



GG City of Seal Beach, Services Measure

Shall the measure funding City of Seal Beach general services such as maintaining 911 medical emergency/police/fire response, helping prevent property crimes/retail thefts; keeping public areas/beaches safe/clean; helping protect local water quality; reducing risk of flooding; retaining/supporting local businesses; addressing homelessness; repairing streets/potholes; by establishing a ½¢ sales tax providing approximately \$3,000,000 annually until ended by voters; requiring audits, public spending disclosure, all funds spent for Seal Beach, be adopted?

What your vote means

YES	NO
A “yes” vote on Measure GG is to adopt the Sales Tax Ordinance.	A “no” vote on Measure GG is to not adopt the Sales Tax Ordinance.

For and against

FOR	AGAINST
<p>Paul Stephen Masoner Resident</p> <p>Chris Hamm President, OCPFA</p> <p>Nat Ferguson Past President, SB Chamber of Commerce</p> <p>Tim Kelsey President of SB Mid-Managers Association</p> <p>Anna Derby Resident, Leisure World</p>	<p>No argument against this measure was submitted.</p>



Ballot Measures-GG

Full Text of Measure GG
City of Seal Beach

ORDINANCE 1714

AN ORDINANCE ADOPTED BY THE VOTERS OF THE CITY OF SEAL BEACH AMENDING SECTIONS 4.55.025 AND 4.55.035 OF THE SEAL BEACH MUNICIPAL CODE TO INCREASE THE RATE OF THE EXISTING TRANSACTIONS AND USE TAX BY .5%, FROM 1% TO 1.5%, TO BE ADMINISTERED BY THE CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

THE VOTERS OF THE CITY OF SEAL BEACH DO HEREBY ORDAIN AS FOLLOWS:

Section 1. Section 4.55.025 of Chapter 4.55, Title 4 of the Seal Beach Municipal Code is hereby amended to read as follows (additional text underlined, deleted text struck through):

“4.55.025. Transactions Tax Rate.

“For the privilege of selling tangible personal property at retail, a tax is hereby imposed upon all retailers in the incorporated territory of the city at the rate of ~~1.0~~ 1.5% of the gross receipts of any retailer from the sale of all tangible personal property sold at retail in said territory on and after the operative date of this chapter.”

Section 2. Section 4.55.035 of Chapter 4.55, Title 4 of the Seal Beach Municipal Code is hereby amended to read as follows (additional text underlined, deleted text struck through):

“4.55.035. Use Tax Rate.

“An excise tax is hereby imposed on the storage, use or other consumption in the city of tangible personal property purchased from any retailer on and after the operative date of this chapter for storage, use or other consumption in said territory at the rate of ~~1.0~~ 1.5% of the sales price of the property. The sales price shall include delivery charges when such charges are subject to state sales or use tax regardless of the place to which delivery is made.”

Section 3. Intended Amendment. It is the intent of the voters to amend Sections 4.55.025 and 4.55.035 only as specified in this Ordinance to increase the rate of the existing Seal Beach transactions and use tax in Chapter 4.55 of Title 4 of the Seal Beach Municipal Code. Pursuant to Elections Code Section 9217, the City Council may amend the provisions of this Ordinance, except that no such amendment that has the effect of increasing the rate of this tax above the rate approved in this Ordinance shall be effective without voter approval. Except as specifically amended in this Ordinance, the remaining provisions of Chapter 4.55 of Title 4 of the Seal Beach Municipal Code shall remain in full force and effect.

Section 4. Severability. If any provision of this Ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the Ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

Section 5. Effective Date and Expiration. This Ordinance shall take effect immediately upon approval by the voters and shall remain in effect until repealed or amended by the voters of the City of Seal Beach.

APPROVED at a regular meeting of the City Council of the City of Seal Beach held on the 22nd day of July 2024.

