

What you need to know about Measure CC

The Continuation of City Services Transactions and Use Tax



In the March 3, 2020 Special Municipal Election, Culver City residents can vote on Measure CC: a ten-year continuation of the half-cent sales tax that voters approved in 2012. Currently, that half-cent sales tax will expire in 2023.

Measure CC, if approved, would allow the City to maintain the current level of City services and programs such as public safety, fire protection, after-school programs and street repairs. If this measure passes, the half-cent sales tax would expire in 2033 instead of 2023, unless extended again by voters. One hundred percent of the revenue from Measure CC will stay in Culver City.

Why is Measure CC on the Ballot?

If the half-cent sales tax sunsets in 2023, the City's reserves are projected to be depleted by 2025. The City Council unanimously voted to hold a Special Municipal Election on March 3, 2020 to place Measure CC on the ballot. Measure CC is a ten-year extension of the existing Measure Y half-cent sales tax until 2033. Currently, the half-cent sales tax generates approximately \$9.8 million dollars a year.

What would Measure CC tax?

The half-cent sales tax applies only to goods and services within Culver City, such as restaurants, bars, gasoline, and retail stores like clothing stores. It does not apply to most groceries or the services of a doctor, dentist or attorney. Currently, the sales tax rate in Culver City is 10.25%. The City receives 1.75% of that 10.25%; the rest goes to the County and State.

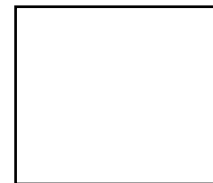
How would Measure CC impact our community?

There is no additional cost to Culver City residents. Measure CC continues the current half-cent sales tax: 5 cents for every \$10 in taxable purchases. Measure CC would continue to generate approximately \$9.8 million annually for the City General Fund, which includes public safety, community programs, infrastructure maintenance and other City services. The City's spending would undergo independent annual audits, and 100% of funds would be used locally to maintain City operations and community services/programs.

What could happen if Measure CC does not pass?

If the half-cent sales tax expires in 2023, Culver City would no longer generate and receive \$9.8 million a year in sales tax. If that happens, City staff has projected that the City's reserves would be depleted by 2025. Without that revenue, it would be difficult to ensure the City's long-term budget stability. The City would likely have to reduce the level of services such as 911 emergency and paramedic response, police and fire protection, street maintenance, and programming for parks & recreation and seniors.

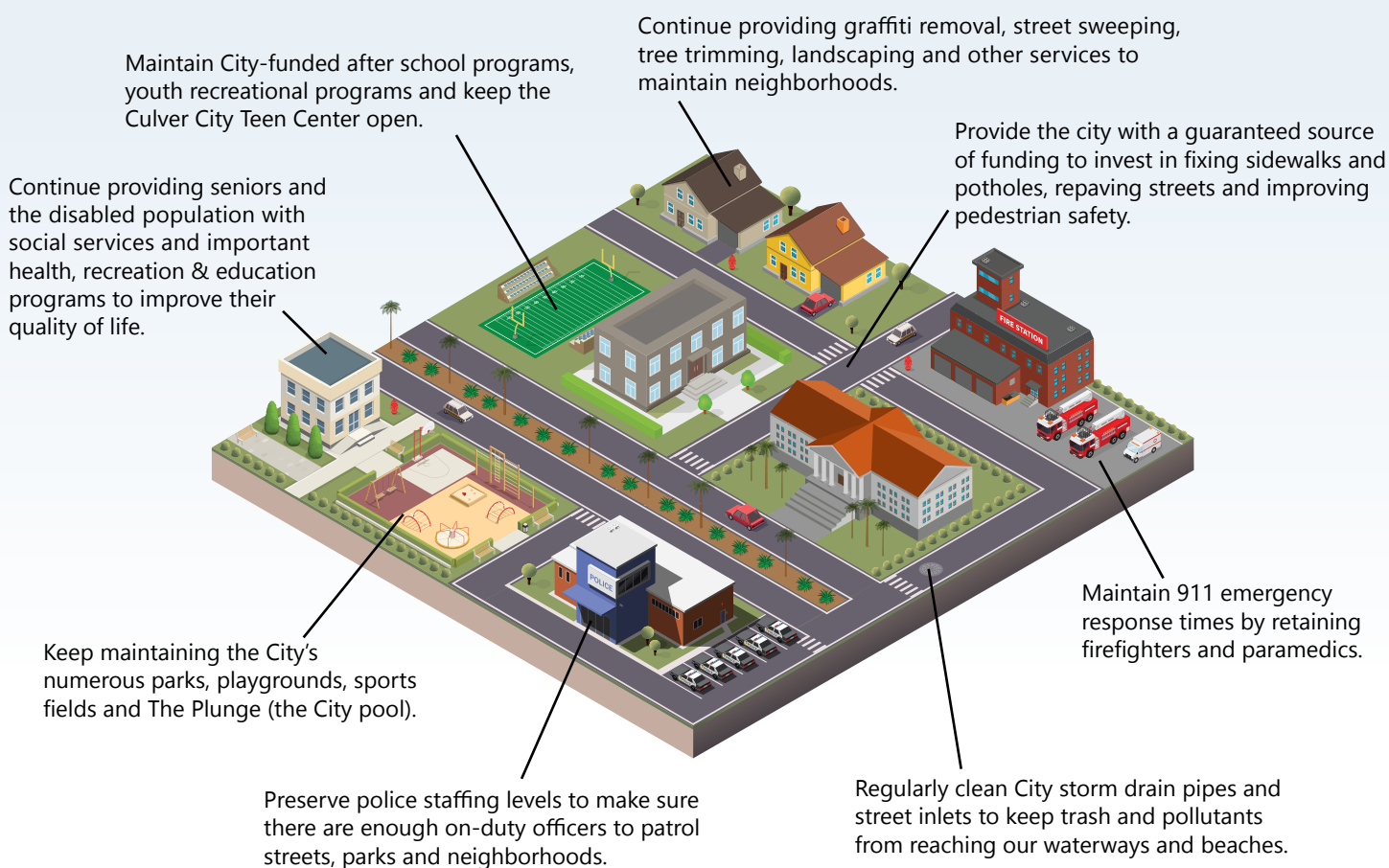




MEASURE
CC

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Measure CC would continue to fund City services and programs, such as:



How Measure CC Will Look on Your Ballot

"CONTINUATION OF CITY SERVICES TRANSACTIONS AND USE TAX. Shall the measure to maintain 911 emergency response services by retaining firefighters/ police officers/ paramedics; addressing homelessness; fixing potholes/streets; maintaining storm drains, parks, after-school programs, senior services, and other general fund services, by continuing the voter approved one-half cent sales tax, generating approximately 9.8 million dollars annually, until March 31, 2033, requiring independent annual audits, all funds used locally, with no tax rate increase, be adopted?"

For Further Information:

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(310) 253-6000 | city.manager@culvercity.org

Llame a la Ciudad al (310) 253-5851 si necesita información en Español.