



# City of Manhattan Beach

## Finance Department

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### City of Manhattan Beach Frequently Asked Questions About Measure A

**Q: What is Measure A?**

**A:** Manhattan Beach is a special place to live, work and play. By keeping the City safe, clean and well-maintained, residents and visitors can continue to enjoy the quality of life and City services you expect. On December 4, 2018, the Manhattan Beach City Council unanimously placed Measure A on the March 5, 2019 ballot. If enacted by voters, Measure A ensures visitors to our City continue to pay their share, while re-investing in our local public safety and long-term fiscal stability.

**Q: What local priorities does Measure A maintain?**

**A:** If approved, Measure A maintains local priorities identified by the public, including:

- ✓ Providing quick responses to 9-1-1 emergencies
- ✓ Providing police services including neighborhood police patrols, crime prevention and investigations
- ✓ Maintaining streets and repair of potholes
- ✓ Keeping public areas clean and free of graffiti
- ✓ Providing fire protection and emergency medical services

**Q: Why was Measure A placed on the ballot?**

**A:** Manhattan Beach currently has one of the lowest hotel bed tax rates (10%) among coastal cities. Measure A would simply bring our hotel bed tax rate in line with neighboring cities. The City's current hotel bed tax is lower than neighboring cities like El Segundo, Hermosa Beach and Los Angeles. If the voters approve Measure A, the hotel bed tax rate will remain 10% until April 30, 2020. Commencing May 1, 2020, the tax rate will increase to 12%. After April 30, 2022, the City Council may consider increasing the hotel bed tax to a maximum of 14%. There can be no increases beyond 14% without additional voter approval.

**Q: Who would pay for Measure A?**

**A:** Measure A does NOT increase taxes for Manhattan Beach residents or homeowners who are not hotel or lodging guests. Only those who stay in hotel rooms or lodging overnight in Manhattan Beach will pay for Measure A.

**Q: How does Measure A help public safety?**

**A:** Fast emergency response times for 9-1-1 calls was identified as a top community spending priority. If enacted, Measure A could help ensure there are enough police officers, firefighters, and paramedics to respond quickly to 9-1-1 emergencies. Measure A could also continue funding for public safety services such as police services including neighborhood police patrols, crime prevention and investigations and providing fire protection and emergency medical services.

**Q: Is Measure A fiscally accountable?**

**A:** Yes. Measure A includes responsible accountability provisions by requiring annual financial audits and public review of expenditures. By law, NO funds can be taken by Sacramento. These safeguards will ensure funds are locally controlled and will be used efficiently and effectively.

**Q: Where can I find more information about Measure A?**

**A:** For more information, please visit the City's website at: [www.citymb.info](http://www.citymb.info). If you have specific questions, please contact the City Manager's office at: [\(310\) 802-5053](tel:3108025053).