

WV BUSINESSES AND ITS CITIZENS NEED TO REBOUND, GROW AND PROSPER GOVERNOR'S PERSONAL INCOME TAX PLAN IS NOT THE RIGHT PATH

The Governor has submitted a bill proposing the reduction of personal income tax. To help fill the gap created by eliminating the tax, new taxes are proposed and others increased. If these provisions remain a part of the bill, WV consumers will be paying more for the products and services they buy. WV will actually have higher taxes than California, New York and surrounding states. While we applaud the Governor's passion for trying to put more money in West Virginian's pocket books...this is not the right path.

Business owners as well as families across the state are facing multiple unprecedented challenges just to survive. At the worst possible time, when West Virginians are trying to rebuild, they will be left footing the bill for these additional taxes. Affordable advertising is essential right now for businesses as they begin to re-open, so they can carry their message to potential customers. Advertising connects consumers to products and enables businesses to grow. Adding a 7.9% tax will mean they have even fewer dollars to spend on advertising, which in turn will lead to further declines in revenues, and rising unemployment. It is unreasonable to think that businesses can singlehandedly absorb substantial new taxes without passing along those costs to already hard-hit consumers.

What happens when professional services are taxed? The effects are sobering. Since 1987, when Florida repealed its professional sales tax, 40 states have considered and rejected the idea. Florida's experience is instructive. Local advertising makes up 80 to 85 % of advertising sold by radio and television broadcasters. Those local businesses are reaching out to promote WV businesses, employing local people and contributing to the local economy.

A TAX on advertising hinders public access to news and information. The proposed ad tax would also have a crippling effect on WV's local media organizations. Broadcasters and other news media serve an important and essential public service role, especially at a crucial time like this.

The Personal Income Tax bill is wrong for businesses, consumers, and West Virginia. Passage of this bill will choke economic growth and delay recovery for businesses that have already been crushed in the past year. West Virginians are already struggling with a difficult economy...do not cripple them in the process. Visit NONEWTAXESWV.com

**Thank you in advance for considering our position and the many reasons why
the PERSONAL INCOME TAX BILL IS THE WRONG DECISION FOR WEST VIRGINIA**



QUESTIONS PLEASE CALL:
WEST VIRGINIA BROADCASTERS ASSN
MICHELE CRIST, EXECUTIVE DIRECTOR
304-744-2143