

Argument in Favor of Carmel Sales Tax Measure_____

Option 1

Please join us in voting “Yes” on Carmel-by-the-Sea’s measure to preserve our Village character, protect our natural resources and invest in our community.

With Carmel voters’ prior support of Measure D, Carmel-by-the-Sea’s current 1% sales tax, services are being maintained, pension liabilities are being addressed, and improvements to our dunes habitat, nature preserve, facilities, streets, sidewalks and storm drains are being made. While there is a demonstrated track record of using Measure D funds for its intended purpose, our infrastructure needs remain great and the cost to provide services continue to rise, largely due to factors outside of the City’s control, such as State regulations, pension liabilities, and healthcare. While costs are increasing, the City’s ability to raise revenue is limited and sensitive to economic conditions and consumer spending preferences, making it challenging to sustain current service levels and fund capital projects and ongoing maintenance needs. That is why we are asking for your help to support a half-percent increase to our sales tax.

Under this measure, Carmel-by-the-Sea’s local sales tax would increase to 1.5%, bringing the total sales tax rate to 9.25%. This means that a shopper would pay \$9.25 for every \$100 purchase made in Carmel-by-the-Sea and the City would keep \$2.50 to fund local services and projects.

Sales tax revenue generated would allow existing projects to be completed and fund “green” infrastructure projects to protect our beach, dunes habitat, parks, nature preserve, trails and trees and improvements to our streets, sidewalks, drainage and other built infrastructure. It would pay for investments in libraries, performing arts venues and community facilities. The measure would support emergency preparedness, public safety and citywide services needed to preserve our Village quality of life. Voting “Yes” is a vote for the community. We hope you will support Carmel-by-the-Sea’s measure.

Option 2

Please join us in supporting Carmel-by-the-Sea’s measure to maintain quality services and fund projects that contribute to our quality of life and Village characteristics; protect our natural resources; and invest in our infrastructure while bolstering the financial health of the City.

Carmel voters approved Measure D, Carmel-by-the-Sea’s current 1% sales tax, in 2012. Measure D funds a variety of services, pension obligations and physical improvements in our community. While Measure D is being used as intended, it is becoming challenging to sustain service levels and fund ongoing capital needs. Our infrastructure needs are great, revenues are declining and the costs to provide quality services are rising, largely due to State regulations, pension liabilities, and healthcare that are outside of the City’s control. That is why we are asking for your support again.

Carmel’s new measure would increase the current sales tax by .5% to a new rate of 1.5%. The sales tax rate would become 9.25%, similar to the tax rate in other Monterey Peninsula cities. This means that shoppers, including visitors, would pay 9.25%, or \$9.25 on a \$100 purchase, and Carmel-by-the-Sea would receive \$2.50. Under this measure, all funds generated locally stay local and visitors would be supporting local services and community improvements through their purchases.

These sales tax revenues would be used to invest in community facilities and spaces; protect the beach, parks, trails and trees; maintain public safety and emergency preparedness; address pension costs; fund new and capital projects and support citywide services. A “YES” vote on Carmel’s measure means a “YES” on Community, Green Infrastructure, Safety, Services and Fiscal Sustainability. We hope we can count on your “YES” vote.

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Option 3

Please join us in supporting Carmel-by-the-Sea's measure to preserve our Village character, protect our natural resources and invest in our community.

With Carmel voters prior support of Measure D, Carmel-by-the-Sea's current 1% sales tax, services are being maintained, pension liabilities are being addressed, and improvements to our dunes habitat, nature preserve, facilities, streets, sidewalks and storm drains are being made. While there is a demonstrated track record of using Measure D funds for its intended purpose, our infrastructure needs remain great and the costs to provide services continue to rise, largely due to factors outside of the City's control, such as State regulations, pension liabilities, and healthcare. While costs are increasing, the City's ability to raise revenue is limited and sensitive to economic conditions, making it challenging to sustain current service levels and fund projects and ongoing maintenance. That is why we are asking for your help to support a half-percent increase to our sales tax.

Under this measure, Carmel-by-the-Sea's local sales tax would increase to 1.5%, bringing the total sales tax rate to 9.25%. This means that a shopper would pay \$9.25 for every \$100 purchase made in Carmel-by-the-Sea and the City would keep \$2.50 to fund local services and projects.

This measure would allow existing projects to be completed and fund "green" infrastructure projects to protect our beach, dunes habitat, parks, nature preserve, trails and trees and improvements to our streets, sidewalks, drainage and other built infrastructure. It would pay for investments in libraries, performing arts venues and community facilities. The measure would support emergency preparedness, public safety and citywide services. Voting "YES" is a vote for the community. We hope you will join the Carmel-by-the-Sea City Council, the Carmel Chamber of Commerce and the Carmel Residents Association in voting "YES" on this measure.

Option 4

We are voting "YES" on Carmel-by-the-Sea's sales tax measure because we CARE about:

Capital Improvements, Community Facilities, and Commitment to Green Infrastructure

Addressing pension liabilities

Revenues for Fiscal Stability

Emergency preparedness, public safety and citywide services

This measure would fund both "green" infrastructure to protect our beach, parks, trails and trees and capital improvements to critical infrastructure and community facilities. Sales taxes would help address the growing cost of pensions and fund emergency preparedness, public safety and citywide services without eroding the City's financial health.

In 2012, Carmel voters supported Measure D, Carmel-by-the-Sea's 1% sales tax. This revenue has been used judiciously to manage pension-related debt, support citywide services and fund improvements to critical infrastructure. Despite increases in the "cost of doing business", services provided at City Hall, at the two branch libraries and throughout the Village have been maintained and City staff are using technology and streamlining processes to promote efficiencies. Yet, costs that are largely outside of the City's control, such as State regulations, pension liabilities, and healthcare, continue to rise. The ability to absorb these costs is not sustainable. Services will need to be reduced and funding for projects scaled back without additional revenue.

That is why we are asking for your support of a .5% increase to our sales tax. This would increase our local sales tax to 1.5%, bringing the total sales tax rate to 9.25%. This means a shopper would pay \$9.25 for every \$100 purchase made in Carmel-by-the-Sea and the City would keep \$2.50. Visitors would also be supporting local services and community improvements through their purchases.

Please join us in showing that you CARE about Carmel when you cast your vote and vote "Yes" on this measure.