

# APPENDIX D – Required Form Statement

A ballot argument shall not be accepted unless accompanied by the printed name and signature or printed names and signatures of the person or persons submitting it, or, if submitted on behalf of an organization, the name of the organization and the printed name and signature of at least one of its principal officers (Elections Code §§9164, 9283, 9501.5).

No more than five signatures shall appear with any argument submitted under this article. In case any argument is signed by more than five persons, the signatures of the first five shall be printed (Elections Code §§9164, 9283, 9501.5).

All arguments concerning measures filed pursuant to this division shall be accompanied by the following form statement, to be **signed by each proponent** of the argument (Elections Code §9600):

"The undersigned proponent(s) or signer(s) of the:

- Primary argument in favor
- Rebuttal to argument in favor
- Primary argument against
- Rebuttal to argument against

ballot measure (insert letter) L at the  Primary  General  Special election for the CITY OF PACIFIC GROVE (jurisdiction – name of district)

to be held on NOVEMBER 3, 2020 hereby state that this argument is true and (Election date)

correct to the best of his/her/their knowledge and belief."

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**Signatures of proponents (in order of appearance in the voter information guide):**

- (1) Printed Name Bill Peake Title (one) Mayor  
 Signature Bill Peake Date 8/11/20
- (2) Printed Name Margaret Jean Anton Title (one) \_\_\_\_\_  
 Signature Margaret Jean Anton Date 11 August 2020
- (3) Printed Name Bill Kampe Title (one) Former Mayor  
 Signature Bill Kampe Date 8/11/2020
- (4) Printed Name ROBERT HUITT Title (one) MAYOR PRO TEM  
 Signature Robert Huit Date 8/11/20
- (5) Printed Name Judy Willis Title (one) \_\_\_\_\_  
 Signature Judy Willis Date 8/11/20

**Filer:**

- (1) Printed Name ROBERT HUITT Title (one) MAYOR PRO TEM  
 Signature Robert Huit Date 8/11/20

Primary Contact Information: rhuit@cityofpacificgrove.org

## Argument For Measure L

The sales tax in the City of Pacific Grove currently stands at 8.75%, of which only 2% is apportioned to the City. This ballot measure proposes to increase the tax rate to 9.25%. If approved by the voters, all of the increase would go to the City, with a long term estimated revenue increase of about one million dollars annually.

Much of the additional tax revenue would be paid by non-residents. A study last year determined that about 70% of sales tax revenue comes from sales to non-residents doing business in Pacific Grove. Approval of the increase would bring our city in line with the neighboring cities of Monterey, Carmel-by-the-Sea, Seaside, Del Rey Oaks, and Marina, which all currently have sales tax rates of 9.25%.

For the past several years, the City Council and staff have been successful in balancing the budget and building reserves, while meeting basic ongoing service needs and addressing some of the backlog of deferred maintenance and capital improvements. However, even before the COVID-19 crisis, it was apparent that additional revenue will be required to ensure the City can continue providing the level and quality of service the community needs and expects. Road, coastline, and building maintenance, IT systems and recreation programs have suffered from inadequate funding. Approval of Measure L will go a long way toward meeting these financial challenges. Without it, balancing the budget will require significant compromises to essential services and critical infrastructure maintenance.

Please support this necessary measure, and help ensure that Pacific Grove will continue to have the financial resources necessary to protect our environment, keep our community safe and attractive, and provide the library, recreation, and other amenities that make Pacific Grove such a great place to live.

Bill Peake, Mayor

Robert Huitt, Mayor pro tem

Bill Kampe

Margaret Jean Anton

Judy Wills

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