What you need to know about Measure CC
The Continuation of City Services Transactions and Use Tax

In the March 3, 2020 Special Municipal Election, Culver City residents can vote on Measure CC: a ten-year continuation of the half-cent sales tax that voters approved in 2012. Currently, that half-cent sales tax will expire in 2023.

Measure CC, if approved, would allow the City to maintain the current level of City services and programs such as public safety, fire protection, after-school programs and street repairs. If this measure passes, the half-cent sales tax would expire in 2033 instead of 2023, unless extended again by voters. One hundred percent of the revenue from Measure CC will stay in Culver City.

Why is Measure CC on the Ballot?
If the half-cent sales tax sunsets in 2023, the City’s reserves are projected to be depleted by 2025. The City Council unanimously voted to hold a Special Municipal Election on March 3, 2020 to place Measure CC on the ballot. Measure CC is a ten-year extension of the existing Measure Y half-cent sales tax until 2033. Currently, the half-cent sales tax generates approximately $9.8 million dollars a year.

What would Measure CC tax?
The half-cent sales tax applies only to goods and services within Culver City, such as restaurants, bars, gasoline, and retail stores like clothing stores. It does not apply to most groceries or the services of a doctor, dentist or attorney. Currently, the sales tax rate in Culver City is 10.25%. The City receives 1.75% of that 10.25%; the rest goes to the County and State.

How would Measure CC impact our community?
There is no additional cost to Culver City residents. Measure CC continues the current half-cent sales tax: 5 cents for every $10 in taxable purchases. Measure CC would continue to generate approximately $9.8 million annually for the City General Fund, which includes public safety, community programs, infrastructure maintenance and other City services. The City’s spending would undergo independent annual audits, and 100% of funds would be used locally to maintain City operations and community services/programs.

What could happen if Measure CC does not pass?
If the half-cent sales tax expires in 2023, Culver City would no longer generate and receive $9.8 million a year in sales tax. If that happens, City staff has projected that the City’s reserves would be depleted by 2025. Without that revenue, it would be difficult to ensure the City’s long-term budget stability. The City would likely have to reduce the level of services such as 911 emergency and paramedic response, police and fire protection, street maintenance, and programming for parks & recreation and seniors.

MeasureCC.org
Measure CC would continue to fund City services and programs, such as:

- Maintain 911 emergency response times by retaining firefighters and paramedics.
- Provide the city with a guaranteed source of funding to invest in fixing sidewalks and potholes, repaving streets and improving pedestrian safety.
- Regularly clean City storm drain pipes and street inlets to keep trash and pollutants from reaching our waterways and beaches.
- Keep maintaining the City’s numerous parks, playgrounds, sports fields and The Plunge (the City pool).
- Preserve police staffing levels to make sure there are enough on-duty officers to patrol streets, parks and neighborhoods.
- Maintain 911 emergency response times by retaining firefighters and paramedics.
- Continue providing seniors and the disabled population with social services and important health, recreation & education programs to improve their quality of life.
- Continue providing graffiti removal, street sweeping, tree trimming, landscaping and other services to maintain neighborhoods.
- For Further Information:
  City Manager’s Office
  (310) 253-6000 | city.manager@culvercity.org
  Llame a la Ciudad al (310) 253-5851 si necesita información en Español.