

AMENDMENT 1 GENERAL COMMUNICATION TIPS

Highlight several (if not all) of the key messages. There are very clear reasons why Amendment 1 could have adverse consequences for Florida. While these points are listed elsewhere in this toolkit, here is a short summary of those key points:

1. Amendment 1 Picks Winners and Losers

With Amendment 1, most benefits go to only a handful of homeowners. That's not fair. Florida's tax system should work for all homeowners, not just a few.

2. Amendment 1 Means Higher Taxes for Millions of Floridians

Amendment 1 isn't what it seems. The politicians call it a tax break, but it's really a tax SHIFT that will leave millions of hardworking homeowners with a bigger share of the property tax burden.

3. Amendment 1 Doesn't Fix Florida's Tax System—It Makes it Worse

Florida's property tax system is a complicated mess and Amendment 1 makes it worse, more complicated and less fair. It shifts a bigger burden onto small business owners, manufacturers and working families.