

CITY OF CAPITOLA

NOTICE OF PROPOSED TRANSACTION AND USE (“SALES”) TAX MEASURE ON THE NOVEMBER 5, 2024, CITY OF CAPITOLA GENERAL MUNICIPAL ELECTION BALLOT AND FIXING TIME FOR SUBMISSION OF ARGUMENTS AND REBUTTALS

NOTICE IS HEREBY GIVEN that at its meeting on June 27, 2024, the Capitola City Council adopted Resolution No. 4385 calling the election to place a ballot measure for voters’ consideration regarding the repealing of the existing one-quarter cent (0.25%) transaction and use (“Sales”) tax and replacing it with a one-half cent (0.50%) sales tax to maintain fiscal stability and protect essential city facilities and services. It is anticipated to generate about \$2.2 million annually in General Fund revenues.

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 5, 2024:

To protect essential city services including public safety and emergency services; repair potholes, maintain streets, sidewalks, bike lanes, beaches, the new wharf, and recreation programs for youth; improve traffic safety; and support local businesses, shall City-of-Capitola replace its quarter-percent sales tax, approved by voters in 2016, with a one-half percent sales tax, generating an estimated \$2.2 million annually for general government use, for ten years, with independent audits, and all funds staying local?	Yes
	No

Argument and rebuttal deadlines for the City of Capitola Ballot Measure have been established as follows:

Arguments for or against:	August 13, 2024 5:00 PM
End of 10-day public inspection:	August 23, 2024 5:00 PM
Impartial Analysis (City Attorney):	August 13, 2024 5:00 PM
Fiscal Analysis (Finance Director):	August 13, 2024 5:00 PM
Rebuttals:	August 20, 2024 5:00 PM
End of 10-day public inspection:	August 30, 2024 5:00 PM

Arguments: Arguments are due by 5:00 p.m. on the deadline date. Once an argument for and against a measure is chosen, a copy will be provided to the opposing authors for the purpose of writing a rebuttal. Arguments are available to the public after the 5:00 p.m. deadline.

Rebuttals: Rebuttals are due by 5:00 p.m. on the deadline date. Rebuttals are available to the public after the 5:00 p.m. deadline.

Place to File: Office of the City Clerk – 420 Capitola Avenue, Capitola, CA 95051. Phone (831) 475-7300.

Additional information regarding City Council candidacy information or more detail on the measure is available from Julia Gautho, City Clerk, 420 Capitola Avenue, Capitola, CA 95051. The Office of the City Clerk is open Monday through Friday from 8:00 a.m. to 12:00 p.m. (closed from Noon to 1:00 p.m.), and 1:00 p.m. to 5:00 p.m.