



October 19<sup>th</sup>, 2016

Dear residents,

I am writing to share some information with you about an issue that will impact the cost of living for seniors in Oregon.

On November 8, 2016, voters will cast their ballots for candidates and ballot measures. One of these measures, **Ballot Measure 97**, could lead to higher prices for senior care and everyday goods and services. We want you to know about this impact before the election so you can make an informed choice before you vote.

Here is some information about Ballot Measure 97:

1. Certain Oregon businesses will pay a new tax of 2.5% on Oregon sales above \$25 million. This is being called a hidden sales tax on goods and services.
2. The new tax is on sales, not profits. A business could lose money, and still have to pay the tax.
3. The tax multiplies in the supply chain. The price of an item could be taxed several times before the final consumer pays for it at the store; making it more than 2.5%.
4. Goods and services we all buy like groceries, clothes, electronics, medical supplies and prescriptions, insurance, and utilities will be taxed.
5. Businesses will likely pass on the tax in the form of higher prices to consumers and other businesses.

Brookdale is committed to providing quality care at a reasonable price. We are concerned however that the affordability of our services and many others that seniors rely upon will be threatened if Measure 97 is approved.

If you share our concern about the impact of Ballot Measure 97 on seniors, please consider sharing your perspective with friends and family. You may also wish to **write a letter to the editor of the local newspaper** so other Oregonians will better understand how the measure will affect seniors. A sample letter is attached to this letter.

Please contact me if you have questions or comments about this letter or Measure 97.

Thank you for your consideration.

Sincerely,

Abigail Grimps  
Executive Director

Dear Editor:

I am concerned that Measure 97 will increase the cost of living for seniors like myself who live on a fixed income. I believe that Oregonians rejected a sales tax in the past because it's a regressive tax that hurts low and middle income people. Measure 97 says it only taxes large companies. But it's a tax on Oregon sales. The businesses will add the cost of the tax into the price of items we buy every day. I live in a senior living community (or assisted living) where higher prices for food, utilities, insurance, medical supplies and other items are going to make it more expensive for me to live here. I urge Oregonians to think twice before voting for this new version of a sales tax.

Sincerely,