



SR1751

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SENATE RESOLUTION

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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

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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

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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

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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

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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 SENATE OF THE NINETY-NINTH GENERAL
15 ASSEMBLY OF THE STATE OF ILLINOIS, that we state our firm
16 opposition to any additional taxes on advertising or
17 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.