

# Oregon's Balanced tax plan

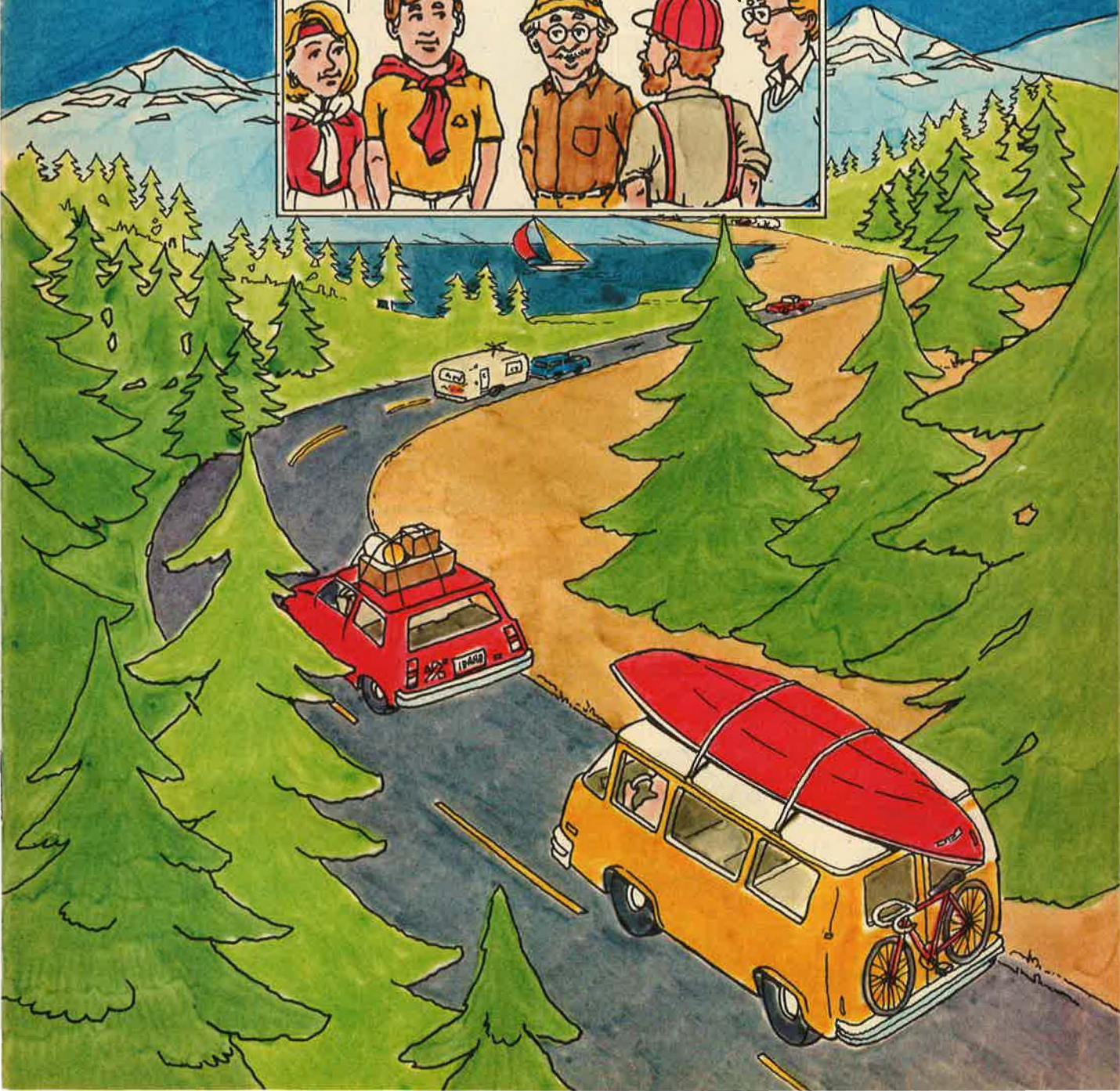
BALLOT MEASURE #1

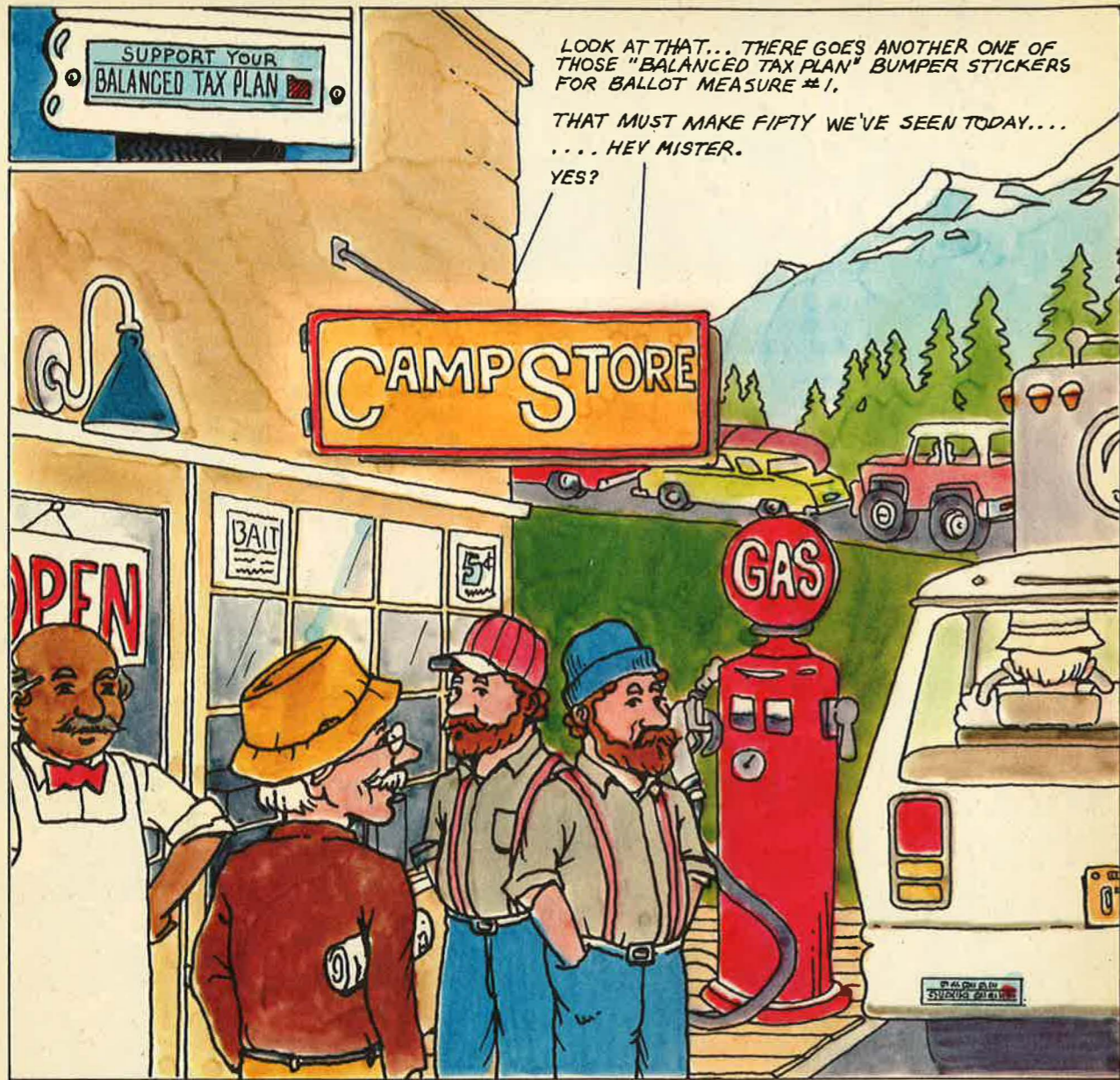
WOULD YOU LIKE MORE JOBS FOR OREGONIANS...  
LOWER PROPERTY TAXES... BETTER SCHOOLS...  
AND LOWER INCOME TAXES?

SOUNDS GREAT!

SURE!

I'D LIKE TO HEAR MORE ABOUT THIS BALANCED TAX PLAN FOR OREGON.



