are a member of the No Ad Tax Coalition – a diverse group of Illinois small businesses, realtors, car dealers, lawyers and state-wide associations that have banded together to stop proposed legislation that will cripple the state's small business community.

Talking Points:

- Governor Rauner's Blueprint Agenda proposes implementing a tax on advertising and advertising related services to generate revenue to balance the state's budget.
- While Illinois is experiencing a fiscal crisis that Governor Rauner inherited from his predecessors, **a tax on advertising is not the answer to getting the state's fiscal house in order.**
- A tax on advertising has actually proven to **slow economic growth and no other state in the nation applies a sales tax to advertising.**
- As a [small business owner, car dealer, major advertiser, etc.] this tax will cripple my ability to market my goods and services and I will inevitably lose customers – either by passing down this tax or by not being able to generate new business.
- Florida is one of the few states that enacted this tax and it immediately proved to be unsuccessful:
 - Florida saw **a loss of 50,000 jobs and \$2.5 billion in personal income** due to lost advertising revenue.
 - Florida also found that with ad purchases decreasing by 12% and going to neighboring states, the tax resulted in a loss of \$100 million in advertising revenue.
 - The administrative costs incurred to administer the tax exceeded tax revenue and **the law was repealed 6 months later.**

- **This tax will also wipe out the advertising industry in Illinois.** Advertising helps generate \$267 Billion (17.3%) of Illinois' economic activity and helps produce over 900,000 jobs.
- This tax proposal will **drive revenue and jobs to neighboring states**, crippling our already fragile economy.
 - **A tax on advertising is counterintuitive and flies in the face of the pro-business policies currently being proposed by Governor Rauner. He arrived in Springfield under a pro-growth, pro-jobs banner. Why is he considering a tax that goes against the promises he made to the people of Illinois?**
- A letter to Governor Rauner is forthcoming and I hope he will take our concerns seriously. Our Coalition supports him in his efforts to balance the state's budget but we are vehemently opposed to another hidden tax. **It's critical to manage this fiscal crisis but not on the backs of small business owners. Another tax will force me to make hard decisions that might result in me leaving the state all together. We've had enough.**