



5/7/14

Dear Friend:

As the City Manager my job is to make sure that Cathedral City runs efficiently and effectively to provide the quality of services our residents deserve. When I accepted the City Manager position, I was aware of the challenges the City faced having lost more than \$20 million to Sacramento and the reality that the City's previously voter-approved local funding measure is set to expire.

Without Measure B, Cathedral City will lose more than \$4 million in annual revenue and the City will have to consider serious cuts in services.

Measure B will allow Cathedral City to:

- maintain effective 9-1-1 emergency response services and neighborhood patrols,
- retain police officers and firefighters and
- equip our first responders with bulletproof vests, breathing apparatuses and protective clothing
- maintain local emergency funding

If Measure B is adopted Cathedral City will be able to maintain a fiscally prudent and balanced budget and allow the City will be able to rebuild emergency reserve funds.

Cathedral City's Local Control Measure -- Measure B -- is not a tax increase and includes tough fiscal accountability provisions to prevent waste, fraud and abuse of public funds with an Independent Citizens' Finance Advisory Committee. Measure B will maintain Cathedral City's own local police and fire departments so the needs of residents can be met by people who actually work here.

For more information visit the city's website at www.cathedralcity.gov or feel free to contact me directly at 760-770-0372. Your input is always welcome.

Sincerely,

Charlie McClendon
City Manager