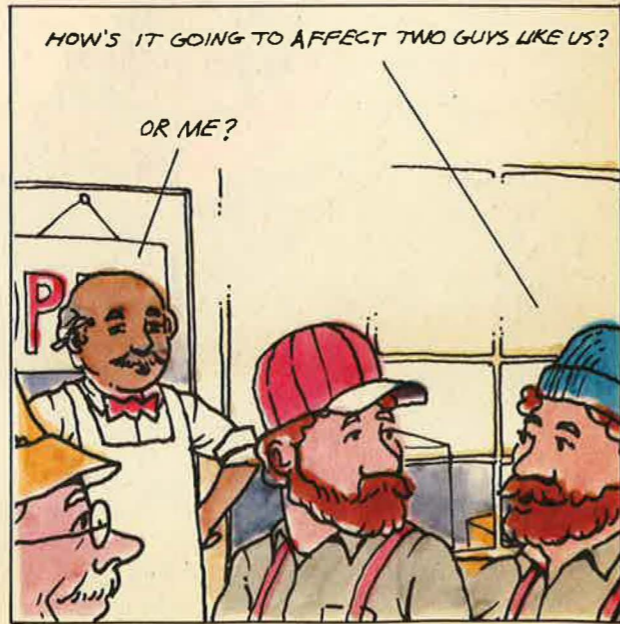


LOOK AT THAT... THERE GOES ANOTHER ONE OF THOSE "BALANCED TAX PLAN" BUMPER STICKERS FOR BALLOT MEASURE #1.

THAT MUST MAKE FIFTY WE'VE SEEN TODAY...  
... HEY MISTER.  
YES?

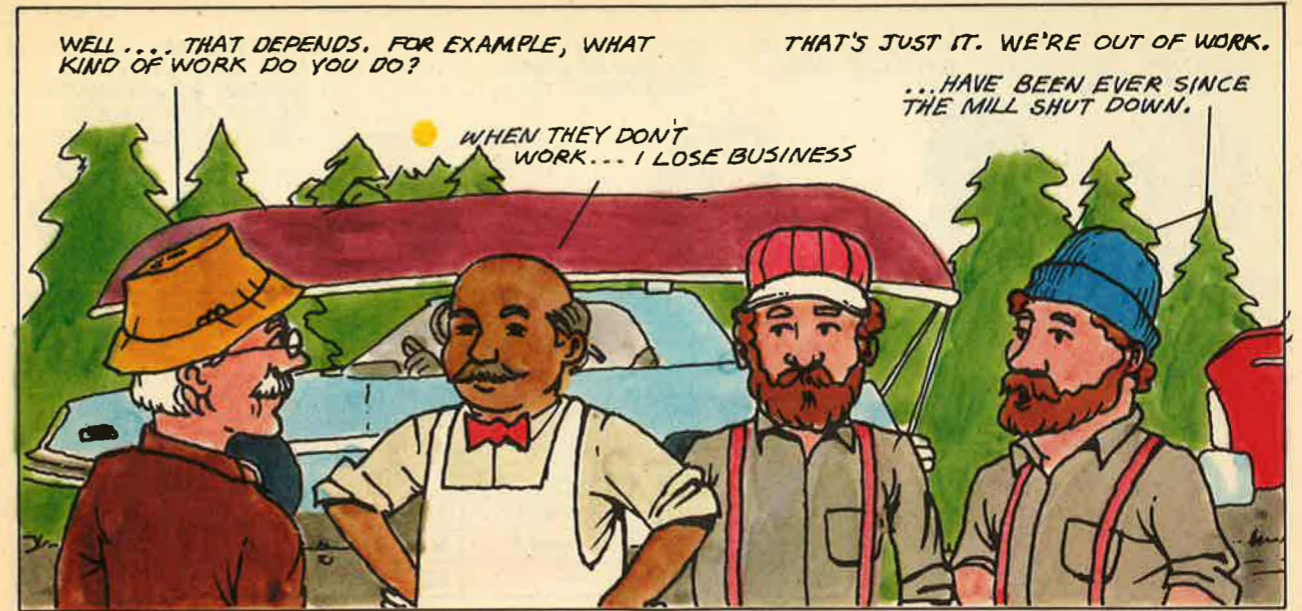


DO YOU UNDERSTAND THIS BALANCED TAX PLAN?  
SURE, WHAT'S ON YOUR MIND?



HOW'S IT GOING TO AFFECT TWO GUYS LIKE US?

OR ME?

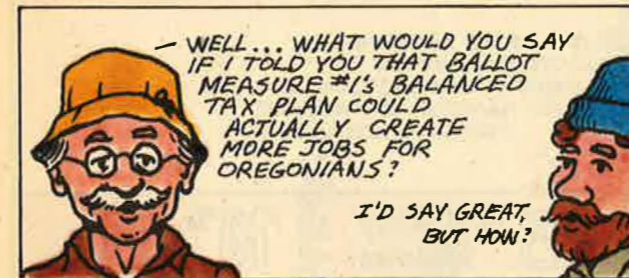


WELL... THAT DEPENDS. FOR EXAMPLE, WHAT KIND OF WORK DO YOU DO?

THAT'S JUST IT. WE'RE OUT OF WORK.

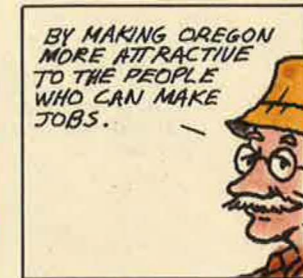
... HAVE BEEN EVER SINCE THE MILL SHUT DOWN.

WHEN THEY DON'T WORK... I LOSE BUSINESS

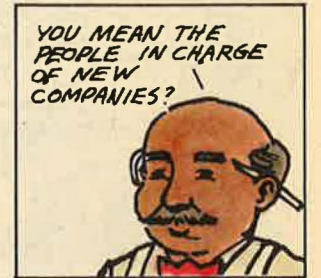


- WELL... WHAT WOULD YOU SAY IF I TOLD YOU THAT BALLOT MEASURE #1'S BALANCED TAX PLAN COULD ACTUALLY CREATE MORE JOBS FOR OREGONIANS?

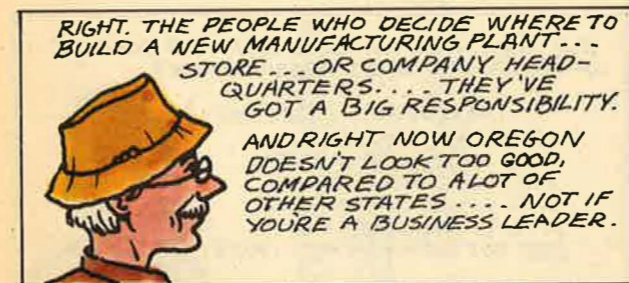
I'D SAY GREAT, BUT HOW?



BY MAKING OREGON MORE ATTRACTIVE TO THE PEOPLE WHO CAN MAKE JOBS.

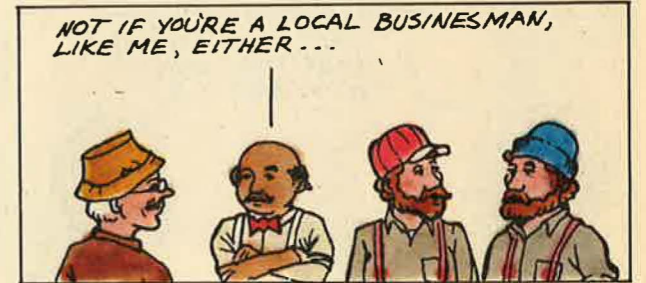


YOU MEAN THE PEOPLE IN CHARGE OF NEW COMPANIES?



RIGHT. THE PEOPLE WHO DECIDE WHERE TO BUILD A NEW MANUFACTURING PLANT... STORE... OR COMPANY HEAD-QUARTERS... THEY'VE GOT A BIG RESPONSIBILITY.

AND RIGHT NOW OREGON DOESN'T LOOK TOO GOOD, COMPARED TO A LOT OF OTHER STATES... NOT IF YOU'RE A BUSINESS LEADER.



NOT IF YOU'RE A LOCAL BUSINESSMAN, LIKE ME, EITHER...



