California Elections Code – Ballot Arguments, Form of Statement to be filed

§§9164, 9283, 9501.5 A ballot argument shall not be accepted unless accompanied by the printed name and signature or printed names and signatures of the person or persons submitting it, or, if submitted on behalf of an organization, the name of the organization and the printed name and signature of at least one of its principal officers. No more than five signatures shall appear with any argument submitted under this article. In case any argument is signed by more than five persons, the signatures of the first five shall be printed.

REQUIRED FORM STATEMENT

§9600. All arguments concerning measures filed pursuant to this division shall be accompanied by the following form statement, to be signed by each proponent and by each signer, if different, of the argument:

The undersigned proponent(s) or signer(s) of the ballot proposition at the special election for the City of Pacific Grove to be held on April 12, 2022 hereby state that this argument is true and correct to the best of their knowledge and belief.

Signatures of Proponents (in order of appearance):

(1) Printed Name Bill Peake
    Signed Bill Peake
    Title (one) Mayor
    Date January 2, 2022

(2) Printed Name Jenny McAdams
    Signed
    Title (one) Mayor Pro Temore
    Date January 6, 2022

(3) Printed Name Nick Smith
    Signed
    Title (one) Councilmember
    Date January 3, 2022

(4) Printed Name Margaret Jean Anton
    Signed Margaret Jean Anton
    Title (one) Resident
    Date January 3, 2022

(5) Printed Name Judy Wills
    Signed Judy Wills
    Title (one) Resident
    Date January 3, 2022

Filer:

(1) Printed Name Bill Peake
    Signed Bill Peake
    Title (one) Mayor
    Date January 2, 2022

Primary Contact Information: Sandra Kandell, Pacific Grove City Clerk, 831-648-3181 skandell@pacificgrove.org

[Stamp: Received in the Office of the Manager]
Argument For Measure A

During the November 3, 2020 general election voters approved a 0.5% sales tax increase, later to find out the ballot documentation was flawed and never collected. Measure A puts the same 0.5% sales tax increase before the voters with corrected documentation to enact the increase.

The sales tax in the City of Pacific Grove currently stands at 8.75%, of which only 2% is allocated to the City. This ballot measure proposes to increase the tax rate to 9.25%. If approved by the voters, the entire increase would go to the City, with an approximate annual revenue increase of one million dollars.

A recent study determined that about 70% of sales tax revenue comes from sales of non-residents doing business in Pacific Grove. Approval of the increase would bring our city in line with the neighboring cities of Monterey, Carmel-by-the-Sea, Seaside, Del Rey Oaks, and Marina, which all currently have sales tax rates of 9.25%.

With sales tax revenues City Council and staff have been successful in balancing the budget, building reserves (pre-COVID), repairing streets and sidewalks, maintaining City parks and facilities, and investing in our library and recreation programming. However, even prior to the pandemic we have seen that additional revenue will be required to ensure the City has adequate funds to continue this critical work. Without this additional revenue, balancing the budget may require significant compromises to infrastructure maintenance and essential community services.

Please join us in supporting Measure A. Thank you.

Bill Peake, Mayor
Jenny McAdams, Mayor pro tempore
Nick Smith, Councilmember
Margaret Jean Anton
Judy Wills