

Did You Know?

- Since 2010, the City budget has been reduced from \$40 million to \$30 million
- Pension reform has been implemented
- Measure B does not increase taxes or create a new tax
- Measure B simply continues existing, voter-approved funding



Bill Proctor
Chair
Cathedral City
Citizens' Finance
Advisory Committee

Dear Neighbor:

I'm writing to update you on Measure B, Cathedral City's Local Control Measure.

Measure B is on the June ballot and continues existing, voter-approved funding to maintain our community's 9-1-1, police, fire and other essential services — with no increase in taxes.

Over the past 5 years, Sacramento politicians have taken nearly \$20 million from Cathedral City.

Measure B will continue to provide the City with a guaranteed source of local funding that cannot be taken by the State.

By law, all Measure B revenues are required to be spent locally for Cathedral City residents — without raising taxes.


Measure B includes tough fiscal accountability provisions to prevent waste, fraud and abuse of public funds. Our Citizens' Finance Advisory Committee will review Measure B funds to ensure voter-approved tax dollars continue to be spent as promised.

For additional information about Measure B, visit www.cathedralcity.gov.

Thank you,

Bill Proctor, Chair

Cathedral City Citizens' Finance Advisory Committee



“Measure B is not a tax on homeowners or property owners – it simply continues an existing, voter-approved one cent sales tax. All proceeds stay local and out-of-town shoppers help pay for public safety and other services supported by these funds.”

Bill Proctor

Chair, Citizens' Finance Advisory Committee

Si usted necesita ésta información en español llame al 760-770-0372.

Questions & Answers About Measure B

What is Measure B?

Measure B is on Cathedral City's June ballot and if enacted, simply extends existing, voter-approved local funding without raising taxes.

How does Measure B affect Cathedral City?

Over the past five years, Sacramento politicians have taken about \$20 million from Cathedral City. The City's existing, voter-approved funding measure is expiring and must be extended. Measure B legally requires its funding to be spent locally for Cathedral City residents, with no increase in taxes.

What happens if we don't extend Measure B?

Without Measure B, Cathedral City will lose more than \$4 million in annual revenue. Cathedral City is one of the few cities in the region with its own local police and fire departments. Measure B maintains our local

Cathedral City Police and Fire Departments and other vital local programs — so the needs of residents and local businesses are addressed by people who actually work here.

What are the services supported by Measure B?

- Maintaining effective 9-1-1 services, police officers and firefighters
- Equipping first responders with bulletproof vests, breathing apparatuses, and protective clothing
- Maintaining a fiscally prudent, balanced budget to address the City's Fiscal Emergency

Does Measure B increase our taxes?

No. Measure B does not create a new tax or increase taxes. Measure B simply continues funding previously approved by Cathedral City voters to maintain vital city services.

