

CITY OF SEBASTOPOL MEASURE U REBUTTAL

Vote yes on Measure U. The half-cent tax is essential for Sebastopol. It's part of a larger strategy to achieve fiscal stability for a more vibrant community, including our unique downtown.

This strategy has other cost-effective elements, including additional infrastructure financing, developments that enhance Sebastopol's character, and a reassessment of City contracts.

We understand the root causes of our town's struggles. We value local businesses. Councilmembers are business owners and have served in business leadership positions.

The Council has funded a Community Development Director whose responsibilities include economic development and business support. This follows years of funding allocations towards these goals.

If there were a better path to achieving fiscal stability and a vibrant future, this Council would have chosen it. Councilmembers, the City Manager, and Staff are committed to long term financial success, efficiency, and to transparency.

Reminders:

This tax will raise revenue from shoppers who live outside our city limits and use City services. Groceries and prescription medicines are not taxed. A half cent is 50 cents on a \$100 purchase. It will bring Sebastopol \$1,500,000 annually. City audits will include the tax, and it will terminate in 12 years.

We're in this together, councilmembers, residents, and business owners. We pay the same sales taxes and face the same rates for water, sewer, and other services.

This sales tax is essential to create the fiscal stability needed to provide quality services for our town, and to achieve a bright future for Sebastopol.

Vote yes on Measure U!