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## ***Can the Tax Statement on Cook County Board President Toni Preckwinkle's 2018 Budget Proposal***

**(CHICAGO - October 5, 2017)** - The Can the Tax Coalition issued the following statement today in response to Cook County Board President Toni Preckwinkle's 2018 proposed budget:

*"Cook County residents have overwhelmingly rejected the county's unfair, over-reaching beverage tax, and President Preckwinkle admitted just yesterday the beverage tax was 'first and foremost, for the revenue.'*

*"Cook County will not solve its budget problems with a beverage tax that is unstable, lacks transparency and is causing significant harm to working families and businesses in the county. The county's budget issues will not be solved by hurting families and small businesses and cutting jobs.*

*"It is time for Cook County commissioners to choose the 90 percent of county residents who oppose the beverage tax. Repeal the tax, move on, and let's find a better way."*

### **Additional background on the Cook County Beverage Tax**

Since Cook County's beverage tax went into effect on August 2, outrage from Cook County residents and businesses has been overwhelming. Nearly [90% of Cook County residents oppose the tax](#) because they know the tax is aimed at raising revenue to fuel more county spending. Opposition to the tax has been called "[grass-roots hatred](#)" and polls show Cook County voters will hold [Preckwinkle](#) and [county commissioners](#) who support the tax accountable. Simply put, residents are seeing through the campaign of misinformation from Cook County President Preckwinkle and New York City billionaire Michael Bloomberg.

### **Jones Lang LaSalle: County will come up 25-55% shortage of beverage tax revenue projections**

President Preckwinkle is banking on the beverage tax to balance the county's budget for the next three years. But a recent analysis on projected county beverage tax revenue from Jones

Lang LaSalle (JLL) concludes, [“Cook County estimates this tax will fund 10 percent its FY2018 budget, 2.27 times higher than our prediction.”](#) JLL predicts the county will come up 25-55% short of its projected revenue from the beverage tax – leaving a GAPING hole in the budget the tax was intended to fill. Specifically:

- **JLL Best Case: Cook County will come up 28% short of the projected revenue.**
  - Cook County will only raise \$156.2M in new revenue from the beverage tax – \$44.4M short of its projection.
  
- **JLL Predicted Case: Cook County will come up 55% short of the projected revenue.**
  - Cook County will only raise \$88.5M in new revenue from the beverage tax - \$112.1M short of its projection.
  - Kicker and unplanned costs: “[N]ew tax implementation spurs administrative and legal costs not considered by the county.”

Meanwhile, residents are getting hammered while the beverage tax devastates Cook County businesses. Cook County residents are paying up to 67% percent more on more than 1,000 every day beverages, including juices, iced teas, lemonades, flavored waters, sports drinks, pop and even diet drinks. [Retailers in Indiana and the collar counties](#) are reporting increasing sales, while Cook County retailers are reporting [beverage sales declines of over 50%](#). Some distributors have already reported the decline in sales and lost revenue has [forced them to lay off workers](#).

The impact of Cook County’s beverage tax could be devastating, including an estimated 6,100 lost jobs, \$321 million in lost wages and \$1.3 billion in lost economic activity (Dunn & Associates, 2016).

#### **About the Can the Tax Campaign and Coalition**

The *Can the Tax* coalition is an initiative of more than a dozen organizations in Cook County uniting to educate Cook County consumers, businesses and news media about the negative impact of the Cook County beverage tax on our local consumers and businesses. The Coalition will urge the Board of Cook County Commissioners to repeal the beverage tax to ensure Cook County residents have access to affordable consumer products and avoid the lost jobs and harm the tax will cause working families. Campaign activities are paid for by the American Beverage Association, a member of the *Can the Tax* campaign and coalition. To learn more, visit [StopTheCookCountyTax.com](#).

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