

Argument in Favor of Carmel Sales Tax Measure_____

Please join us in supporting Carmel-by-the-Sea's measure to maintain quality services and fund projects that contribute to our quality of life and Village characteristics; protect our natural resources; and invest in our infrastructure while bolstering the financial health of the City.

Carmel voters approved Measure D, Carmel-by-the-Sea's current 1% local sales tax, in 2012. Measure D funds a variety of services, pension obligations and physical improvements in our community. While Measure D is being used as intended, it is becoming challenging to sustain service levels and fund ongoing capital needs. Our infrastructure needs are great, revenues are declining and the costs to provide quality services are rising, largely due to State regulations, pension liabilities, and healthcare that are outside of the City's control. That is why we are asking for your support again.

Carmel's new measure would increase the current local sales tax by .5% to a new rate of 1.5%. The sales tax rate paid by locals and visitors would become 9.25%. Under this measure, all funds generated locally stay local and visitors would be supporting local services and community improvements through their purchases.

These sales tax revenues would be used to invest in community facilities and spaces; protect the beach, parks, trails and trees; maintain public safety and emergency preparedness; address pension costs; fund new and capital projects and support citywide services. A "YES" vote on Carmel's measure means a "YES" on Community, Green Infrastructure, Safety, Services and Fiscal Sustainability. We ask that you join the Carmel Chamber of Commerce, the Carmel Residents Association and the five of us in voting "YES" on this measure.