Ballot Measures-GGImpartial Analysis
City of Seal Beach
Measure GG

Measure GG is entitled the "Seal Beach Services Measure." If approved by the voters, Measure GG would adopt a local Transactions and Use Tax Ordinance (the "Sales Tax Ordinance") that would increase the City of Seal Beach's existing sales tax rate by 0.5%, or 0.5 cents, on every dollar of taxable sales of goods in the City, and on the taxable storage, use or consumption in the City of goods purchased.

The Measure would adopt a general tax, which means the tax revenue could be spent by the City for all general governmental purposes. The City estimated that this Measure will raise approximately \$3,000,000 per year in new local revenue for use in the City. The City Council's adopted ballot question states this new revenue would be used for local purposes such as maintaining emergency, fire, and police response services, keeping public areas and beaches safe and clean, reducing flood risks, protecting local water quality, retaining and supporting local businesses, addressing homelessness, and repairing streets and potholes. The Sales Tax Ordinance would be in effect until ended by the voters. Measure GG was placed on the ballot by a unanimous vote of the City Council.

Similar to other sales tax revenue, the revenue generated by the Measure will be collected by the State of California under a contract with the City, and the revenue will be paid over to the City. Accountability over revenue and expenditures from the Sales Tax Ordinance will be provided through the City's budget process and annual independent audit, which are available to the public. Financial information also is disclosed in the City's Annual Comprehensive Financial Report and other public documents. The total sales tax rate paid in the City of Seal Beach, which includes the sales tax collected for the State of California, Orange County, and other public agencies, is currently 8.75%. If the Measure is approved by the voters, the total sales tax rate paid in the City would be 9.25%, subject to any changes in state law. Sales tax is not collected on certain exempt items such as prescription medications or food bought as groceries.

Article XIIC of the California Constitution, commonly known as Proposition 218, requires that the proposed general tax be approved by a majority of the voters voting on the Measure. A "yes" vote on Measure GG is to adopt the Sales Tax Ordinance. A "no" vote on Measure GG is to not adopt the Sales Tax Ordinance.

Nicholas Ghirelli
City of Seal Beach City Attorney

The above statement is an impartial analysis of Measure GG. If you desire a complete copy of the Sales Tax Ordinance, please call the City Clerk at (562) 431-2527 and a copy will be sent to you at no cost.



Ballot Measures-GG

Argument in Favor of Measure GG

Vote YES on the Seal Beach Services Measure to maintain our public safety!

YES on the Seal Beach Services Measure maintains emergency response times. Fast 911 response times are critical to saving lives! The Seal Beach Services Measure ensures Seal Beach residents have enough firefighters, paramedics, police, dispatchers, and equipment to respond quickly to 911 emergencies.

100% of the Seal Beach Services Measure funds will stay here in Seal Beach to support local City services and are subject to fiscal oversight. Seal Beach Services Measure funds cannot be taken by the State or County.

Did you know 75% of all calls to our firefighters are medical emergencies? Seal Beach Services Measure ensures fast responses to these calls.

The Seal Beach Services Measure helps maintain marine safety, public safety, and community policing efforts to keep residents and their property safe. Last year, there were over 700 thefts, burglaries, robberies, and auto thefts in the City of Seal Beach—the highest number in five years!

Vote YES on the Seal Beach Services Measure to:

- Maintain 911 medical emergency response, fire protection and paramedic services, and fire response
- Maintain police response
- Protect local drinking water sources
- Help prevent property crimes and retail thefts
- Keep public beaches clean
- Keep public areas clean and safe

Join public safety, community leaders, business leaders, and neighbors in voting Yes on the Seal Beach Services Measure to maintain our services and keep Seal Beach clean and safe!

s/ Paul Stephen Masoner
Resident

s/ Chris Hamm
President, OCPFA

s/ Nat Ferguson
Past President, SB Chamber of Commerce

s/ Tim Kelsey
President of SB Mid-Managers Association

s/ Anna Derby
Resident, Leisure World

No argument against this measure was submitted.