

Ad Tax or Bad Tax?



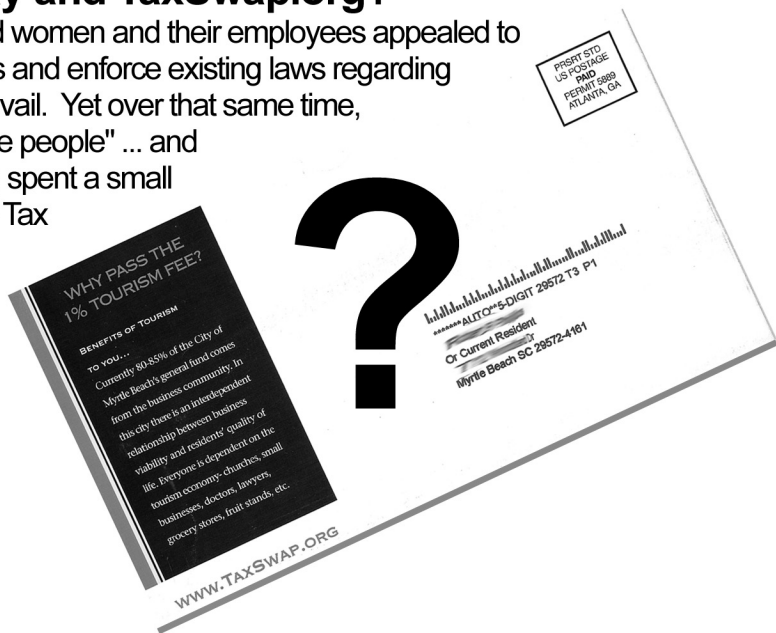
No one understands the importance of tourism marketing better than the nearly 500 owners, employees and individuals who have joined BOOST (Business Owners Organized to Save Tourism) in the last few months. All of us are hoping and praying that those responsible for spending the millions of new advertising dollars are successful in attracting people to visit our beautiful Grand Strand. Sadly, a significant portion of your tax dollars will be spent just trying to replace the millions of dollars the City of Myrtle Beach drove away in May - also using YOUR tax dollars. Worse, there are likely to be many businesses who will never benefit from these programs because they will be out of business by the end of summer. Before you vote in November, you need to know:

Who really benefits from the so-called Tax-Swap?

In recent years, County Council and the School Board placed Penny Taxes on the ballot for roads and schools. They wanted YOU to decide. Myrtle Beach City Council, on the other hand, refused to allow you to vote and then used double-speak to soften opposition saying that after two years, you'll get it back in Property Tax Relief. Really? Did you know that owner-occupied homes account for about 20% of the citizens of Myrtle Beach. That means a whopping 80% of City taxpayers, along with tourists and citizens of Horry County, will pay the extra 1% and get ZERO tax relief. It should come as no surprise that the Mayor and ALL 6 Council members are among those getting the tax rebate - ranging from a savings of \$1,191.84 for Mayor Rhodes to \$126.06 for Councilman Wallace. These are the very same Council members to also vote themselves a raise in the middle of this tough recession.

Who's really behind Take Back May and TaxSwap.org?

Over the past year, scores of local business men and women and their employees appealed to City Council to work together to smooth out problems and enforce existing laws regarding the May Bike Rallies instead of ending them - to no avail. Yet over that same time, Take Back May received acclaim as representing "the people" ... and another new "organization" calling itself TaxSwap.org spent a small fortune sending a mailer to voters AFTER the Penny Tax already passed! In the words of Butch Cassidy and The Sundance Kid, "Who ARE these guys?" And would the real Take Back May and TaxSwap.org folks please stand?



**We support all tourism, not selective tourism.
And we believe that - especially when it comes
to taxes - you deserve the right to vote!**

BOOST TOURISM

BUSINESS OWNERS ORGANIZED TO SAVE TOURISM

1413 Highway 17S - Suite 211 ■ Surfside Beach, South Carolina 29575 843-492-0119 ■ www.BoostMyrtleBeachTourism.com