



HR0028

LRB100 04333 MST 14339 r

1 HOUSE RESOLUTION

2 WHEREAS, The State of Illinois is currently experiencing a
3 fiscal crisis and is considering a multitude of options to
4 solve the State's economic concerns; and

5 WHEREAS, A proposed tax on advertising and
6 advertising-related services to generate revenue to balance
7 the State's budget has been contemplated by some in the State's
8 leadership; and

9 WHEREAS, A tax on advertising has proven to slow economic
10 growth; no other state in the nation specifically applies a
11 sales tax to advertising; and

12 WHEREAS, The State of Florida previously imposed a tax on
13 advertising and advertising-related services, only to see a
14 loss of jobs and personal income due to lost advertising
15 revenue; Florida also saw ad purchases decrease by 12% and go
16 to neighboring states, ultimately resulting in a loss of \$100
17 million in advertising revenue and a repeal of the tax 6 months
18 later; and

19 WHEREAS, A tax on advertising in Illinois would cripple the
20 ability of business owners, both large and small, to market
21 goods and services and cause the businesses to inevitably lose

1 customers; and

2 WHEREAS, A tax on advertising would devastate the
3 advertising industry in Illinois, driving revenue and jobs to
4 neighboring states and hurting Illinois' already fragile
5 economy; and

6 WHEREAS, The advertising industry in Illinois helps
7 generate 17.3% of Illinois' economic activity and produces over
8 900,000 jobs; and

9 WHEREAS, An additional tax on advertising is
10 counterintuitive and goes against the pro-business, pro-jobs,
11 pro-growth policies that should be under careful consideration
12 as Illinois seeks to regain sound financial footing; therefore,
13 be it

14 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE ONE
15 HUNDREDTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that we
16 state our firm opposition to any additional taxes on
17 advertising or advertising-related services; and be it further

18 RESOLVED, That we state our belief that Illinois' present
19 fiscal crisis must be managed in other ways besides a new tax
20 on business owners throughout the State.