

CITY OF SAN MARCOS

Providing Important City Services



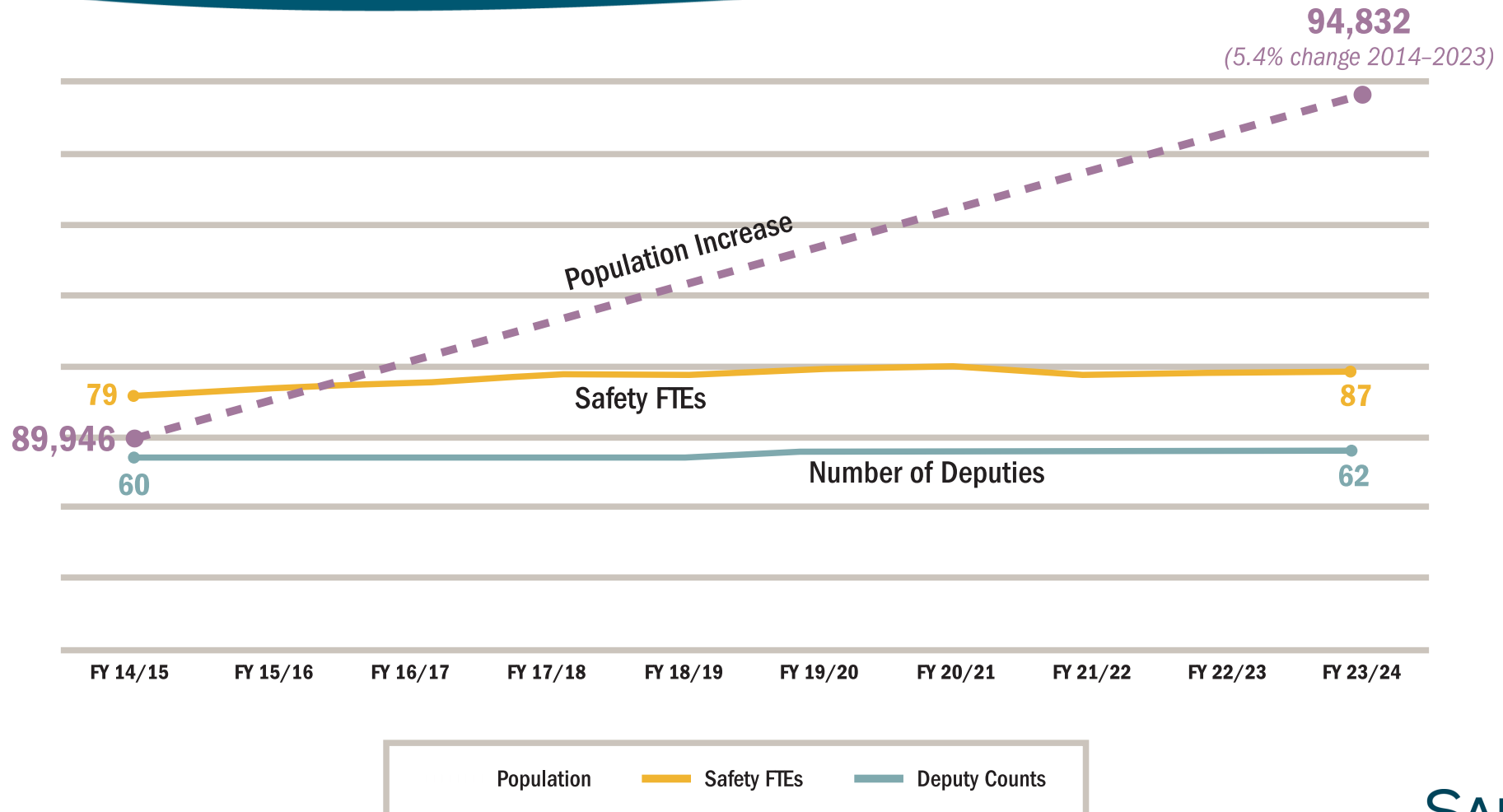
SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES

