

VOTER'S BOOKLET

MEASURES, ANALYSES AND ARGUMENTS

(whichever is applicable to your ballot)

Arguments in support of, or in opposition to, the proposed laws are the opinions of the authors.

**MEASURE C
TOWN OF PARADISE**

Shall Ordinance No. 545, a temporary sales tax increase of one-half percent (0.50%) that automatically expires in six years, and that establishes a citizen oversight committee to ensure that the funds are used to preserve public services such as police protection, fire suppression, street maintenance, animal control and other services for the Town of Paradise, be adopted?

Yes No

**TOWN ATTORNEY IMPARTIAL ANALYSIS OF
MEASURE C**

The current retail sales tax rate in the Town of Paradise is 7.5 % of which the Town receives 1%. If adopted by voters, Measure C would add a new Chapter 3.22 to the Paradise Municipal Code, which would enact a temporary transaction and use tax ("retail sales tax") for six years. Measure C would increase the retail sales tax rate in the Town by 0.50% to 8% and would automatically terminate after six years. The proposed temporary retail sales tax increase would apply to sales relating to purchases in the same manner as the current retail sales tax.

The measure would also establish a nine-member citizens oversight committee that would make recommendations concerning how the Town Council would use the revenues generated by the temporary retail sales tax increase for public services to improve the quality of life of residents and businesses.

All revenue generated from the temporary retail sales tax increase would be used by the Town to pay for general Town services, including police, fire, emergency medical, animal control, street maintenance and other Town services. None of the additional revenue could be taken from the Town by the State of California.

As a general purpose tax, Measure C requires a simple majority vote for adoption.

The above statement is an impartial analysis of Measure C. If you desire a copy of the measure, please contact the Paradise Town Clerk at (530) 872-6291 and a copy will be mailed at no cost to you.

/s/ Dwight L. Moore
Town Attorney
Town of Paradise

ARGUMENT IN FAVOR OF MEASURE C

Vote Yes on Measure C, a temporary sales tax increase to help restore and protect what we all want for Paradise: safe neighborhoods, reliable medical and fire protection, decent roads, economic prosperity, improved property values, and a Vibrant future for our Town.

The Town of Paradise has worked hard to be fiscally responsible while maintaining essential town services. The recession and state raids on local revenue sources have taken your local tax dollars to balance the State's budget--no more! We want local control over local tax dollars! Despite our challenges, good things are happening in Paradise. Measure C will continue the progress by authorizing a temporary 1/2 cent sales tax to fund important town services and needed facilities, such as: maintaining firefighting and emergency medical response; improving police protection for safer neighborhoods; restoring funding for our streets and roads; enhance funding to sustain animal control.

All Measure C funds will stay locally controlled In Paradise – For Paradise. The State Cannot take any of this funding away.

Measure C automatically ends in 6 years. It includes strict accountability, independent citizen oversight, with mandatory financial reviews and quarterly reports to the community to ensure the funds are spent as promised for community priorities.

Basic necessities like groceries and prescription medications won't be taxed. Visitors to Paradise will pay their fair share, so residents won't should the entire cost.

Please join your friends and neighbors, firefighters, police officers, and community business leaders, in taking this positive step to keep our Town strong and moving forward. Measure C is a smart investment for our future.

/s/ Scott Lotter, Mayor
/s/ John Rawlings, Councilmember