Learn more about Costa Mesa’s Fair Business License Reform, Small Business Protection Measure

Did you know, Costa Mesa-based big box stores and large retailers currently pay the same rate as much smaller businesses? Learn more about efforts to reform this: CostaMesaCA.gov/MeasureC.

Measure C highlights include:

• Protects small businesses: Businesses with $500,000 or less in annual gross receipts — approximately 72% of Costa Mesa businesses — would not receive an increase.

• Updates a 41-year-old system: The measure would modernize the City’s business license structure so larger businesses contribute more proportionately based on their gross receipts. Businesses with more than $500,000 in annual gross receipts would pay 50 cents per $1,000, with an annual cap of $15,000 for businesses with $30 million or more in gross receipts.

• Does not increase taxes on residents: The measure applies to business licenses and would not increase taxes on Costa Mesa residents.

• Supports locally controlled City services: Measure C is estimated to generate approximately $4.6 million annually for general City services, including maintaining 911, police and fire response; preventing and responding to crime; addressing homelessness; keeping public areas safe and clean; and maintaining roads and infrastructure.

• Keeps funds local: All revenue generated by the measure would remain under local control for the benefit of the Costa Mesa community.

• Requires accountability: The measure includes annual independent financial audits and public disclosure of spending.

Costa Mesa voters will decide Measure C in the Nov. 3, 2026, election.

To learn more about the measure, including how it would affect businesses and how funds could be used, visit CostaMesaCA.gov/MeasureC.