

MEASURE O
CITY ATTORNEY'S IMPARTIAL ANALYSIS

15 The City Council of the City of Half Moon Bay has placed Measure O on the November 4, 2014
16 ballot to ask the voters to extend for an additional three years the temporary one-half percent
15 (0.50%) sales tax approved by Half Moon Bay voters with the passage of Measure J in
14 November, 2012. If approved, the tax which is currently scheduled to expire after March 31,
15 2015, would be extended and would expire after March 31, 2019. The existing tax adds one-
22 half cent to the price of an item that costs a dollar, or fifty cents to the price of an item that
4 costs one hundred dollars.

16 Currently, the sales tax rate in Half Moon Bay is 9.5% of the purchase price. The portion
18 allocated to the City, however, is only 1.5%. The remainder goes to the State of California and
15 County of San Mateo. If Measure O were not approved by the voters, the portion of sales tax
15 allocated to the City of Half Moon Bay would be reduced to 1% effective April 1, 2016 and the
12 overall sales tax rate would be reduced to 9% within Half Moon Bay.

15 Technically, the existing "sales tax" is a combination of "sales and use tax" and "transactions
18 and use tax," which are levied on the sale or use of tangible personal property sold at retail.
18 Retailers collect the tax at the time of sale and remit the funds to the State Board of
5 Equalization, which distributes the tax.

19 Because this Measure does not limit the use of tax revenue, it is a "general tax," not a "special
17 tax" that restricts the funds to specific purposes. Therefore, the City may use the funds for a
14 range of services including, but not limited to, repaving streets and fixing potholes; maintaining
11 public parks, libraries and services; improving law enforcement services; recreation programs;
6 and youth afterschool and senior programs.

16 The tax will automatically expire and no longer be in effect April 1, 2019, unless again extended
3 by the voters.

19 A "Yes" vote is a vote to approve the extension of the half-cent tax for 3 years, with oversight
19 by a committee of members of the public. A "No" vote is a vote against extending the tax. This
17 Measure would be approved if it receives a simple majority of "Yes" votes (more than 50%).

18 The above statement is an impartial analysis of Measure J. If you desire a copy of the ordinance,
19 please call the City Clerk's office at 650- 726-8271 and a copy will be mailed at no cost to you.

DATED: August 25, 2014.

/s/
ANTHONY P. CONDOTTI
City Attorney
City of Half Moon Bay

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FILED IN THE OFFICE OF THE
CHIEF ELECTIONS OFFICER
OF SAN MATEO COUNTY, CALIF.

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By _____

