

**Santa Barbara County Taxpayer Advocacy Center  
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## **SBCTAC OPPOSES MEASURE I**

The Santa Barbara County Taxpayer Advocacy Center (SBCTAC) strongly opposes Measure I which will increase YOUR sales tax.

Read the ballot language carefully. It looks as though this tax increase will be spent on basically EVERYTHING the city is already supposed to provide for us. That is too simple a rationale for why Santa Barbara must raise taxes.

This increase would take Santa Barbara's rate to 9.25%, compared to Goleta and Santa Maria at 8.75%, and Ventura at 7.75%. Costs have indeed increased, but why can't Santa Barbara make due like other Central Coast cities without seeking the highest sales tax in the region?

Santa Barbara hasn't demonstrated that cuts have already been made and that this tax increase is warranted. In fact, no other city in Santa Barbara County has a sales tax increase proposal on the ballot.

And, consider the contrast between Santa Barbara and Santa Maria:

Santa Maria is actually larger by 20,000 citizens, but its budget is \$346M vs \$577M, its salaries and benefits \$81M vs Santa Barbara's \$152M! How can Santa Maria operate a larger city with so much less money?

We all know the most regressive tax is the sales tax. It disproportionately hits the poor and middle class the hardest. This is an equity issue: in these trying times our less fortunate should not have to pay more at the gas pump or the store.

Already Santa Barbara is world-renowned as one of the most expensive places to live in America. Increasing the sales tax at this time is a hard hit for working Santa Barbarans!

Vote NO on Measure I.

Tim Tremblay

Chairman, Santa Barbara County Taxpayer Advocacy Center