



Sales Tax Increase Ballot Measure

Sales Tax Rate Breakdown

	6.00%	State
	0.25%	County
	1.00%	City
Base Sales Tax:	7.25%	
	2.25%	County Measures
Current Sales Tax:	9.50%	
<i>(Proposed)</i>	0.75%	Additional City Tax
Maximum Rate Allowed by State	10.25%	

**AT RISK
OF BEING
TAKEN BY
THE
COUNTY**

Sales Tax Increase Measure

Special Election Date: November 5th 2019

- 50%+1 voter approval is required for a Special Election
- However City Council must declare a Fiscal Emergency
- Fiscal Emergency Declaration requires Unanimous City Council Approval



Sales Tax Ballot Measure Process

TIMELINE

- July 15, 2019 - City Council Meeting
 - Long-Term Financial Plan Presentation
 - Sales Tax Ballot Measure Resolutions
 - ✓ Declaring a Fiscal Emergency
 - ✓ Calling a Special Election on November 5, 2019
 - ✓ Approving a Transactions and Use Tax Ordinance
 - ✓ Requesting County to Conduct the Special Election
 - ✓ Authorizing the filing of Arguments and Rebuttals
- August 9, 2019: Deadline to submit Ballot Measure to County for Special Election
- November 5, 2019: Election Day!

Sales Tax Ballot Measure Process

PUBLIC ENGAGEMENT

On-Going Communication until Election Day

➤ Provide Information about City Needs

Residents:

- Informational Brochures / Fact Sheets
- Resident Mailers; to include survey to gauge support for the ballot measure.

Business Community:

- Communicate to gain support / Non-opposition

Sales Tax Increase Ballot Measure

If the Sales Tax Measure is Approved on November 5, 2019...

New Sales Tax Effective Date: April 1st 2020

- Will receive new revenue last quarter of FY 2019-2020

Estimated Annual Sales Tax
Revenue Increase: **\$ 1,180,000**

**This Revenue can stay in
the City of Irwindale !**