City of Monterey

1/2 CENT SALES TAX FACTS

What would it mean?

These statements shall not be construed in support of or against a sales tax ballot measure.

1. A 1/2 CENT SALES TAX WOULD GENERATE ABOUT $5 MILLION PER YEAR FOR MONTEREY

2. NEW SALES TAX REVENUE WOULD PRESERVE CITY SERVICES (NOT EXPAND)

3. ONLY 14% OF THE STATEWIDE SALES TAX REVENUE GOES TO THE CITY - 86% GOES TO THE STATE AND COUNTY

4. 100% OF NEW LOCAL, VOTER-APPROVED SALES TAX STAYS HERE TO FUND MONTEREY SERVICES

5. CURRENT SALES TAX CITY RATE IS 8.75% - MONTEREY COUNTY RATES RANGE 8.25 – 9.25%

6. 62% OF CITY SALES TAX IS PAID BY NON-RESIDENTS AND VISITORS

7. NEW REVENUES WOULD PROVIDE LONG TERM FINANCIAL STABILITY - A TOP PRIORITY FOR RESIDENTS

8. NEW SALES TAX IS SUBJECT TO ANNUAL INDEPENDENT AUDIT

9. PROPOSAL EQUALS 1/2 CENT PER DOLLAR OF TAXABLE PURCHASE

10. GROCERIES AND PRESCRIPTION DRUGS EXEMPT FROM SALES TAX

For more details please visit
monterey.org/City-Hall/Featured-Projects/Fiscal-Health-Response-Plan

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