



# CITY OF HERMOSA BEACH FACT SHEET

## MEASURE HB: PUBLIC SAFETY/CITY SERVICES MEASURE



Hermosa Beach voters will have a choice. The City Council has approved placing a Ballot Measure on the November 5, 2024 ballot so voters in Hermosa Beach can consider enacting a local sales tax of 3/4%. If voters approve the Measure, it is expected to generate approximately \$3 million each year in dedicated and locally controlled funds that benefit Hermosa Beach residents and businesses. The Measure has a sunset clause 20 years from the effective date, or until ended by voters.

## HERMOSA BEACH'S ECONOMIC OUTLOOK

Each year, the underlying challenge is maintaining essential City services while addressing unfunded infrastructure and neighborhood improvement projects. The City of Hermosa Beach has been fiscally prudent since its inception, with a history of balanced budgets. In the coming years, increased costs of police services, fire protection, protection of our beaches and coastal waters, and maintenance and repair of an aging infrastructure have presented the City with fiscal challenges.

The current budget outlines \$54.7 million in revenues and \$54.6 million in expenditures for the FY2024-25 budget. This does not include \$135 million in unfunded and deferred maintenance and ongoing capital improvement projects that directly impact the quality of life in our City. These projects—such as road repairs, park maintenance and equipment replacement, as well as other essential infrastructure—are critical to maintaining our community's safety and functionality. To maintain critical City services at today's level, an additional \$3 million in revenue will be required beginning in FY2028 – 29. Without new revenue, it will require the use of the City's reserve funds, and if not addressed, would deplete the \$10.6 million held in reserve for emergencies within three years.

## REVENUE FROM THE MEASURE WILL STAY IN HERMOSA BEACH

The locally controlled revenue generated from this Measure will support the preservation of the City's existing quality of life services and will allow the City to begin addressing critical needs that, over time, will become more expensive.



### PUBLIC SAFETY

Maintaining 911 emergency response. Updating police technology to prevent crime from encroaching upon our neighborhoods and businesses



### STREETS & SIDEWALKS

Repairing and maintaining local streets, sidewalks, and transportation infrastructure



### PARK & BEACH PROTECTION

Maintaining clean & safe parks, equipment replacement, protecting beaches and coastal waters



### EMERGENCY PREPAREDNESS

Preparing for/responding to storms and flooding



### RETAINING & ATTRACTING LOCAL BUSINESSES

Keeping Pier Plaza and our business district safe and clean



### COMMUNITY IMPROVEMENT

Neighborhood and City infrastructure improvements & beautification



# CITY OF HERMOSA BEACH FACT SHEET

This Measure would generate an estimated \$3 Million annually of new, locally controlled revenue to protect and maintain City services that benefit the residents and businesses of Hermosa Beach. The 5.2 million visitors to Hermosa Beach each year will contribute to the local economy by spending on accommodations while experiencing our dining and shopping amenities. They will pay their fair share while using our beaches, recreation facilities, streets & sidewalks, public safety, 911 emergency responders, and trash collection. Well-maintained and safe streets and public spaces create a thriving environment for local businesses to succeed.

**IF APPROVED,  
THE MEASURE  
AMOUNTS TO...**



**LESS THAN ONE PENNY  
PER \$1 SPENT  
OR SEVEN-AND-A-HALF PENNIES  
ON EVERY \$10 SPENT ON QUALIFYING PURCHASES**

## THE SALES TAX DOES NOT APPLY TO THE FOLLOWING:



EDUCATION



MEDICINE



GROCERIES



LABOR



HOUSING

## BREAKDOWN OF YOUR CURRENT SALES TAX

### TAX BREAKDOWN

OF \$1 PURCHASE WITH  
CURRENT 9.5% RATE

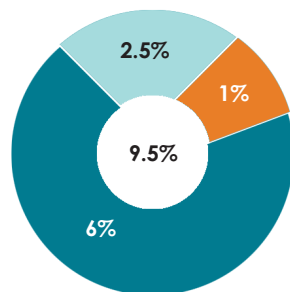
**HERMOSA BEACH**

**LOS ANGELES COUNTY**

**STATE OF CALIFORNIA**

### LOCAL REVENUE

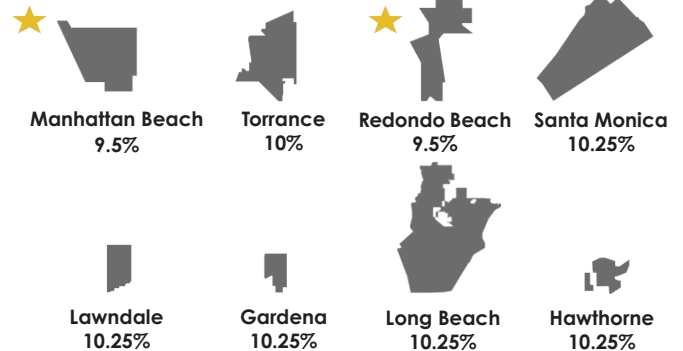
This year, of the \$36.1 million in sales tax revenue generated in the City of Hermosa Beach, \$22.8 million is expected to be sent to Sacramento and \$9.5 million to Los Angeles County and Districts. Of that \$36.1 million, only about \$3.8 million is returned to Hermosa Beach.



HERMOSA BEACH	LA COUNTY	THIS YEAR, HERMOSA GENERATED \$36.1 MILLION IN SALES TAX REVENUE
\$3.8M	\$9.5M	
STATE		\$22.8M
\$22.8M		

HERMOSA BEACH	LA COUNTY	ADDITIONAL LOCAL REVENUE WITH 10.25% TAX RATE
\$6.8M	\$9.5M	
STATE		\$22.8M
\$22.8M		

## SALES TAX RATES IN NEIGHBORING CITIES



★ The cities highlighted above also have a measure on the November 2024 ballot.

## BALLOT QUESTION

### CITY OF HERMOSA BEACH - MEASURE HB

Shall the measure protecting essential services such as police, crime prevention, parks, streets and sidewalks, beaches, cleaning of public areas, addressing homelessness, schools, supporting local businesses, and for other general governmental use by enacting a ¾¢ transaction and use (sales) tax providing approximately \$3,000,000 annually, with a sunset clause 20 years from the effective date, or until ended by voters, with annual audits, a citizen oversight committee and all funds staying local, be adopted?

YES

NO