

City of Sebastopol Consideration of Sales Tax Measure

JULY 16, 2024

Strategic Approach: We Can Create a Path Forward

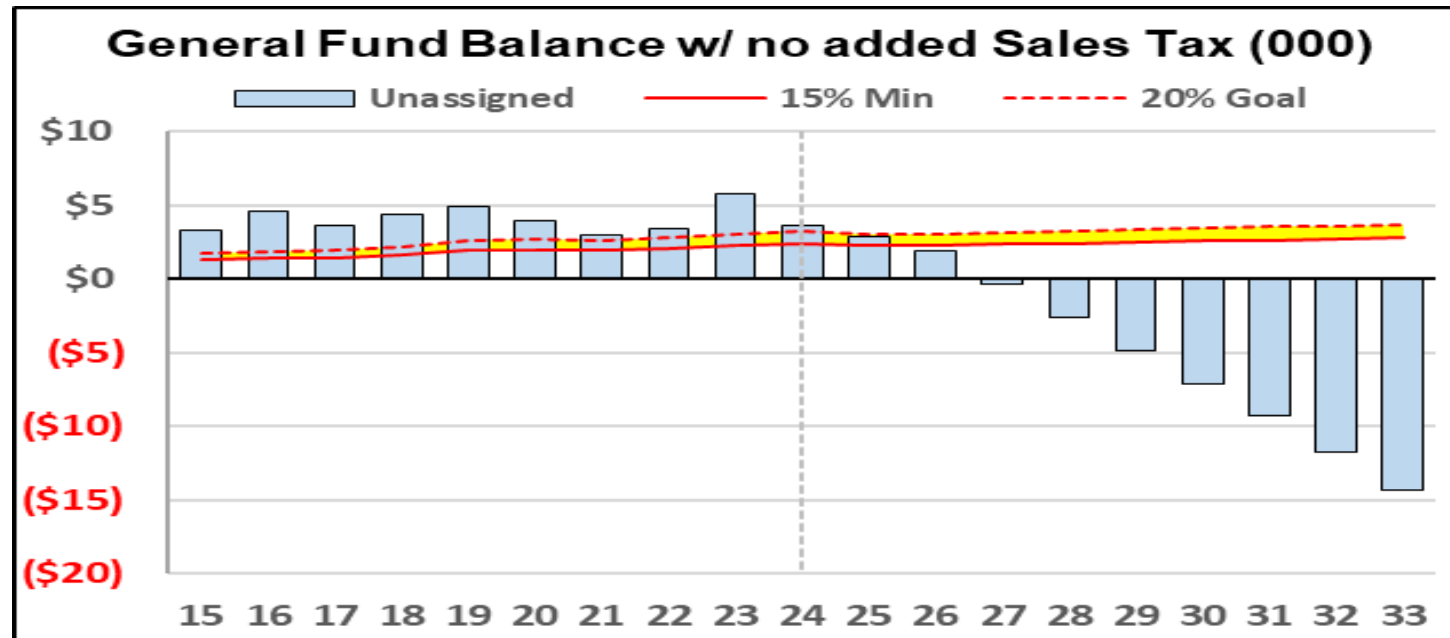
- Sales Tax Increase: Substantial on-going revenue
- Enhanced Infrastructure Financing District: Support infrastructure, buildings, projects
- Fire Consolidation: efficiencies and revenue
- Economic Development, including Hotels
- Efficiencies and Reduced Costs

