

REBUTTAL TO ARGUMENT AGAINST MEASURE HB

Hermosa Beach doesn't have a spending issue; we have a reality issue. Costs for maintaining our beloved coastal city are rising, and our revenues must keep pace.

While revenues have increased, so have the costs of providing services and maintaining our infrastructure. We need to ensure our funding keeps pace with the increasing costs of public safety, maintenance, and infrastructure repairs.

It's true, residents pay a portion of sales taxes received, but 46% comes from visitors who enjoy our city and use our services.

Measure HB ensures the 5.2 million annual visitors who drive and park on our streets, walk on our sidewalks, leave trash, and call on our public safety pay their fair share.

City Council spending has not increased indiscriminately. The City Manager's budget rise is due to strategic reallocations for savings and efficiency. One such operation moved was the Office of Emergency Management and Community Preparedness.

In 2024, \$36 million in sales tax was generated in Hermosa Beach. Only \$3.5 million staying in Hermosa Beach. The rest went to the State and County.

Measure HB is also about LOCAL CONTROL and keeping revenue in Hermosa Beach to benefit residents and local businesses.

Measure HB provides for an oversight committee, transparency and accountability, public spending disclosure, and the assurance taxpayer dollars are spent as promised.

We've been kicking the can down the road for too long. It's time to address our financial challenges head-on to prevent expensive problems in the future.

Vote YES on Measure HB to ensure Hermosa Beach remains a safe, vibrant, and thriving community.

PAUL LEBARON
Chief of Police

ROB SAEMANN
Mayor Pro Tem

STACEY ARMATO
Former Mayor and Councilmember

MICHAEL DETOY
Councilmember

CAROL KLUTHE
Resident