

IMPARTIAL ANALYSIS OF MEASURE A

By Charles Parkin, City Attorney

Voter approval of this measure would amend the Long Beach Municipal Code by adding a transactions and use (sales) tax for a period of ten years on the sale and/or use of all tangible personal property sold at retail in the City, initially at the rate of one cent for every dollar spent (or one percent) for the first six years of the tax, and declining to one-half cent for every dollar spent (or one-half percent) for the remaining four years. The tax would automatically terminate after the tenth year.

The measure, which was placed on the ballot by the Long Beach City Council, proposes a general tax, from which the revenue would be placed in the City's general fund. The measure requires a majority vote of the electorate.

The measure requires that a five-member citizens advisory committee be established to make recommendations on the priority of funded projects and to review the use of the funds by the City. The measure further requires annual audits of expenditures.

The proposed tax would be administered by the California State Board of Equalization, in the same manner that sales tax is currently administered, in order to reduce the cost of collecting the tax and to minimize the burden of record-keeping upon retailers subject to the tax. Collection of the tax would begin on January 1, 2017.

A "yes" vote is a vote in favor of authorizing the transactions and use tax for a period of ten years. A "no" vote is a vote against authorizing the transactions and use tax.

The above statement is an impartial analysis of Measure A. If you desire a copy of the measure, please call the Office of the City Clerk at 562-570-6101 and a copy will be mailed at no cost to you.