No Sales Tax

Major Reductions

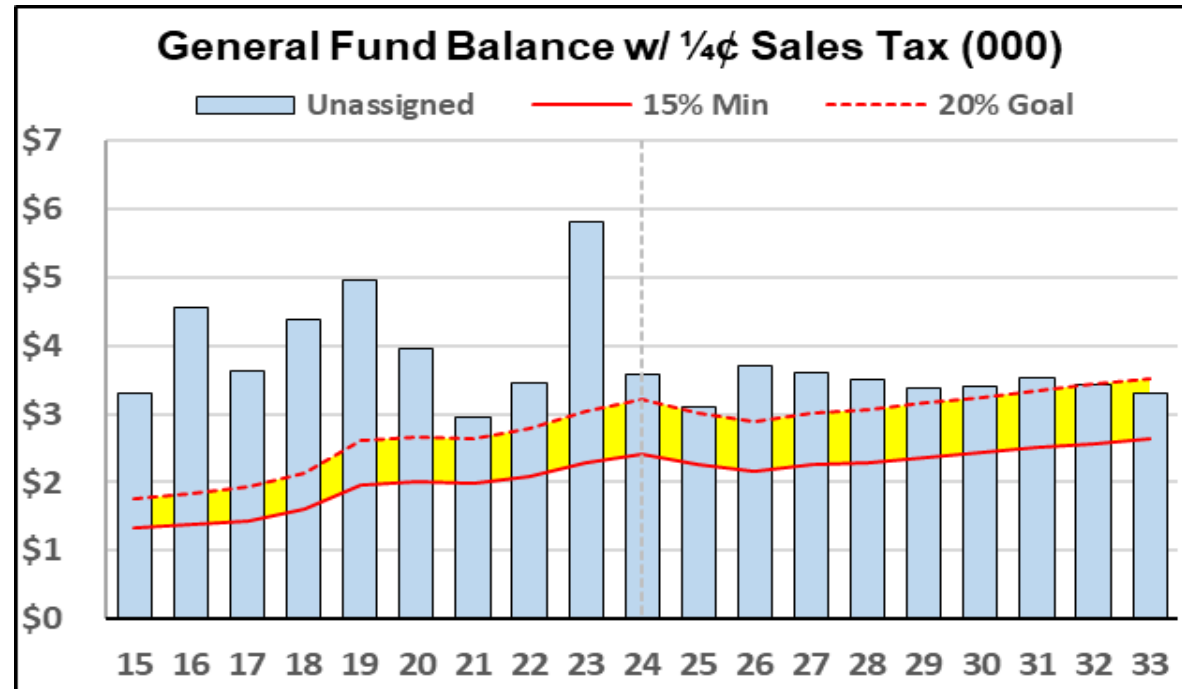
No \$ for asset preservation

Risk of exhausting fund balance in three years or less



¼ Cent Scenario: \$760,000/year

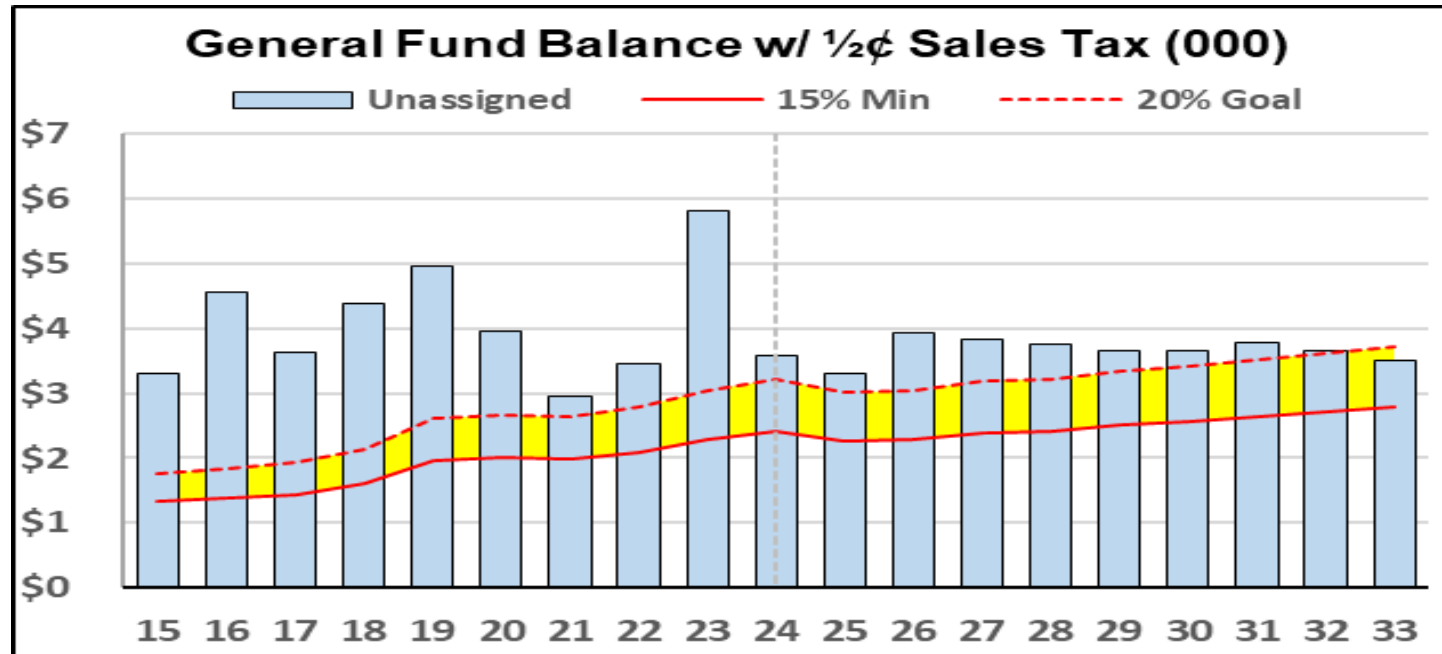
