

CITY OF AVALON
CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE S
ONE-QUARTER PERCENT (.25%) TRANSACTIONS AND USE (SALES) TAX

On February 15, 2022, the City Council voted to place Measure S on the June 7, 2022 general municipal election ballot. By placing Measure S on the ballot, the City complies with Article XIII C of the California Constitution (Proposition 218), which requires a majority of the voters to approve an ordinance which establishes a general tax.

Currently, the City of Avalon levies a 1.5% combined sales, transaction and use tax (sales tax). This .25% general tax would be paid in addition to the current sales taxes and would be collected at the same time and in the same manner as existing sales taxes. If approved, the combined sales tax rate on purchases in Avalon would be 10.25%, of which 1.75% would consist of City transactions and use/sales taxes. All revenues raised by this tax would remain in the City and would not be shared with the State, County or any other agency.

If this Measure is approved by a majority of Avalon voters, this Measure would authorize a general one-quarter percent (.25%) retail transactions and use (sales) tax within the City of Avalon. A .25% rate equates to an extra 25¢ per \$100 purchased. It is estimated that Measure S will provide an additional \$250,000 in annual local funding for general City services. This tax would be a "general tax," meaning that revenues raised from the tax would go into the City's general fund to pay for general government use.

If approved, the tax would remain in effect until repealed by Avalon voters voting at a subsequent election.

A "yes" vote on Measure S will authorize the .25% transactions and use (sales) tax.

A "no" vote on Measure S will not authorize the .25% transactions and use (sales) tax.

The above statement is an impartial analysis of Measure S. If you desire a copy of the Measure, please call Denise Radde, the City's elections official at (310) 510-0220 x 124 and a copy will be mailed at no cost to you, or visit www.cityofavalon.com/2022Election.

/s/ SCOTT CAMPBELL
City Attorney