

Notice of Measure Election
City

Measure Number: 15-211

SEL 802

REV. 01/19 (085 250.035, 250.041, 250.275, 250.285, 254.085, 254.407)

Notice

Date of Notice 09/07/2022	Name of City or Cities City of Ashland	Date of Election November 8, 2022
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Final Ballot Title The following is the final ballot title of the measure to be submitted to the city's voters. The ballot title notice has been published and the ballot title challenge process has been completed.

Caption 10 words which reasonably identifies the subject of the measure.

Proposed Amendments to Ashland's Food and Beverage Tax Ordinance

Question 20 words which plainly phrases the chief purpose of the measure.

Shall the Ordinance be amended to dedicate a portion of revenues to general government services and extend the sunset date?

Summary 175 words which concisely and impartially summarizes the measure and its major effect.

The City of Ashland's current Food and Beverage Tax Ordinance requires that not less than twenty-five percent of the tax collected be appropriated for the acquisition, planning, development, repair and rehabilitation of City Parks. Up to two percent may be appropriated for the collection and administration of the tax. The remaining amount may be appropriated for street repair and for parks.

This Measure would require that not less than twenty-five percent of the tax be appropriated for Parks and would allow up to seventy-three percent to be used for general government purposes including public safety, wildfire prevention, and emergency event housing. This Measure would allow the tax to be used for parks operations and maintenance in addition to acquisition, planning, development, repair and rehabilitation. It would extend the expiration date of the tax to December 31, 2035. It would become effective upon approval of Ashland voters.

Explanatory Statement 500 words that impartially explains the measure and its effect.


If the county is producing a voters' pamphlet an explanatory statement must be drafted and attached to this form for:
 → any measure referred by the city governing body; or
 → any initiative or referendum, if required by local ordinance.

Explanatory Statement Attached? Yes No

Authorized City Official Not required to be notarized.

Name Melissa Huhtala	Title City Recorder
Mailing Address 20 East Main Street, Ashland, OR 97520	Contact Phone 541-488-5307

By signing this document:
 → I hereby state that I am authorized by the city to submit this Notice of Measure Election; and
 → I certify that notice of receipt of ballot title has been published and the ballot title challenge process for this measure completed.

Signature  Date Signed 9/8/22

JACKSON COUNTY CLERK
2022 SEP - 8 PM 3: 08

EXPLANATORY STATEMENT FOR COUNTY VOTERS' PAMPHLET

NAME OF PERSON RESPONSIBLE FOR CONTENT: Douglas M McGeary, Acting City Attorney

NAME OF ORGANIZATION PERSON REPRESENTS, IF ANY: City of Ashland

BALLOT TITLE CAPTION: Proposed Amendments to Ashland's Food and Beverage Tax Ordinance

MEASURE NUMBER: 22-001

(Explanatory Statement Shall Be Typed)

The Food & Beverage Tax has been authorized by a public vote of the City of Ashland's residents since 1995 to be used for major capital improvements, including to the city's wastewater system, streets, and parks. The City's 2021-2023 Biennium Budget forecasted a reduction in city revenues due to the COVID-19 pandemic and shifted the estimated total Food and Beverage Tax funds to offset a potential operating budget deficit. In June of 2022 the City Council reviewed the status of the city budget and moved the Food & Beverage Tax revenues back to support park improvements as approved by previous public vote.

The City of Ashland has had to contend with the advent of COVID pandemic and the turn down in the general economy. Most notably the City's current Food and Beverage Tax (F&B) collection has been reduced by these events. The City Council has determined that it would be beneficial to have the flexibility to use the F&B tax in addressing the City's overall General Fund priorities and economic impacts.

The City's current Food and Beverage Tax Ordinance requires that not less than twenty-five percent (25%) of the tax collected be appropriated for the acquisition, planning, development, repair, and rehabilitation of City Parks. Up to two percent (2%) may be appropriated for administration of the tax. The remaining amount (up to 73%) may be appropriated for street repair or for parks.

This Measure would not change the threshold tax amount appropriated for Parks (at least 25%) or for tax administration (2%), but this Measure would allow up to seventy-three (73%) percent to be used for general government purposes including public safety, wildfire prevention, and emergency event housing. Furthermore, this Measure would allow the tax to be used for parks operations and maintenance in addition to Park acquisition, planning, development, repair and rehabilitation, to which it is presently limited.

The F&B tax has always been considered a temporary measure to fund various City services. In light of the reasoning for this change, this measure would extend the expiration date of the tax to December 31, 2035. It would become effective upon approval of Ashland voters.

Result of a "No" Vote

If this measure does not pass, the existing food and beverage tax ordinance will remain in place, with all tax revenues directed to parks (at least 25%), up to two percent (2%) appropriated for tax administration, and the remaining amount may be appropriated for street repair and for parks (up to 73%).

WORD COUNT TOTAL: 413

THE TOTAL WORD COUNT CANNOT EXCEED 500 WORDS.

**Douglas M
McGeary**
Digitally signed by Douglas M McGeary
DN: cn=Douglas M McGeary, o=City of
Ashland, ou=Asst City Attorney,
email=doug.mcgeary@ashland.or.us,
c=US
Date: 2022.09.09 14:12:57 -0700

09-08-2022

SIGNATURE OF PERSON RESPONSIBLE FOR THE CONTENT OF THE EXPLANATORY STATEMENT

DATE