



San Benito County

Sales Tax Measure November 2022 election

Sales Tax Trends and Estimate Transaction Tax



SAN BENITO COUNTY ALL AGENCIES

SALES TAX TRENDS FOR ALL AGENCIES - BY 4 QUARTER TOTALS

ADJUSTED FOR
ECONOMIC DATA *

Agency allocations reflect "point of sale" receipts

Agency Name	Count	4 Qtrs Ending 1Q 2021	4 Qtrs Ending 1Q 2020	Share of County Pool	Actual Receipts % Change	Adjusted % Change
Hollister	1,058	4,565,879	4,265,998	69.8%	+ 5.1%	+ 7.0%
San Benito Co. Uninc	538	1,774,830	1,783,435	28.3%	+ 6.4%	- 0.5%
San Juan Bautista	250	131,408	174,566	1.9%	- 26.4%	- 24.7%

QTR and YR	Countywide TT (Gross minus Admin	Hollister 1% TT Last 4 Qtrs	County TT minus Hollister	Unincorp population is approx 92% of this area	Estimate for 2021-22 at 2% growth	Total TT tax
Q1 2021	10,638,278	7,078,800	3,559,478	3,274,720	3,340,000	7,081,720
Q4 2020						
Q3 2020						
Q2 2020						

Measures for November 2022 election

- ▶ July 18, 2022, filing period opens
- ▶ July 27, 2022, 5 pm Deadline for review and approval by County Board of Supervisors.
- ▶ August 12, 2022, deadline for submitting a measure to the Elections Department
- ▶ August 12–22 public inspection of the measure
- ▶ August 17, 2022, deadline to withdraw a measure
- ▶ August 16, 2022, deadline to submit arguments IN FAVOR OF or AGAINST

Cost County Measure

- ▶ Varies Likely Between \$20,000–\$30,000, impacted by the following four factors:
 1. Date of the election (ex: primary vs. general).
 2. Body of the measure (ex: full text printed or posted on our website).
 3. Cost of materials (ex: CY 2022 experiencing 7-10% cost increase).
 4. Total content on the ballot (ex: additional content allows cost-sharing)

Historical Measure Cost

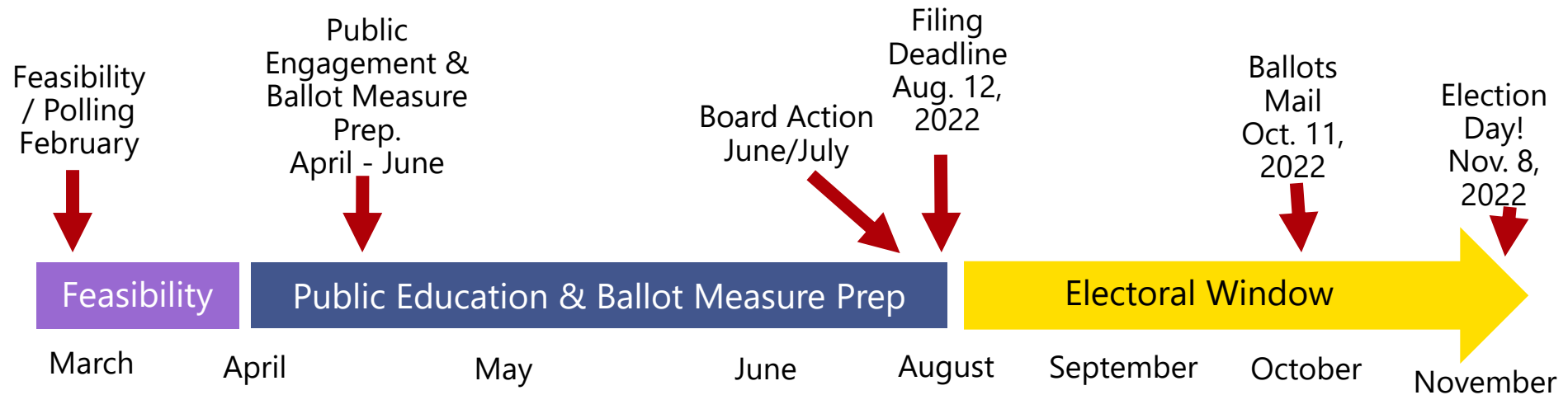
► Range from \$13,198–\$53,236

- On March 03, 2020, Measure K: Shall Ordinance No. 991, An Ordinance of the Board of Supervisors of the County of San Benito Amending the San Benito County Code to add text relating to the "Regional Commercial (C-3) District" be adopted?
 - **Cost: \$14,347.82**
- On November 06, 2018; Measure H: To provide and increase law enforcement, fire services, road maintenance, and other local governmental services, shall the proposed business license tax ordinance be adopted and enacted to impose a business license tax at a rate of \$30 to \$118 per business, \$.66 to \$7.80 per employee, and \$.10 per ton of minerals depleted, indexed by a COLA, in the unincorporated area of San Benito County?
 - **Cost: \$13,197.65**
- Also, on November 06, 2018; Measure G: Shall the voters authorize a San Benito County Roads and Transportation Safety and Investment Plan to: repair potholes and maintain roads; widen Highway 25 to relieve traffic congestion and make it safer; improve pedestrian, bicycle, and transit options; and, qualify for state and federal matching funds by enacting a one cent sales tax, raising approximately \$16,000,000 annually over 30 years, with annual audits, independent oversight, all funds spent locally, and a detailed expenditure plan?
 - **Cost: \$53,236.40**

Timeline

Midterm General Election

Election Day: November 8, 2022



Assess Feasibility

► Polling/Opinion Research

What we can learn from a poll

(is a potential measure even feasible?):

- Quantitative community listening: What does a representative sample of the San Benito County community think?
- Is the measure we're considering placing on the ballot within range?
- Does it make sense to invest resources to consider placing a measure on the ballot?
- What are the projects and services our community values most? (for a potential spending plan, etc...).



Recommending

- ▶ Direct staff to draft a resolution placing a countywide Transaction and Use Tax (TUTs) measures in the November 2022 Election.
- ▶ Authorize CAO or designee to move forward with a contract to conduct polling and public engagement.

Questions

