
From: Dustin Hoiseth <Dustin@SBSCChamber.com>
Sent: Wednesday, March 30, 2022 5:13 PM
To: City Clerk Group
Cc: Kyle Richards; Paula Perotte; Stuart Kasdin; Roger Aceves; James Kyriaco; Kristen Miller
Subject: Public Comment - Special City Council Meeting March 31st - Revenue Enhancement Opportunities
Attachments: PublicComment_SBSCChamber_RevenueEnhancementOpportunities.pdf

Attached and below is public comment on behalf of the Santa Barbara South Coast Chamber of Commerce for tomorrow's Special City Council Meeting re: revenue enhancement opportunities. Thank you.

Dear Mayor Perotte and Councilmembers:

On behalf of the Santa Barbara South Coast Chamber of Commerce, from Goleta to Carpinteria, we would like to weigh in on the discussion of Goleta's revenue enhancement opportunities. Since the Chamber learned that the city was considering a revenue measure for the November ballot our board and stakeholders have put considerable thought into what this means for our community and businesses on the South Coast and in Goleta.

We are concerned by any sales tax measure or revenue measure that removes money from the local economy. Due to the recent rise in inflation this is a questionable time to implement new taxes. Residents and businesses alike have been hit hard by the pandemic, soaring costs, supply chain issues, rising gas and energy prices, and an 8% inflation rate. Therefore, we are carefully assessing our position as to whether to support a revenue measure from the City of Goleta.

However, we do understand that, at its 20th anniversary, the city would be seeking to increase revenues and provide more services. Our recommendation for many years has been to address the revenue neutrality agreement with the County.

If the City were to move forward with a revenue enhancement opportunity, there should be a clear outline as to the revenue's purpose. For example, if the City were to choose the Transaction Use Tax, producing approximately \$8.8M-\$9.8M million in new revenue, the Chamber strongly proposes that \$1 million be dedicated to economic development and/or reinvested into the local business economy. Our recommendation is as follows: \$250,000 made available for any visitor services programs that may stem from the upcoming Visitor Profile Analysis and Economic Development Strategic Plan. \$250,000 to develop other economic development programs as a part of the City's Economic Development Strategic Plan. A \$250,000 investment into a childcare assistance program that directly benefits employees in the region. And \$250,000 invested in old town Goleta to replace the projects proposed in the PBID program several years ago i.e., landscaping, extra cleaning, employee parking program and parking enhancement. The Chamber is also in favor of the many different programs and organizations addressing homelessness in our community and encourages the city to continue financially supporting these programs and solutions.

Thank you,



KRISTEN MILLER | President/CEO
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March 30, 2022

Mayor Perotte and City Council
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

RE: Revenue Enhancement Opportunities

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KRISTEN MILLER | President/CEO

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From: cecilia brown <brownsknight1@cox.net>
Sent: Thursday, March 31, 2022 7:25 AM
To: Paula Perotte; James Kyriaco; Kyle Richards; Stuart Kasdin; Ravid Raphael
Cc: City Clerk Group
Subject: Comments for Special City Council Meeting March 31st -Revenue Enhancement

Dear Madame Mayor and Council Members: I would appreciate your considering my comments below on the various revenue enhancement measures that you will be considering at your Thursday special council meeting.

The only revenue enhancing measure I support is the proposed increase in the Transaction and Use Tax to come into alignment with other Santa Barbara County south coast communities. I hope that this year the Council will unanimously vote in favor of placing it on the ballot. While the tax is regressive, at least the burden is shared equally by residents and non-residents. I think one tax measure on November's ballot would be enough and it should be this one.

I don't support any other another ballot measure which would be a tax increase, particularly the Utility Users tax. I'm against this kind of tax since the tax is placed on essential utilities like water, electricity, and gas which heat our homes. We can't live without these utilities. And today, internet service is also considered an essential utility. This kind of tax would most likely affect all Goleta residents and businesses. Per HDL report: "property owners or tenants with lower incomes pay a disproportionate percentage of their income on utilities and the UUT." It is already expensive enough to live here and having a Utility Users tax would make it even more expensive. No Utility Users Tax. Nor do I support a parcel tax at this time: it places another burden on lower income property owners and again, increases the cost of living. And there should be no increase at this time for the Transit Occupancy Tax. I believe it is important to maintain TOT parity with other south coast communities.

I appreciate the detailed and informative report by HDL on the cannabis industry and support their 2nd recommendation to apply cannabis taxes evenly to both adult-use and medicinal cannabis businesses and sales.

Thank you very much,
Cecilia Brown
Goleta resident