\$800,000 in future cuts, or forego preserving assets, or mix of the two



½ Cent Scenario: \$1,520,000/year

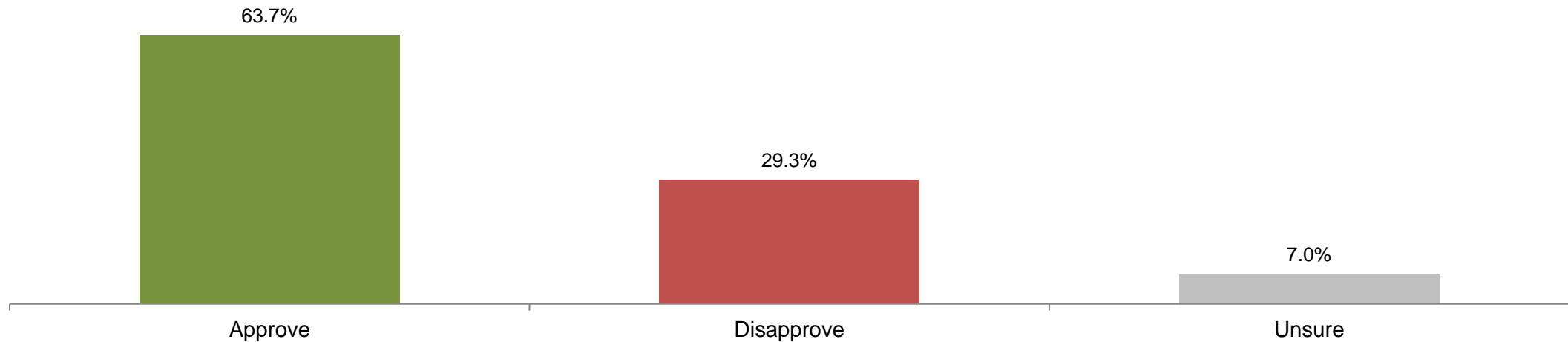
Preserve Services and Assets

Competition with “Our Kids, Our Future”