YOU'RE BOTH RIGHT... AND I KNOW. MY COMPANY'S LOOKING TO RELOCATE RIGHT NOW... AND WE'D LIKE TO MOVE TO OREGON... BUT WE ALMOST CAN'T AFFORD OREGON. YOUR PROPERTY TAXES ARE THE 8TH HIGHEST IN THE COUNTRY! AND YOUR INCOME TAXES ARE THE 3RD HIGHEST!... ALMOST ON A LEVEL WITH NEW YORK!

I DIDN'T KNOW THAT... WERE GETTING TAXED LIKE NEW YORK?



THAT'S RIGHT! AND FOR MY COMPANY THAT MEANS BAD NEWS. BECAUSE THE PRESENT UNBALANCED SYSTEM ISN'T FAIR. IF WE HAVE A POOR YEAR... WE STILL HAVE TO PAY HIGH PROPERTY TAX, AND HIGH INCOME TAXES ON THE MONEY WE DID MAKE! THERE'S NO RELIEF!

FOR ME, A SMALL LOCAL BUSINESSMAN, THAT CAN MEAN THE DIFFERENCE BETWEEN LAYING OFF A WORKER OR HIRING ONE. AND WHEN YOU THINK OF HOW MANY BUSINESSES THERE ARE IN OREGON... THAT'S A LOT OF JOBS.



OREGON COMPARED TO THE REST OF AMERICA (RANK AS PERCENT OF PERSONAL INCOME)		
	UNBALANCED TAXES	BALANCED TAXES
PROPERTY TAXES	8 <sup>TH</sup> HIGHEST	22 <sup>ND</sup> HIGHEST
INCOME TAXES	3 <sup>RD</sup> HIGHEST	8 <sup>TH</sup> HIGHEST
SALES TAX	—	25 <sup>TH</sup> HIGHEST

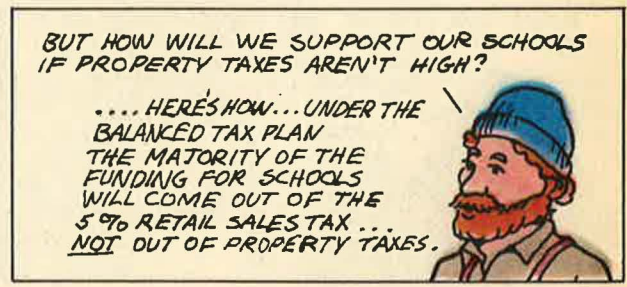


FIRST... WITH THE BALANCED TAX PLAN... PROPERTY TAXES WILL BE CUT BY AN AVERAGE OF 35 PERCENT! AND PERSONAL STATE INCOME TAXES BY ALMOST 10 PERCENT ON THE AVERAGE..... TOTAL TAXES WON'T GO UP.

**35%** AVERAGE PROPERTY TAX REDUCTION      **10%** AVERAGE STATE INCOME TAX REDUCTION



THAT OUGHT TO MAKE THEM LOOK TWICE AT OREGON!



BUT HOW WILL WE SUPPORT OUR SCHOOLS IF PROPERTY TAXES AREN'T HIGH?

.... HERE'S HOW... UNDER THE BALANCED TAX PLAN THE MAJORITY OF THE FUNDING FOR SCHOOLS WILL COME OUT OF THE 5% RETAIL SALES TAX... NOT OUT OF PROPERTY TAXES.



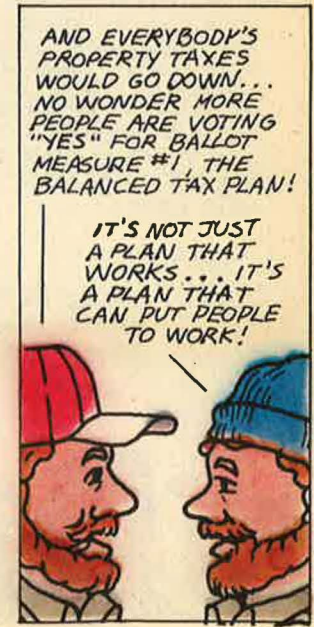
AND THAT WOULD MAKE IT EASIER FOR MY COMPANY TO WEATHER BAD TIMES... AND STILL BE SURE OUR CHILDREN'S SCHOOLS ARE STRONG. AND IF COMPANIES LIKE YOURS CAN OPERATE UNDER A BALANCED TAX SYSTEM... SETTING UP A NEW SHOP IN OREGON... OR EXPANDING... MAKES MORE SENSE... RIGHT?



AND THAT MEANS MORE JOBS!  
BY GOSH I THINK HE'S GOT IT!



UNDER THE BALANCED TAX PLAN... THERE WOULD BE MORE JOBS FOR OREGON, BECAUSE COMPANIES WOULD WANT TO LOCATE IN OREGON!



AND EVERYBODY'S PROPERTY TAXES WOULD GO DOWN... NO WONDER MORE PEOPLE ARE VOTING "YES" FOR BALLOT MEASURE #1, THE BALANCED TAX PLAN!

IT'S NOT JUST A PLAN THAT WORKS... IT'S A PLAN THAT CAN PUT PEOPLE TO WORK!



SAY... "TAX FREE!"



BOY, WOULD YOU LOOK AT THOSE OUT-OF-STATE TOURISTS. I REMEMBER WHEN THIS PLACE WAS A SECRET HIDEAWAY....

YEP. TOURISM IS A BIG BUSINESS. BRINGS A LOT OF MONEY INTO THE STATE TOO... OF COURSE, MILLIONS OF DOLLARS GET AWAY EVERY YEAR TOO!

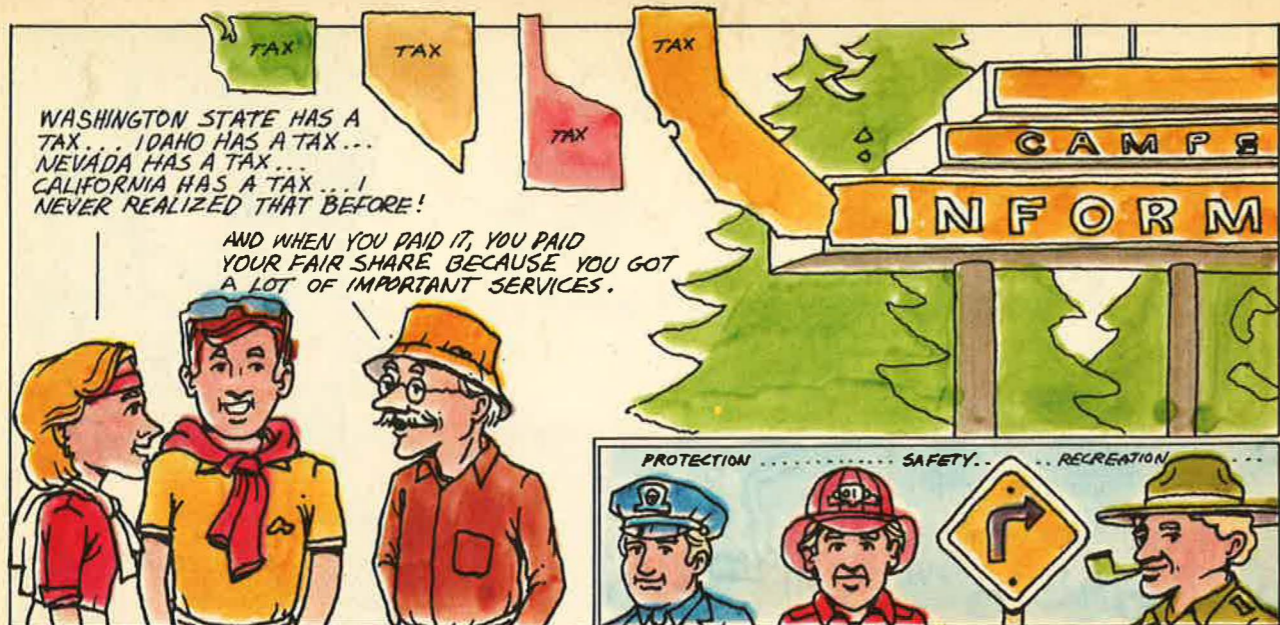


I MEAN... WHAT HAPPENS WHEN WE TRAVEL TO A NEIGHBORING STATE FOR A FAMILY VACATION?

