

“CITY OF SOUTH PASADENA 3/4 CENT GENERAL TRANSACTION AND USE TAX”

Measure _ would adopt a local transactions and use tax in the City of South Pasadena at the rate of three quarters of one cent for every dollar spent (or .75%). This kind of tax is often called a “sales tax.” The proceeds of this tax would be used to provide funding for general fund obligations including support for public safety; paramedic emergency response; police services such as neighborhood patrols, gang, drug and crime prevention; street maintenance; park maintenance; community service programs for seniors and youth; and library services.

The proposed .75% sales tax would be in addition to existing sales tax, and it would be levied on the sale or use of tangible personal property sold at retail. It is estimated that the proposed .75% local sales tax will raise approximately \$1,500,000 annually from retail sales of goods sold to travelers and visitors to the City of South Pasadena, as well as to residents; 100% of the proposed .75% local sales tax would remain in South Pasadena. Retailers collect the tax at the time of sale and remit it to the California Department of Tax and Fee Administration, which administers the tax. The tax does not apply to goods or services which are not already subject to state sales tax.

Measure _ is a general tax and requires a simple majority voter approval (50% plus 1 vote). If approved, the tax will remain in effect until amended or repealed by the voters.

A “yes” vote is a vote in favor of authorizing the .75 percent local transactions and use tax.

A “no” vote is a vote against authorizing the local transaction and use tax.

The above statement is an impartial analysis of Measure _ . If you desire a copy of the proposed ordinance, please call the South Pasadena Chief City Clerk at (626) 403-7230 and a copy will be mailed to you at no cost.

Date: July 29, 2019

By: /S/

Teresa L. Highsmith
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