

CITY OF SAN MARCOS
CITY ATTORNEY’S IMPARTIAL ANALYSIS – MEASURE Q
1% TRANSACTIONS AND USE (SALES) TAX

On July 9, 2024, the City Council unanimously voted to place Measure Q on the November 5, 2024 general municipal election ballot. If approved by a majority of San Marcos voters in that election, Measure Q would authorize a one percent (1%) general retail transactions and use (sales) tax within the City (“Proposed Tax”). A 1% rate equates to an extra \$1.00 per \$100 purchased.

The City estimates that the Proposed Tax will provide an additional \$20,000,000 in annual funding for general City services that could be used to fund general City services. The Proposed Tax would be a “general tax,” meaning that revenues raised from the tax would go into the City’s general fund to pay for any lawful City program, improvement, or service.

The Proposed Tax would be paid in addition to the existing 7.75% sales tax, for a total sales tax rate of 8.75% in the City. The Proposed Tax would be collected at the same time and in the same manner as existing sales taxes. Unlike the existing sales tax, all revenues raised by the Proposed Tax would remain in the City and would not be shared with the State, County, or any other agency. If approved, the tax would remain in effect for 10 years from the operative date of the ordinance.

Measure Q would require the City Council to create a Citizens Oversight Committee to review and biennially report to the City Council on the City’s receipt and expenditure of Proposed Tax revenues, in addition to the independent annual audit for all City revenues.

By placing Measure Q on the ballot, the City complies with California Revenue and Taxation Code section 7285.9 and Article XIII C of the California Constitution (Proposition 218), both of which require the Proposed Tax to be approved by a majority of the voters voting in the election on that issue.

A “yes” vote on Measure Q is a vote in favor of the Proposed Tax.

A “no” vote on Measure Q is a vote against the Proposed Tax.

Measure Q will be approved if it receives a simple majority of “yes” votes. If Measure Q is not approved, the sales tax will not be implemented and the General Fund will not receive the sales tax revenues identified in the Measure.

The above statement is an impartial analysis of Measure Q. If you desire a copy of the Measure, please call the City’s elections official at (760) 744-1050 ext. 3105 and a copy will be mailed at no cost to you.

/s/ HELEN HOLMES PEAK
City Attorney