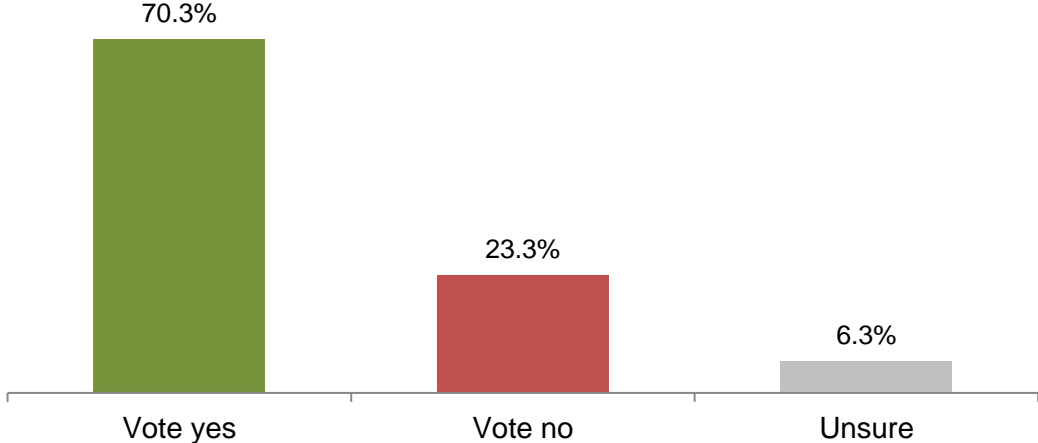
64% approve of the job the City of Sebastopol is doing providing services to residents

Question 2: In general, do you approve or disapprove of the job the City of Sebastopol is doing providing services to residents?

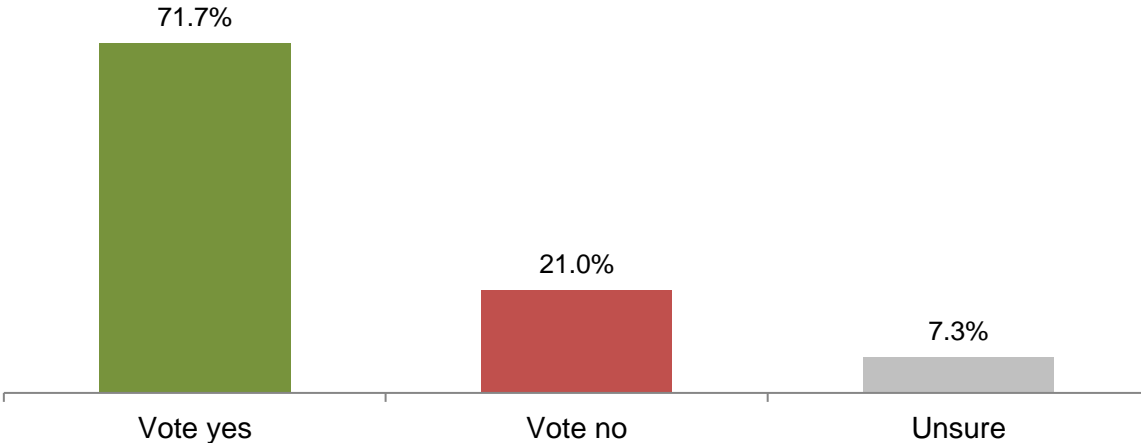


Support by tax amount

1/2 Cent Sales Tax



1/4 Cent Sales Tax



Examples of Possible Uses

- Addresses property crime
- Pool, Senior Center, Community Center, Parks, etc.
- Earthquake/emergency preparedness
- Improve and maintain streets
- Support community services – non-profits, youth programs

Comparison to Other Cities

City	Current Rate
Cotati	9.50%
Petaluma	9.50%
Santa Rosa	9.25%
Sebastopol	9.25%
Healdsburg	9.00%
Rohnert Park	9.00%
Sonoma	9.00%
Cloverdale	8.50%
Windsor	8.50%



Recommendations

1. Adopt resolution placing sales tax measure on the ballot
 - Determine if $\frac{1}{4}$ or $\frac{1}{2}$ cent
 - Either requires $\frac{4}{5}$ vote of the Council

2. Appoint up to two Councilmembers to prepare argument in favor of measure, and rebuttal to any arguments submitted against measure