WE SPEND A LOT OF MONEY...

AND PART OF WHAT WE SPEND GOES TO PAYING A RETAIL TAX ON THE THINGS WE BUY...

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**Portland, Oregon 97225**



WASHINGTON STATE HAS A TAX... IDAHO HAS A TAX... NEVADA HAS A TAX... CALIFORNIA HAS A TAX... I NEVER REALIZED THAT BEFORE!

AND WHEN YOU PAID IT, YOU PAID YOUR FAIR SHARE BECAUSE YOU GOT A LOT OF IMPORTANT SERVICES.



AND EVERY ONE OF THOSE SERVICES COSTS THE TAXPAYERS IN THAT STATE MONEY! A LOT OF MONEY!

SO WE'RE PAYING OUR FAIR SHARE FOR THOSE SERVICES WHEN WE VACATION IN THEIR STATE... BUT THEY'RE GETTING THEM ALL FREE WHEN THEY COME TO OREGON?

THAT'S NOT FAIR!

DID YOU KNOW THAT OREGON IS ONE OF ONLY FIVE STATES IN THE COUNTRY THAT DOESN'T HAVE A TAX GENERATED INCOME THROUGH TOURISM?

GOSH, I NEVER THOUGHT WE WERE LETTING A LITTLE MONEY SLIP AWAY LIKE THAT!



A LITTLE MONEY? LOOK AT THE FIGURES. IF WE HAD A BALANCED TAX PLAN... THE ADDITIONAL INCOME FROM TOURISM WOULD ADD UP TO APPROXIMATELY \$26 MILLION A YEAR!

\$26,000,000 A YEAR!

THAT'S RIGHT!... AND WHEN YOU THINK OF IT IN TERMS OF WHAT IT COULD DO FOR YOUR CHILDREN'S EDUCATION... THAT \$26 MILLION BECOMES EVEN BIGGER...

IT COULD BUY EVERY SCHOOLCHILD IN OREGON ALL THE TEXTBOOKS EVERY YEAR AND STILL HAVE \$10 MILLION A YEAR LEFT OVER.

GOSH!

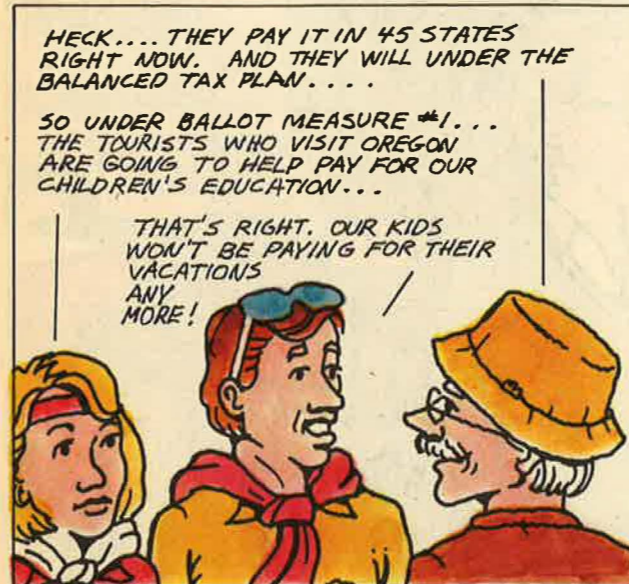


IT WOULD PAY FOR THE TOTAL EDUCATION OF 7,500 OREGON PUBLIC SCHOOL STUDENTS FOR A YEAR... OR BUY ENOUGH NEW CHAIRS AND DESKS TO FURNISH 740 SCHOOLS...



IT COULD PUT COMPUTERS IN EVERY CLASSROOM IN OREGON! IN FACT, IN THE FIRST DECADE IT COULD ADD UP TO OVER \$250,000,000! THAT'S A QUARTER OF A BILLION DOLLARS!

AND THE TOURISTS WON'T MIND PAYING THEIR FAIR SHARE?



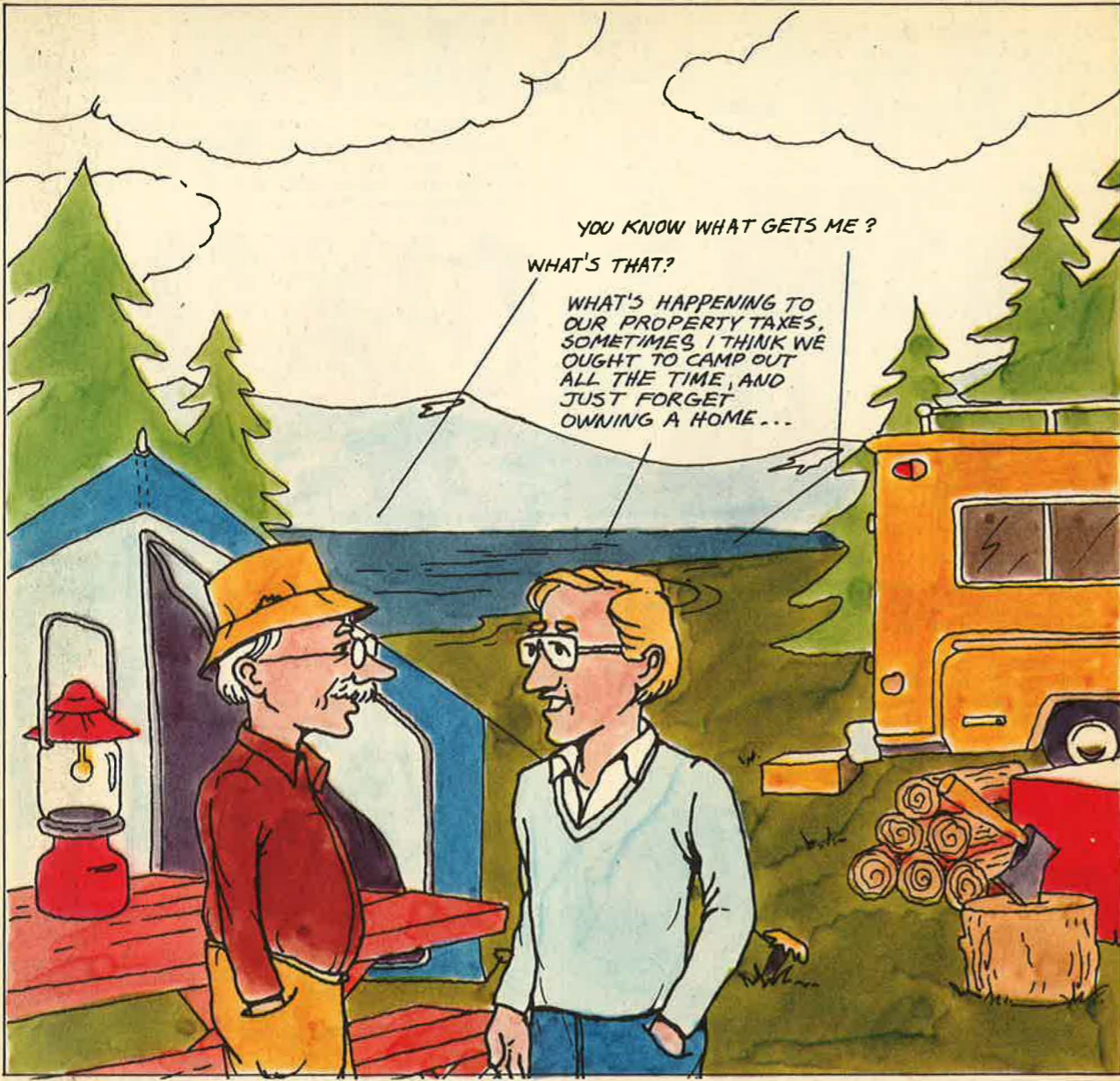
HECK... THEY PAY IT IN 45 STATES RIGHT NOW. AND THEY WILL UNDER THE BALANCED TAX PLAN...

SO UNDER BALLOT MEASURE #1... THE TOURISTS WHO VISIT OREGON ARE GOING TO HELP PAY FOR OUR CHILDREN'S EDUCATION...

