

Maintaining Marina's Local Services and Financial Stability

This November, Marina voters will have the opportunity to participate in local, state, and national elections. As Marina's City Manager, I want to make sure that in this busy election year our residents have the factual information they need to make an informed decision about Measure U, Marina's measure to update our existing Business License Tax (BLT) Ordinance.

Marina's business tax rates have not changed since 1978. If Measure U is enacted, it would ensure smaller businesses pay lower amounts than larger corporations. Currently, there are 17 different BLT rates. If enacted, Measure U would eliminate the existing rate categories and establish a single rate based on 0.2% of gross receipts.

Among other objectives, Measure U will help maintain current levels of police, fire, youth, senior and street maintenance services, as well as help to maintain long-term financial stability amid continued State funding takeaways, including a 40% reduction in gas tax revenues. If the City cannot address basic essential services, the character of our community and its quality of life could decline. Measure U will help protect and maintain essential City services that make our community a safe, beautiful place to live.

Passage of Measure U by voters would provide a stable source of funding that cannot be taken by Sacramento. Funds would be locally-controlled for local needs. By law, Measure U requires that every penny be used for Marina services. Measure U is not a property tax.

If enacted, Measure U will contribute to the City's long-term fiscal stability, public safety, and quality of life. We are committed to maintaining the programs and services our community deserves. Funding from Measure U can help us achieve that and ensure a stable financial future for Marina.

Like all city revenues, Measure U would be subject to strict fiscal accountability and responsible oversight by the City Council. Measure U funds are also subject to independent financial audits and yearly public reports to the community.

I encourage all eligible Marina voters to be informed and remember to vote this November 8th. You can read more about our local elections by visiting www.ci.marina.ca.us.

Layne Long
Marina City Manager