

AMENDMENT 1 SAMPLE SPEECH

This fall, voters will be asked to decide the fate of a proposed constitutional amendment called Amendment One.

Amendment 1 was made to sound like a tax cut. In reality... it's a tax shift: a handful of homeowners benefit ... and the rest pay for it, including homeowners right here in [your city].

This amendment would deliver most of the benefits to homes valued between \$100,000 and \$125,000. Everyone else ... would face a higher share of the tax burden, as well as the risk of local property tax hikes.

Most of us believe that Florida's tax system should work for ALL homeowners—not just a few. Right? Well Amendment 1 picks winners and losers.

Most of the benefits of Amendment 1 will go to around 12 percent of Florida homeowners. They would save about \$275 per year, according to the amendment's sponsor.

What about people in more expensive homes? Or more modest ones? They would see little benefit—and many could face property tax hikes to subsidize those 12 percent.

What about small business owners? Our pet stores and dry cleaners ... retailers and restaurants? For them... Amendment 1 is a double-whammy. Besides the bigger share of the tax burden we've already talked about... the amendment exposes these job creators to bigger tax hikes in the future. Because a business's taxable value rises faster than that of a home.

That's bad for business—and bad for Florida's economy.

And what about renters? They should expect to pay more too... because landlords likely will pass along their own bigger share of the property tax burden to tenants.

Not to mention the huge dip in local government revenue. If Amendment 1 passes, local governments will have two choices: Cut vital services or raise local taxes. Worse still, the Tallahassee politicians who devised this scheme knew exactly what they were doing. When asked how local communities are supposed to pay for Amendment 1, the sponsor put it plainly: "raise millage." So, Amendment 1 is like giving away free coffee—but charging five bucks for the cup. Even if communities don't raise taxes, the people making up the smaller tax base—that's most of you—would still bear a larger... and unfair... burden in making our community work.

Let's face it—Florida's tax system is a complicated mess. Amendment 1 wouldn't fix that. It would make the system worse... more complicated... and less fair for business owners and working families.



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AMENDMENT 1 SAMPLE SPEECH CONTINUED

If you remember nothing else, remember these three things:

One: Amendment 1 picks winners and losers.

Two: Amendment 1 could mean higher taxes for millions of Floridians.

Three: Amendment 1 doesn't fix Florida's tax system. It makes it worse.

Lastly, I want to leave you with a one final thought:

Home Rule isn't simply a technical term of art. It is the animating principle of our national experiment and it is essential to the health of our Republic. Decisions made by individual communities tend to be consensus decisions because they reflect the broadly shared values of that community. The farther away a decision is made, the greater the chance it will spark anger.

And there's already too much anger in our politics.

We can't sustain our system of government if aggrieved parties are constantly marching on distant capitals to right wrongs and avenge ills done to them by the other side. Our Republic will not endure a system of "grievance government," in which the losing side feels forever unrepresented. The solution isn't more laws from Washington and Tallahassee—it's less. The solution is local leadership, local decisions, local consensus and local control. Home Rule is a basic principle of government in Florida. It's spelled out in the Florida Constitution. It means we trust local communities to set their own priorities... and decide how to pay for them. Amendment 1 violates this principle.

If the politicians in Tallahassee want to cut taxes for 12 percent of Florida homeowners, they should do it the old-fashioned way... By cutting their own spending! Instead, they've devised a one-size-fits-all scheme that picks winners and losers.

Don't believe the false promise of Amendment 1. Vote No.

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