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## Can the Tax Applauds Introduction of Beverage Tax Repeal Ordinance

***“Commissioners can choose to stand with Cook County President Toni Preckwinkle and New York City billionaire Michael Bloomberg – or they can stand with county families and businesses and repeal the tax.”***

**(CHICAGO - September 13, 2017)** - The Can the Tax Coalition issued the following statement today applauding the introduction of a bi-partisan ordinance to repeal the unfair, far-reaching and destructive Cook County sweetened beverage tax and urging its passage:

*“Can the Tax applauds the introduction of an ordinance today to repeal Cook County’s beverage tax. We commend the leadership and passion shown by Commissioners Morrison, Fritchey, Boykin, Schneider and Tobolski. We also thank Finance Committee Chairman Daley for his commitment to hold a hearing and committee vote on the ordinance before the Board’s next meeting on October 11.*

*“Cook County commissioners have a choice when it comes to the future of the county’s unfair, over-reaching and enormously unpopular beverage tax. Commissioners can choose to stand with Cook County President Toni Preckwinkle and New York City billionaire Michael Bloomberg - or they can stand with county families and businesses and repeal the tax.*

*“Since Cook County’s beverage tax went into effect on Aug. 2, outrage from 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 and not about improving public health.*

*“The choice is clear. It is time for President Preckwinkle and the County Board to move on and repeal this damaging tax before it does more harm.*

*“This is the first step in repealing the beverage tax and we look forward to the upcoming hearing and committee vote to move this ordinance forward. Until the repeal is law, Can the Tax and its supporters won’t stop educating the public, media and elected officials about the harmful effects of the beverage tax and call for its repeal.”*

### **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.

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).

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 it 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.”

### **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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