



# 1/2 CENT SALES TAX FACTS

What would it mean? → **PRESERVING MONTEREY CITY SERVICES & PROVIDING LONG TERM FINANCIAL STABILITY**

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

6

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

2

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

7

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

3

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

8

NEW SALES TAX IS SUBJECT TO ANNUAL INDEPENDENT AUDIT

4

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

9

PROPOSAL EQUALS 1/2 CENT PER DOLLAR OF TAXABLE PURCHASE

5

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

10

GROCERIES AND PRESCRIPTION DRUGS EXEMPT FROM SALES TAX