



City of Marysville Local Sales Tax Renewal

FREQUENTLY ASKED QUESTIONS

Q1 What is the City of Marysville's Measure C?

A In 2016, Marysville voters approved Measure C, a measure that raised the local sales tax by 1 cent. Measure C was to be used to hire more police officers, increase neighborhood patrols, reduce 911 response times, fire safety and emergency response services, street and sidewalk repairs, reducing debt and rebuilding financial reserves.

Measure C expires in October 2026.

Q2 Will Measure C raise my taxes?

A No, Measure C does not raise any taxes. It simply extends the current rate.

Q3 What is the current sales tax rate in Marysville? Will it go up? If so, by how much?

A The current sales tax rate in Marysville is 8.25%.

If Measure C is renewed, the sales tax will remain at 8.25%. Measure C does not increase tax rates.

Q4 How does the City of Marysville use Measure C revenue?

A Measure C revenues are approximately \$3.9 million annually, or 28% of the City's General Fund and support services such as public safety (police and fire), parks, economic development, and maintenance of roads and potholes.

How Measure C funds were used in FY 2016/2017 through FY 2022/2023:

Police Protection	31%
Fire Safety and Emergency Services	20%
Park Improvements	9%
Street and Sidewalk Repair	14%
Economic Development	8%
Other Essential City Services	18%

Q5 How does this tax rate compare to other cities?

A Measure C is in line with neighboring jurisdictions with Sacramento at 8.75%, West Sacramento at 8.25%, Woodland at an 8.0% sales tax rate and Grass Valley at 8.5%. Yuba City is placing a measure on the November ballot which will raise its rate to 8.25%.



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FREQUENTLY ASKED QUESTIONS (CONT.)

Q6 Does the revenue generated from Measure C stay in Marysville?

A Yes, unlike state, county and special district sales taxes, all revenue generated by Measure C stays in Marysville – to be used for police, fire, street and road repairs and other essential services. Not one penny goes to Sacramento.

Q7 Would visitors to Marysville pay local sales tax?

A Yes, sales tax is paid by anyone who shops in Marysville. This ensures that both residents and visitors contribute revenue for the roads, public safety services and other resources they utilize while in our City.

Q8 How does the City of Marysville spend its current local sales tax dollars?

A Current local sales tax revenues are approximately \$3.9 million annually, or 28% of the City's General Fund. General Fund dollars support services such as public safety (police, fire), parks, recreation programs, economic development, and maintenance of roads and sidewalks.

Q9 What items are taxed by Measure C?

A Under State law, some purchases are exempt from Measure C, such as groceries, prescriptions, certain medical devices, and other "Necessities of Life".

Q10 Will there be taxpayer oversight?

A Yes. The City Council performs a mid-year budget update in addition to its annual budget review process. Funds from the measure are audited annually by an independent firm. In addition, the Finance and Budget Commission, and an Oversight Committee will be charged with the review of Measure C and audits and report to the public how they are spent.

Q11 How can residents get involved in the decision-making process?

A The City encourages community engagement in the decision-making process. Residents can stay informed through public meetings, workshops, and other outreach efforts. Please visit www.marysville.ca.us/measure-c for more information and to ask questions.

To ask any questions, please email us at measurec@marysville.ca.us