

**ARGUMENT IN FAVOR OF MEASURE S**

**Keep Your Tax Dollars in Solana Beach!**

Solana Beach is consistently rated one of the top small Cities to live in the entire country. All of us lucky enough to live here understand what makes our town so special. In addition to our beautiful location, our exceptional quality of life is supported by a well-run City with great services.

Solana Beach is fiscally sound but **our quality of life is at risk**. As a small City with limited income sources, funding projects is challenging. The significant cost increases we've all recently experienced add to these challenges and jeopardizes our ability to maintain our City's vital services.

Measure S creates a one-cent sales tax in Solana Beach that cannot be raided by the State or other agencies. **But why now?** SANDAG, our County's Transportation Planning Agency, has plans for countywide sales tax increases over the next few years. Due to State sales tax limits, SANDAG's taxes will prevent Solana Beach from implementing our own Measure. **Measure S will keep these dollars in Solana Beach** instead of sending them to SANDAG for projects elsewhere.

**Measure S enables Solana Beach to do more;** more investment in park and road improvements, additional infrastructure to support local businesses, and continued top-notch Fire and Sheriff services. Also, since much of our sales tax revenue is generated by visitors, **Measure S enables nonresidents to help pay for our local needs.**

To ensure fiscal accountability and responsible spending, **Measure S requires an annual independent audit** with results reported to Council and the public.

Of the sales tax we pay on each dollar today, Solana Beach retains just 1 cent. With your **Yes on Measure S** vote, we will double our sales tax revenue, **all of it will stay in Solana Beach**, and neither SANDAG, the County, nor the State can take it from us.

**Vote Yes on Measure S**

Factual information: [www.cityofsolanabeach.org/Vote2022](http://www.cityofsolanabeach.org/Vote2022)

LISA MONTES Board President, La Colonia Community Foundation Fourth generation Solana Beach resident	SEAN M. MACLEOD South Cedros Property Owner 32 year resident
GORDON M. JOHNS Former Solana Beach Budget and Finance Commissioner Retired Partner, Deloitte LLP, 41 year resident	THOMAS GOLICH Former Solana Beach Mayor 59 year resident
MANNY RINCON Retired Firefighter Fourth generation Solana Beach resident	