

## Robin Roberts

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**From:** Jill Ingram  
**Sent:** Monday, July 23, 2018 10:29 AM  
**Cc:** Vikki Beatley; Robin Roberts; csteale@rwglaw.com  
**Subject:** RE: Agenda quest. (Item B - Sales Tax Ballot Measure)

BCC: CITY COUNCIL

In response to Mayor Varipapa's questions below, the 2014 opinion survey was conducted at the Council's direction at that time at a cost of \$22,850 from the FY 2014-15 general fund.

In the initial discussions the \$3.6 million was an estimated number based upon general discussions with the City's sales tax consultant. Typically the estimated number is not as high as the current level of revenue because of online sales activity and negative adjustments. In the case of Seal Beach, in preparation for this item, the City's sales tax consultant prepared an estimate for the City. Based upon their experience and knowledge of the City, their projections are for the new sales tax to generate more revenue than the current level for three reasons. First, the City residents have an appetite for new cars, the 1% transactions tax would come to the City for each car sale regardless of the location of the sale. Second, there is a positive adjustment for building and construction materials delivered inside the City to which the 1% would apply. Finally, there is a large positive adjustment for business and industrial supplies delivered inside the City.

As always, please call if you have any additional questions.

Jill R. Ingram, City Manager  
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(562) 431-2527, Ext. 1300

For Information about Seal Beach, please see our city website: <http://www.sealbeachca.gov>

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-----Original Message-----

**From:** Mike Varipapa  
**Sent:** Sunday, July 22, 2018 8:26 PM  
**To:** Jill Ingram  
**Cc:** Robin Roberts  
**Subject:** Agenda quest.

Hi-

For Item B - can you please let me know how much the "opinion survey" cost and where the funds came from? Also, I believe it was mentioned at the last meeting I attended that the expected tax revenue would generate \$3.6M but the write up states \$5M. Can you please clarify what number is correct and how the number was determined.

Thanks in advance.

Mike