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Mayor, City Council and City Manager
City of Cupertino
10300 Torre Avenue
Cupertino, CA 95014



Mayor, City Council and City Manager and all residents of the City of Cupertino,

I, Bob Granum and Granum Partners have been a part of the community and invested and developed property in Cupertino over several decades. We are very concerned with the proposal for a Business License Fee and the concept of potentially having an additional tax burden that will have a negative impact on the community. This is a big surprise to all businesses and residents and appears to be unfair, punitive resulting in unintended damages and consequences.

Hopefully, before the possibility of approving such a proposal, the City should engage others from the community in a dialogue before submitting this to the Council for action and embarking down an unnecessary path. Isn't this premature or at least deserving of being tabled for more input and discussion and equitable treatment for the community and all of the businesses who contribute to a substantial capital base envied by communities in most parts of the world?

We admire and are very proud of the great City of Cupertino and the very multitude of entities both big and small as well as the breadth of our residents of the community. They all together have brought both prosperity and recognition to the City.

Have you considered or do you believe if this proposal of a so-called Business License Fee had been in existence previously; the remarkable achievements of the City would have ever been accomplished with such a confiscatory, punitive and imprudently applied tax? This cannot be answered except with a resounding "No".

There is more here to consider. There are situations when elected officials with the wisdom and time to devote to such important matters carefully and dutifully consider all the elements, all factors, all impacts all reasons and all consequences and this is one of them. A substantial 'pot' of undeserved gains or seizure of each entity's checkbook by the taxing authorities is just simply Not Fair and is Unwarranted.

Please make the right decision. This affects everyone, and few having considered the proposition, its fairness and potential damage as compared with the benefits we all enjoy today, would with rational thought, even allow one to advance this beyond the idea stage. How could this even have proceeded to this point?

So, please arrest this process and vote absolutely no or, if you must (and you should not think so) then listen to the community members that have lived here and are exceedingly grateful for what has been achieved here and leave it as it is and as it was meant to be. No one would have dreamed that such an idea could have equitably been able to advance in view of all the unfair and negative consequences.

Please end it tonight. It is neither fair nor warranted and has potentially grave results. Please consider this.

Thanks and best regards to all,

Bob Granum
Granum Partners and various entities