THAT'S RIGHT. OUR KIDS WON'T BE PAYING FOR THEIR VACATIONS ANY MORE!



THEY'LL BE LEAVING \$26 MILLION BEHIND...



YOU KNOW WHAT GETS ME?  
WHAT'S THAT?  
WHAT'S HAPPENING TO OUR PROPERTY TAXES. SOMETIMES I THINK WE OUGHT TO CAMP OUT ALL THE TIME, AND JUST FORGET OWNING A HOME...



I KNOW WHAT YOU MEAN... PROPERTY TAXES ARE KILLING ALL OF US... WHICH IS EXACTLY WHY WE NEED BALLOT MEASURE #1: BALANCED TAX PLAN.

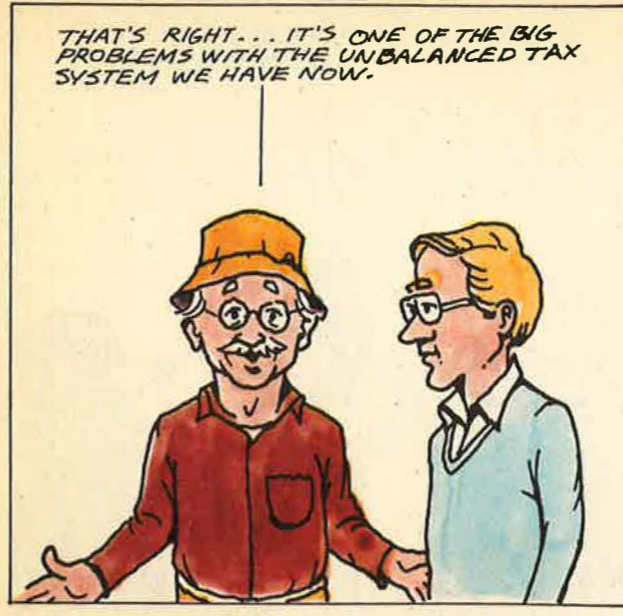
HOW'S A BALANCED TAX PLAN GOING TO HELP ME?



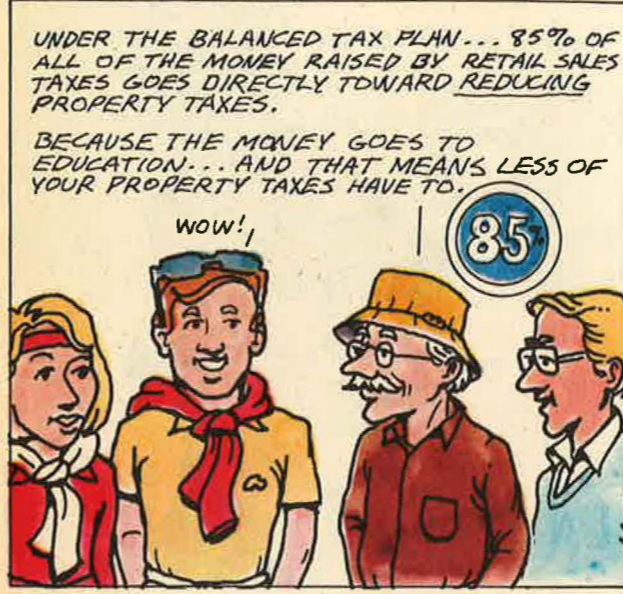
A BALANCED TAX PLAN COULD HELP YOU PLENTY! IN FACT, IT COULD REDUCE YOUR PROPERTY TAXES AN AVERAGE OF 35 PERCENT!

35%  
AVG.

WE COULD SURE USE THE MONEY... BUT WHAT HAPPENS TO THE SCHOOLS THEN? HIGH PROPERTY TAXES KEEP THE SCHOOLS OPEN...



THAT'S RIGHT... IT'S ONE OF THE BIG PROBLEMS WITH THE UNBALANCED TAX SYSTEM WE HAVE NOW.



UNDER THE BALANCED TAX PLAN... 85% OF ALL OF THE MONEY RAISED BY RETAIL SALES TAXES GOES DIRECTLY TOWARD REDUCING PROPERTY TAXES.

BECAUSE THE MONEY GOES TO EDUCATION... AND THAT MEANS LESS OF YOUR PROPERTY TAXES HAVE TO.

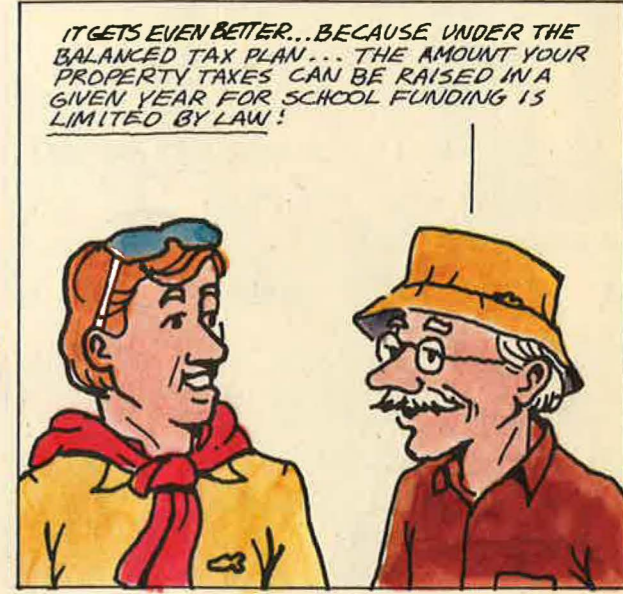
WOW!

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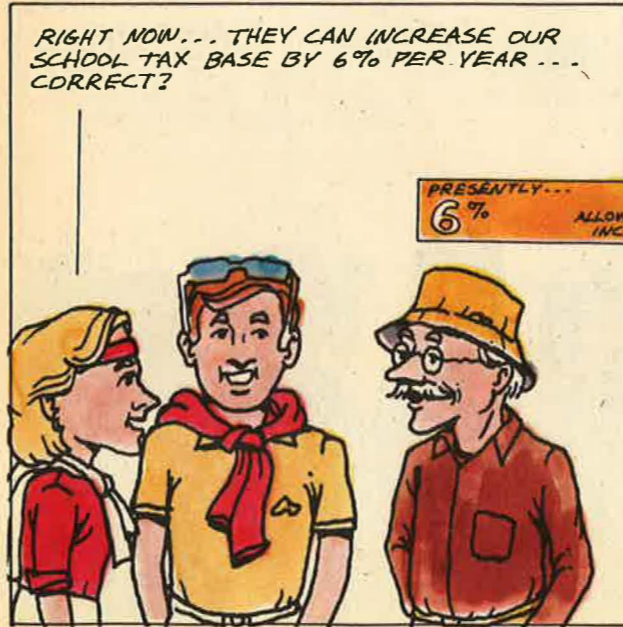


WE CAN EITHER PROTECT OUR HOME... OR PROTECT OUR CHILDREN'S EDUCATION. BUT WE CAN'T DO BOTH...

THAT'S IT IN A NUTSHELL. BUT WITH A BALANCED TAX PLAN YOU CAN HAVE THE BEST OF BOTH WORLDS!

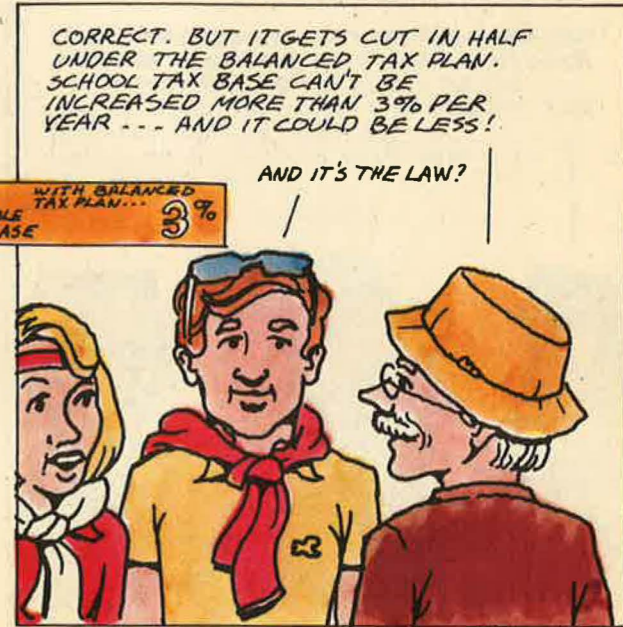


IT GETS EVEN BETTER... BECAUSE UNDER THE BALANCED TAX PLAN... THE AMOUNT YOUR PROPERTY TAXES CAN BE RAISED IN A GIVEN YEAR FOR SCHOOL FUNDING IS LIMITED BY LAW!