Addressing Our Community Needs

- Ensure first responders are prepared to provide quick responses to 9-1-1 emergencies
- Maintain 204 miles of streets, 126 miles of storm drains and nearly 300 acres of parks
- Fix and maintain underground storm drain pipes causing sinkholes and flooding



Population Outpacing Resources



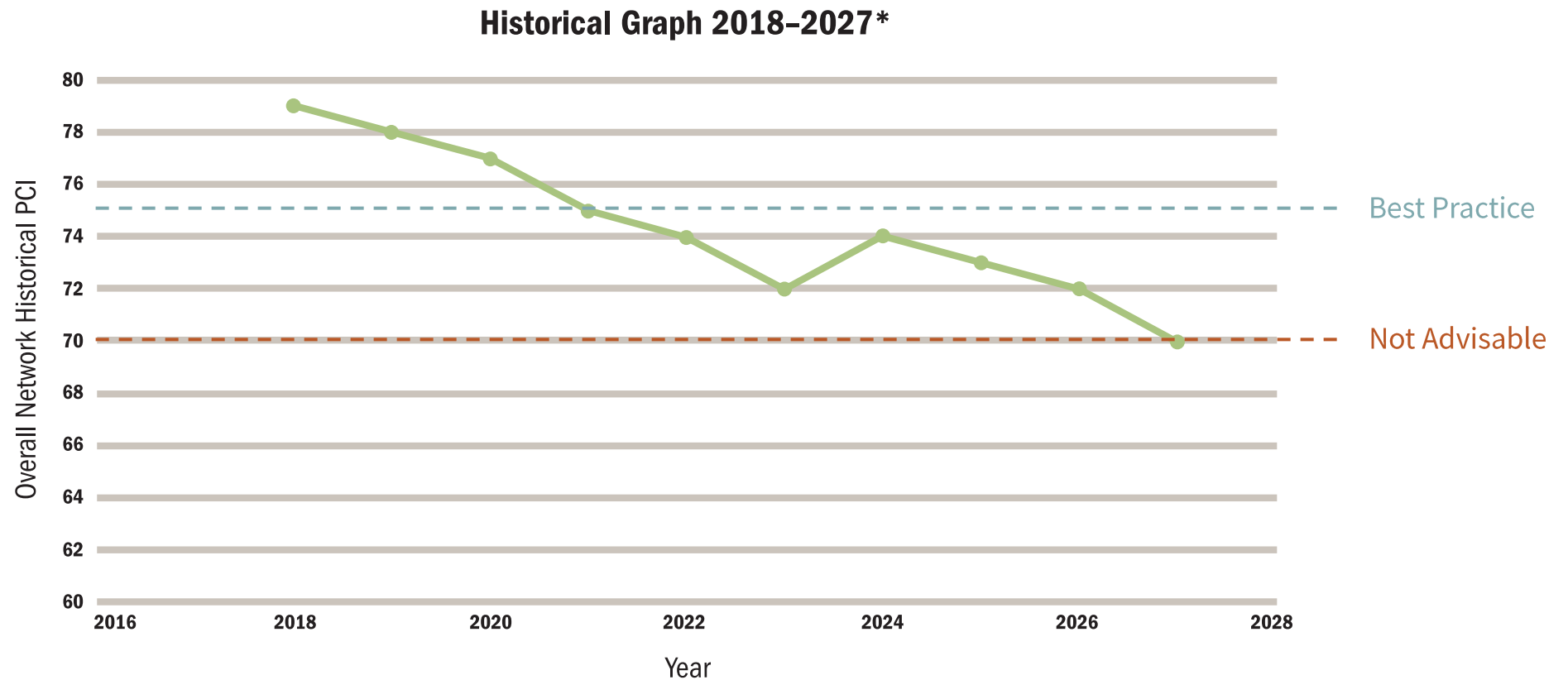
San Parkos

San Marcos Community Parks

By 2026 San Marcos will be managing **44 parks** which is a total of nearly **300 acres!**



