



City of Capitola NEWS RELEASE

Attention: Editors
For Immediate Release
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City Proposes a Transaction and Use (“Sales”) Tax Measure

CAPITOLA — The Capitola City Council voted on July 28, 2016, to place a measure on the November ballot to extend the sunset date on an existing one quarter cent (0.25%) Measure D sales tax. At the same hearing the City Council indicated that uses from the Measure should go toward protecting the wharf and beach from storms and rising sea levels, maintaining the Police Department at full staffing and improving parks, sidewalks and bike lanes. It is anticipated the Measure would generate about \$1 million annually in General Fund revenues.

A recently commissioned independent survey of Capitola residents shows as much as 81 percent would support a 10-year extension of the sales tax. To pass, the measure will require approval from 50% of those who cast votes.

The following ballot measure shall be submitted to the voters of the City of Capitola at the General Municipal Election to be held on Tuesday, November 8, 2016:

Without increasing taxes, shall the City of Capitola extend the 2017 sunset date of its current one-quarter percent sales tax for an additional ten years to protect essential city services and facilities, such as police and emergency safety programs, protect the wharf and beach from storms and rising sea levels and maintain and improve parks, sidewalks and bike lanes with all funds staying local?	Yes	
	No	

Direct questions to the Capitola City Clerk's Office at (831) 475-7300.

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