

**CITY OF REEDLEY
MEASURE __
CITY ATTORNEY'S IMPARTIAL ANALYSIS**

The City Council of the City of Reedley voted unanimously to place Measure __ on the ballot for March 3, 2020, after declaring a fiscal emergency on August 27, 2019. Measure __ asks voters of the City of Reedley whether a three-quarters of one percent (0.75%) increase in the transactions and use (sales) tax should be approved and imposed on retail transactions involving the purchase of goods and services subject to sales and use tax within the City of Reedley. Approval of Measure __ would increase the sales tax in the City of Reedley by three-quarters of a penny ($\frac{3}{4}\text{¢}$) for each dollar spent, which would add \$0.75 to the purchase price of an item that costs \$100.00.

The City estimates that Measure __ could generate up to \$1,500,000 each year to be used for the essential City services and programs emphasized by residents during a community survey conducted over the past year, including but not limited to 911 emergency first responders, police protection, fire prevention, neighborhood patrols, anti-gang and drug programs, homelessness outreach programs, street and sidewalk repairs, storm drain repair, other infrastructure maintenance, park and open space maintenance, youth and after-school programs, senior citizen programs, and retention and attraction of local businesses.

Revenues raised by the tax increase would belong to the City of Reedley and would not be shared with the County, State, or any other agency. The sales tax rate in the City of Reedley from all sources would increase from 8.475% to 9.225% if Measure __ is approved by the majority of votes cast at the March 3, 2020 election. This Measure is a general tax increase and does not require that any additional tax revenue be used for a particular purpose. Any additional tax revenue generated would go to the City of Reedley general fund and be available to be used for any government purpose, including but not limited to funding public safety services, maintaining neighborhood parks, programs to retain and attract local businesses, paying for street, alley, and sidewalk repairs, funding pension obligations, and paying for other general fund obligations. The proposed tax increase contains no sunset date, and would continue indefinitely until repealed by the voters of the City in a subsequent election.

If Measure __ is approved, the increased sales tax rate of 9.225% will begin on July 1, 2020, and will be collected at the same time and in the same manner as existing sales taxes are collected in the City of Reedley. By law, all revenues raised by Measure __ will belong to the City of Reedley and cannot be taken by or shared with the State of California, the County of Fresno, or any other agency.

The above statement is an impartial analysis of Measure __. If you desire a copy of the ordinance or measure, please call the Reedley City Clerk's office at 637-4200, ext. 212, and a copy will be provided at no cost to you.