RIGHT NOW... THEY CAN INCREASE OUR SCHOOL TAX BASE BY 6% PER YEAR... CORRECT?

PRESENTLY... 6% ALLOWABLE INCREASE



CORRECT. BUT IT GETS CUT IN HALF UNDER THE BALANCED TAX PLAN. SCHOOL TAX BASE CAN'T BE INCREASED MORE THAN 3% PER YEAR... AND IT COULD BE LESS!

AND IT'S THE LAW?

WITH BALANCED TAX PLAN... 3%

THAT'S WHAT IT SAYS HERE. THE WAY I SEE IT, THE BALANCED TAX PLAN TAKES THE BURDEN OF SCHOOL FUNDING OFF OF OUR SHOULDERS - AT LEAST WHERE PROPERTY TAXES ARE CONCERNED.



THE RESPONSIBILITY IS SHARED BY EVERYONE, NOT JUST HOMEOWNERS....



THAT'S RIGHT!

WHAT IF I'M A RENTER?



UNDER BALLOT MEASURE #1'S BALANCED TAX PLAN, EVEN RENTERS WILL GET RELIEF - UP TO 6% OF THEIR RENT.



SO WHETHER YOU'RE A HOMEOWNER OR A RENTER, UNDER THE BALANCED TAX PLAN ... YOU'RE GOING TO GET PROPERTY TAX RELIEF.

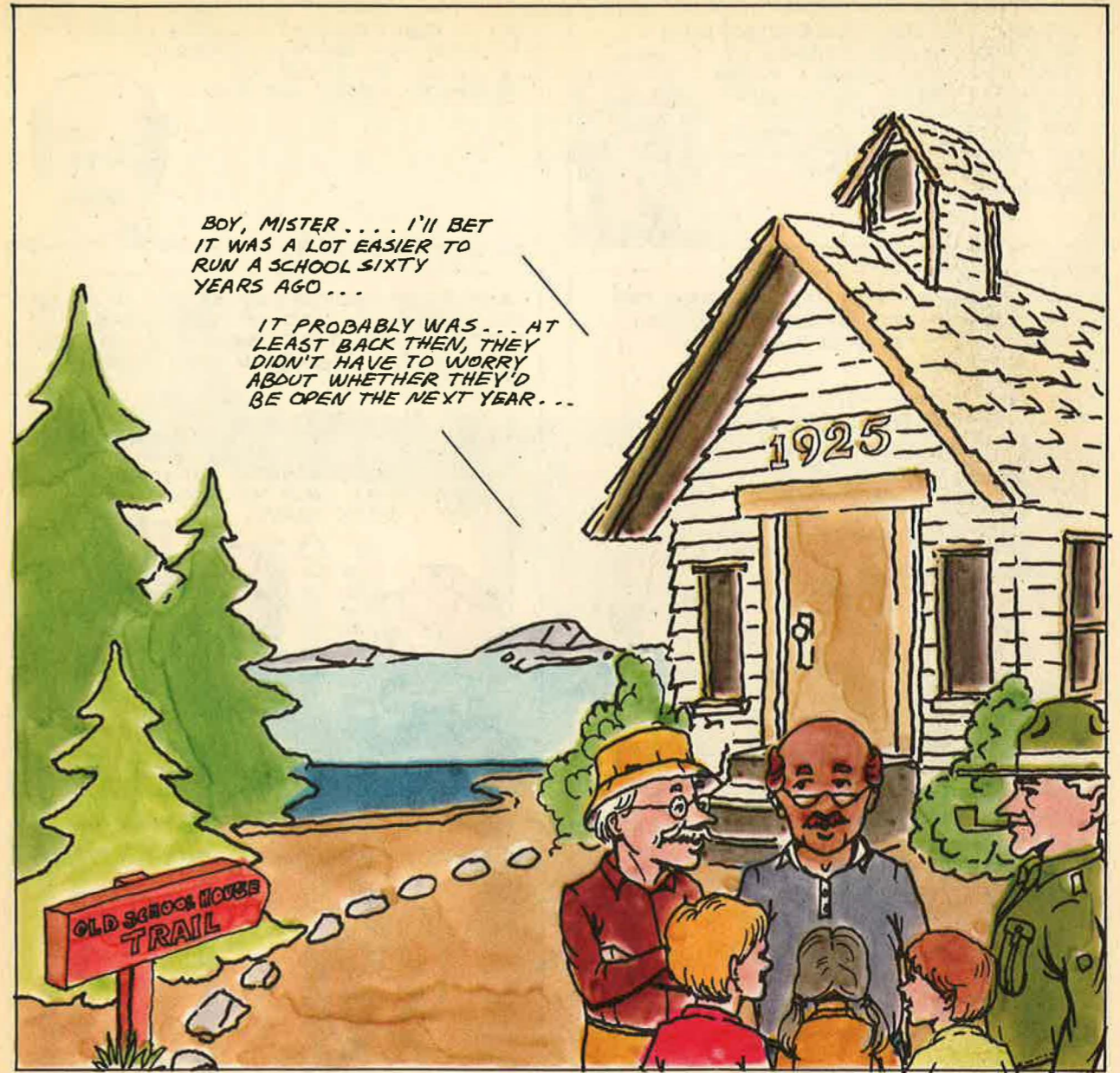


UP TO 35% OFF OF YOUR PROPERTY TAXES!

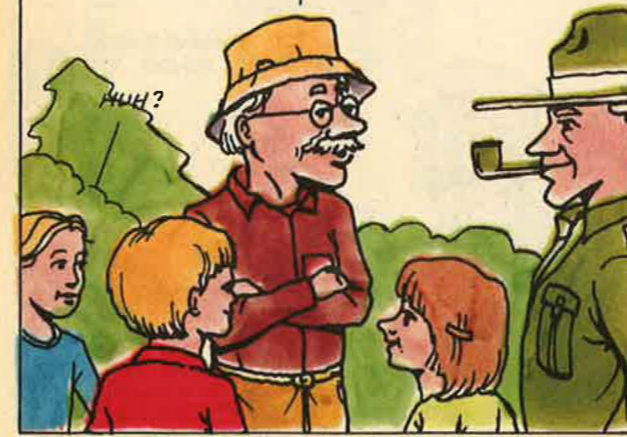


BOY, MISTER.... I'LL BET IT WAS A LOT EASIER TO RUN A SCHOOL SIXTY YEARS AGO...

IT PROBABLY WAS... AT LEAST BACK THEN, THEY DIDN'T HAVE TO WORRY ABOUT WHETHER THEY'D BE OPEN THE NEXT YEAR...



REMEMBER THE SCHOOL CLOSURES IN LINCOLN COUNTY... OR IN THE EAGLE POINT DISTRICT?... WELL... COME SEPTEMBER 17TH YOU MAY NOT HAVE TO WORRY ABOUT CLOSING SCHOOLS AGAIN.

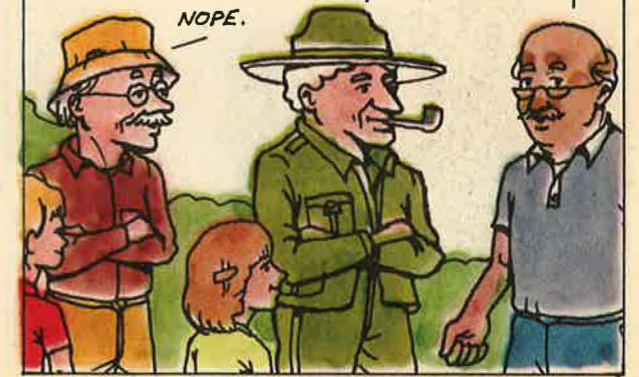


NOT WORRY ABOUT THE SCHOOLS CLOSING? THAT'LL BE THE DAY....

