

Sales tax is easy on City Council and hard on everyone else.

Sales tax is generated when people shop at businesses and eat at restaurants within City Limits. Sebastopol business owners do the work, the citizens and City get the revenue.

Increasing sales tax raises prices for everyone. High sales tax makes shopping and eating out more expensive for everyone. Vote no.

Sales tax is a regressive tax that disproportionately impacts low-income people and people on fixed incomes like seniors and people with disabilities.

If a half-cent sales tax passes, Sebastopol will have the highest sales tax in Sonoma County. Sebastopol will have California's legal maximum at 10.25%.

Council hiked water rates without a vote; vote no on this price hike.

Increasing sales tax allows Council to take more money from people's paychecks, disability and social security checks without addressing Sebastopol's root problems.

Keep your money in your paychecks, vote no.

For long-term, financial stability, Sebastopol needs to fill its commercial spaces and support its local businesses.

Retail sales in Sebastopol decreased three years in a row. Why?

Sebastopol's commercial vacancy rate is over 22%. Why?

Sebastopol gets all the traffic from 116 and 12 without the revenue. Why?

Council's job is to find out why commercial vacancy is so high, why sales are down and what is needed to attract new businesses.

If Council doesn't address the root problems - lagging sales and high commercial vacancy rates - Sebastopol will still have economic problems and be stuck with Sonoma County's highest sales tax.

Council wants a quick fix; Sebastopol needs sustainable solutions.

Tell Council, "Don't tax the poor, support Sebastopol's stores."

Vote No.