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Can the Tax Applauds Finance Committee Passage of Cook County Beverage Tax Repeal

Finance Committee passage is a critical step to ending unfair, over-reaching and unpopular beverage tax.

(CHICAGO - October 10, 2017) - The Can the Tax Coalition applauds passage of a bipartisan ordinance today repealing the unfair, over-reaching and unpopular beverage tax. The Cook County Board of Commissioners Finance Committee passed the ordinance by an overwhelming majority vote of 15-1. The Can the Tax Coalition issued the following statement:

“Today’s action by the Finance Committee is a critical step to ending Cook County’s unfair, over-reaching and unpopular beverage tax.

“Cook County working families and businesses have overwhelmingly rejected the county’s beverage tax. Their voices and opposition to the tax have been clear and consistent. Commissioners were listening and common sense has prevailed.

“We look forward to tomorrow’s County Board meeting. It’s time to end this tax once and for all.”

The full Cook County Board will consider final passage of the beverage tax repeal ordinance at its meeting tomorrow, October 11, beginning at 11:00 AM.

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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