UNDER THE BALANCED TAX PLAN... WE'LL NEVER HAVE TO VOTE ON WHETHER OR NOT TO KEEP OUR SCHOOLS OPEN...

WE WON'T?

NOPE.



YOU SEE, THE ONLY REASON WE VOTE ON SCHOOL FUNDING SO MUCH IS THAT THE MONEY COMES FROM PROPERTY TAXES. BUT UNDER THE BALANCED TAX PLAN... THE MAJORITY OF THE MONEY WE NEED TO RUN OUR SCHOOLS WILL COME FROM OTHER SOURCES.



SO I WON'T NEED TO WORRY AS MUCH THAT A VOTE FOR BETTER SCHOOLS IS GOING TO RAISE MY PROPERTY TAXES ANYMORE?



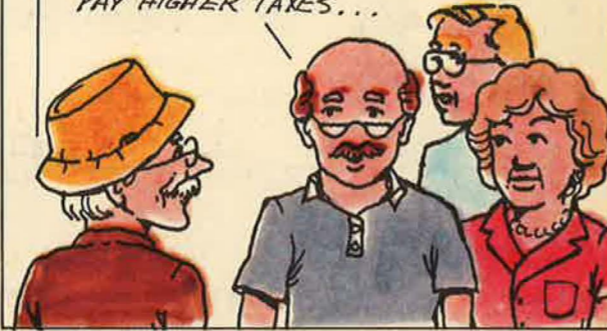
THAT'S RIGHT. THE KIDS CAN HAVE THE BEST EDUCATION POSSIBLE, WITHOUT YOUR PROPERTY TAXES GOING UP OUT OF SIGHT.

NO MORE LIVING FROM ONE SCHOOL LEVY ELECTION TO THE NEXT!



AND EVEN THOUGH THE MONEY TO SUPPORT EDUCATION WILL COME FROM RETAIL TAXES... UNDER THE BALANCED TAX PLAN YOUR TOTAL TAX BURDEN ISN'T GOING TO GO UP...

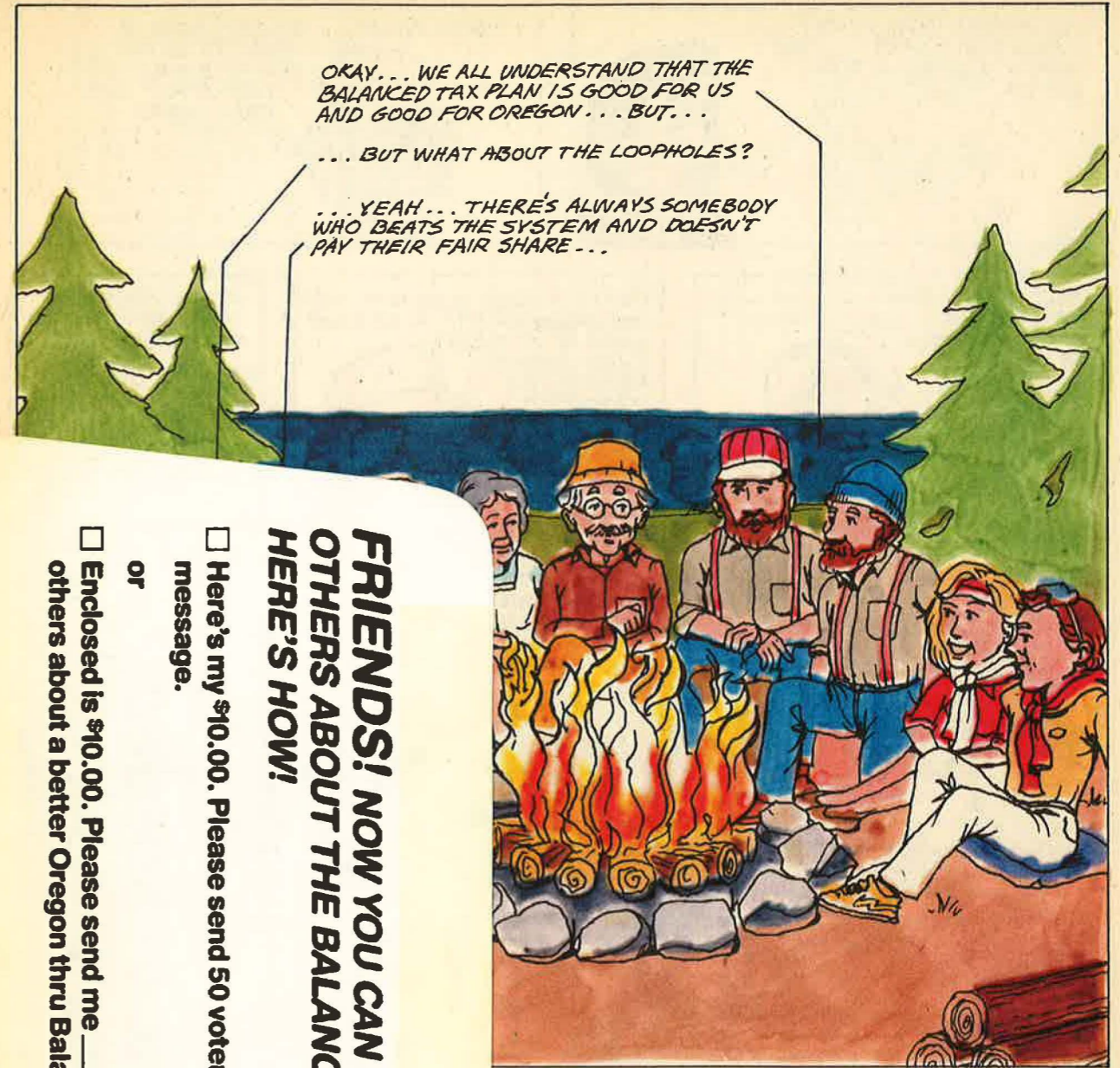
SO AS I UNDERSTAND IT... ONE BENEFIT OF THE BALANCED TAX PLAN IS A STRONGER EDUCATION SYSTEM... WITHOUT AN AVERAGE OREGONIAN LIKE ME HAVING TO PAY HIGHER TAXES...



OKAY... WE ALL UNDERSTAND THAT THE BALANCED TAX PLAN IS GOOD FOR US AND GOOD FOR OREGON... BUT...

... BUT WHAT ABOUT THE LOOPHOLES?

... YEAH... THERE'S ALWAYS SOMEBODY WHO BEATS THE SYSTEM AND DOESN'T PAY THEIR FAIR SHARE...



**FRIENDS! NOW YOU CAN HELP US TELL OTHERS ABOUT THE BALANCED TAX PLAN. HERE'S HOW!**

- Here's my \$10.00. Please send 50 voters this balanced tax message.
- or
- Enclosed is \$10.00. Please send me \_\_\_\_\_ copies so I may tell others about a better Oregon thru Balanced Taxes.

YOU'RE RIGHT... AND BELIEVE ME... IT ISN'T JUST THE PEOPLE IN OREGON WHO WILL NOTICE THE DIFFERENCE...



I THINK I KNOW WHAT YOU'RE GETTING AT....



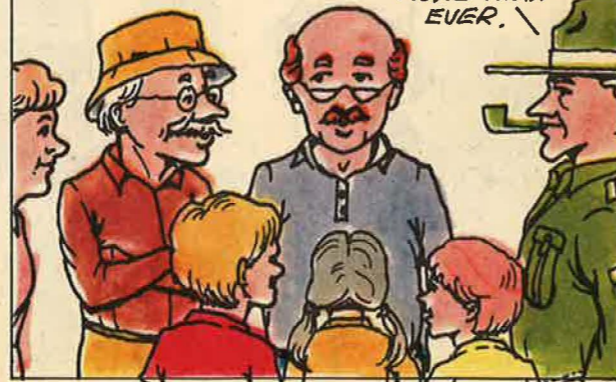
YOU GUESSED IT. A STRONG SYSTEM APPEALS TO EVERYONE, INCLUDING BUSINESSES WHO ARE LOOKING FOR NEW LOCATIONS. THEY WANT SOLID EDUCATIONAL FACILITIES FOR THEIR EMPLOYEE'S CHILDREN... FOR TRAINING THEIR PEOPLE AND NEW EMPLOYEES...



