



Measure BB – Seal Beach Transaction and Use Tax

- ✓ Providing critical services, like public safety, and maintaining key infrastructure has become a serious budgetary issue in the City due to takeaways by Sacramento, declining revenues, and escalating costs.
- ✓ Without a viable and dependable revenue solution that Sacramento cannot use to fix their budget problems, the City's structural budget deficit will continue to increase as expenses rise at a pace greater than our revenue base can support.
- ✓ If approved by the voters, **Measure BB** will increase the sales tax rate from 7.75% to 8.75% and is estimated to generate approximately \$5 million in new transaction and use tax (sales tax) annually. For each \$100 spent on taxable items in the city, the City would generate an additional \$1.00 that would stay in Seal Beach. The City would maintain local control over its own funds, which will be independently audited.
- ✓ The City Council has heard loud and clear from residents that we need more police officers and police visibility.
- ✓ Residents have been asking the City to re-open the Jack Haley Building at the Pier as a police substation, provide a dedicated officer at Leisure World, and conduct more police patrols in all Seal Beach residential areas.
- ✓ **Measure BB** also would help us maintain 2 fully-staffed fire stations.
- ✓ **Measure BB** is a way to maintain essential services and the quality of life that residents and visitors have come to expect and enjoy, with visitors and people who work in Seal Beach paying their fair share.
- ✓ The City is at a fiscal crossroads. In November, the voters of Seal Beach will determine the financial path of the City – to maintain and increase revenue for public safety and essential services or to cut service levels and diminish reserve funds.

*For more information about **Measure BB**, please call the City Manager's Office at (562) 431-2527.*