

October 14, 2024

Dear Mayor Chapman and City Council Members,

I am pleased to announce that the Davis Chamber of Commerce endorses Measure Q.

Economic vitality is cornerstone to our mission and members at the Davis Chamber of Commerce. Davis, along with 102 other cities in California are putting a sales tax increase initiative on the ballot this November because they realize, like the City of Davis does, that thriving cities create thriving economies. To that end, the revenue from this sales tax increase will immediately help the City of Davis service community amenities, promote community safety, and keep Davis the community that we know and love.

We would also like to acknowledge the business and retail friendly approach that the City of Davis has taken in recent years. For example, we are excited about the hiring of an Economic Development Director, an initiative with which the Chamber of Commerce was heavily involved. To that end, we thank the City of Davis for their years-long partnership with us to explore and promote issues that are vital to economic growth and are excited that some of these endeavors will be elevated even further by the revenue that Measure Q provides.

The members of Davis Chamber of Commerce are an important part of the fabric of the Davis community. While a sales tax increase may seem daunting to some of our retail members, they recognize that every single surrounding city has the same measure on their ballots. This will not make Davis “more expensive” or “different.” It will, however, help Davis thrive, and thriving cities promote thriving retail and restaurant districts, which, as a college town, we hope Davis can attain.

Our ultimate goal at the Chamber of Commerce always has been and always will be to have a thriving retail and business economy. We believe that Measure Q provides the City with the revenue needed to make Davis an attractive place to live, work, and do business.

Sincerely,



Miriam Dougherty,  
President, Davis Chamber of Commerce

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