... AND THE BALANCED TAX PLAN GIVES IT TO THEM.

SO UNDER BALLOT MEASURE #1'S BALANCED TAX PLAN... THE FUTURE OF OREGON'S SCHOOLS IS SECURED.

MORE THAN EVER.



SO HOW DO WE KNOW THEY WON'T DO IT UNDER THE BALANCED TAX PLAN?

WE'LL NEVER CLOSE ALL THE LOOPHOLES, BUT THE BALANCED TAX PLAN MAKES IT A LOT FAIRER. WITH THE RETAIL PORTION OF THE PLAN IF YOU LIVE LIKE A MILLIONAIRE YOU'RE GOING TO HAVE TO PAY YOUR SHARE.



YOU SEE, THE ONLY REASON WE VOTE ON SCHOOL FUNDING SO MUCH IS THAT THE MONEY COMES FROM PROPERTY TAXES. BUT UNDER THE BALANCED TAX PLAN... THE MAJORITY OF THE MONEY WE NEED TO RUN OUR SCHOOLS WILL COME FROM OTHER SOURCES.



SO I WON'T NEED TO WORRY AS MUCH THAT A VOTE FOR BETTER SCHOOLS IS GOING TO RAISE MY PROPERTY TAXES ANYMORE?



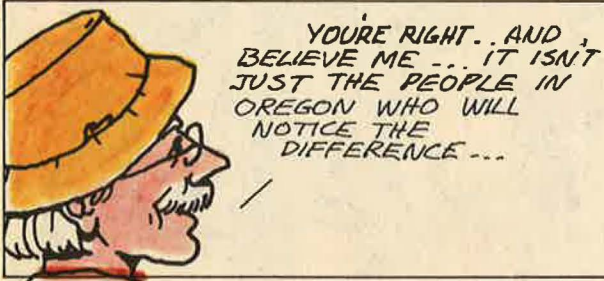
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NO MORE LIVING FROM ONE SCHOOL LEVY ELECTION TO THE NEXT!



AND EVEN THOUGH THE MONEY TO SUPPORT EDUCATION WILL COME FROM RETAIL TAXES... UNDER THE BALANCED TAX PLAN YOUR TOTAL TAX BURDEN ISN'T GOING TO GO UP...

SO AS I UNDERSTAND IT... ONE BENEFIT OF THE BALANCED TAX PLAN IS A STRONGER EDUCATIONAL SYSTEM... WITHOUT OREGON PAYING...



YOU'RE RIGHT... AND BELIEVE ME... IT ISN'T JUST THE PEOPLE IN OREGON WHO WILL NOTICE THE DIFFERENCE...

YOU GUESSED IT. A STRONG SYSTEM APPEALS TO EVERYONE, INCLUDING BUSINESSES WHO ARE LOOKING FOR NEW LOCATIONS. THEY WANT SOLID EDUCATIONAL FACILITIES FOR THEIR EMPLOYEE'S CHILDREN... FOR TRAINING THEIR PEOPLE AND NEW EMPLOYEES...



GIVE



# BALANCED TAXES FOR A BETTER OREGON - YOU BET!

See how you can help on reverse side

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OKAY... WE ALL UNDERSTAND THAT THE BALANCED TAX PLAN IS GOOD FOR US AND GOOD FOR OREGON... BUT...

... BUT WHAT ABOUT THE LOOPHOLES?

... YEAH... THERE'S ALWAYS SOMEBODY WHO BEATS THE SYSTEM AND DOESN'T PAY THEIR FAIR SHARE...



YOU'RE RIGHT... SOME PEOPLE DO TAKE ADVANTAGE OF LOOPHOLES. IN FACT, OREGON LOSES MILLIONS OF DOLLARS EVERY YEAR FROM PEOPLE WHO EITHER DON'T REPORT... OR AVOID PAYING THEIR SHARE OF INCOME TAXES!



SO HOW DO WE KNOW THEY WON'T DO IT UNDER THE BALANCED TAX PLAN?

WE'LL NEVER CLOSE ALL THE LOOPHOLES, BUT THE BALANCED TAX PLAN MAKES IT A LOT FAIRER. WITH THE RETAIL PORTION OF THE PLAN IF YOU LIVE LIKE A MILLIONAIRE, YOU'RE GOING TO HAVE TO PAY YOUR SHARE.





SO IF THEY HAVE TO PAY THEIR FAIR SHARE... THAT MAKES IT EVEN BETTER FOR US!



THAT'S RIGHT... THE BEST LOOPHOLE EXPERTS IN THE BUSINESS WILL STILL HAVE TO PAY THEIR FAIR SHARE!



BUT WHAT ABOUT PEOPLE WITH LOW INCOMES? HOW IS THE BALANCED TAX PLAN GOING TO AFFECT THEM?



THAT'S A GOOD QUESTION. AND THE BALANCED TAX PLAN TAKES CARE OF IT. THERE'S A LOW INCOME REFUND FOR HOUSEHOLDS WITH INCOMES BELOW \$17,500 PER YEAR...



SO THE BALANCED TAX PLAN IS A GOOD DEAL, EVEN IF YOU DON'T MAKE A LOT OF MONEY!



ESPECIALLY WHEN YOU LOOK AT ALL THE EXEMPTIONS! LIKE GROCERIES... PRESCRIPTION MEDICINES... GASOLINE... NEW HOMES... AUTOMOBILE TRADE-INS... NEWSPAPERS AND MAGAZINES... HOUSEHOLD UTILITIES... FIREWOOD... RENT AND MORTGAGE PAYMENTS... MEDICAL, DENTAL, HOSPITAL BILLS... ANIMAL LIFE, FEED, SEED... PLANTS... AND MORE.



HOW DO WE KNOW THAT THE TAX PLAN WE VOTE FOR IS GOING TO BE THE ONE WE LIVE WITH?



YEAH... WHAT'S TO STOP THE POLITICIANS FROM CHANGING IT ONCE IT'S IN FORCE?



THE LAW.



THE LAW?



RIGHT. AFTER A BRIEF FINE TUNING PERIOD, THE BALANCED TAX PLAN CAN ONLY BE CHANGED BY A VOTE OF THE PEOPLE. SO WE'RE THE ONLY ONES WHO CAN DETERMINE WHAT HAPPENS TO IT IN THE FUTURE...

GOSH... EVERYBODY PAYS THEIR FAIR SHARE... PEOPLE WITH LOW INCOMES GET A REFUND... AND GET TO VOTE ON ANY CHANGES IN THE FUTURE...



THE BALANCED TAX PLAN DOESN'T LEAVE MUCH TO CHANCE...



THAT'S RIGHT. NOW, LET'S REVIEW THE MANY BENEFITS OF THE BALANCED TAX PLAN...



LOOK WHAT THE BALANCED TAX PLAN WILL DO FOR OUR PROPERTY TAXES...

IT WILL LOWER OUR PROPERTY TAXES BY AN AVERAGE OF 35%!

AND IT WILL GUARANTEE THAT WE'LL ALWAYS HAVE A SCHOOL SYSTEM FOR OUR KIDS...

AND WE'LL NEVER HAVE TO WORRY ABOUT OUR SCHOOLS CLOSING.

UNDER THE BALANCED TAX PLAN... WE'LL HAVE MORE JOBS!

BECAUSE BUSINESSES WILL WANT TO COME TO OREGON, AND BUSINESSES IN OREGON WILL GROW!

AND UNDER THE BALANCED TAX PLAN... TOURISTS WILL BE PAYING THEIR FAIR SHARE, WHEN THEY VISIT!

THAT MEANS AN ADDITIONAL \$26 MILLION FOR OUR SCHOOLS!



AND... DON'T FORGET... UNDER THE BALANCED TAX PLAN... EVERYBODY PAYS THEIR FAIR SHARE. SO YOU'RE NOT PAYING SOMEBODY ELSE'S TAX BILL!

IT ALL ADDS UP TO ONE THING.....

...**VOTE YES!** ON BALLOT MEASURE #1 AND BALANCED TAX PLAN!



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