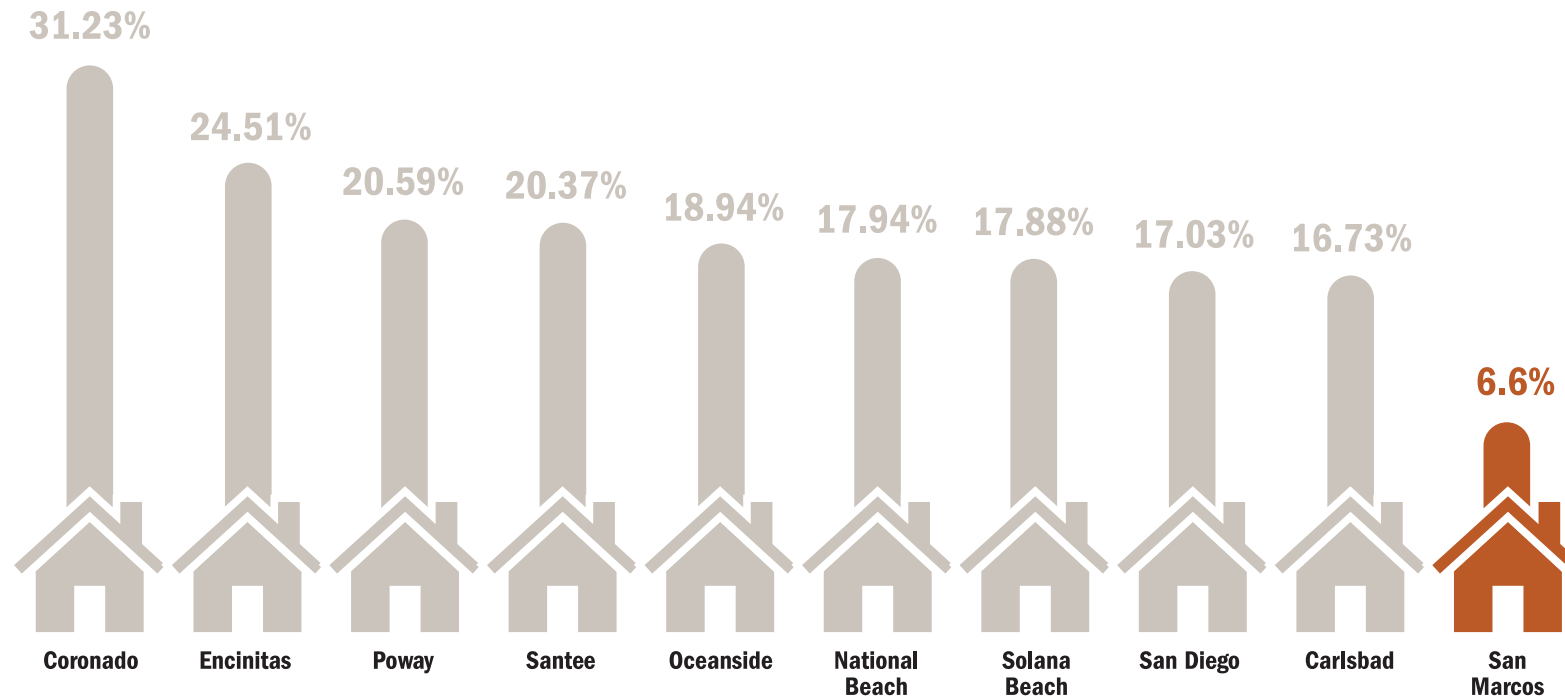
Declining Road Conditions Over Time



**Years 2023-2027 data is projected based on current budget*

Limited Locally Controlled Funding: Property Tax Share in San Diego County

San Marcos's receives the lowest share of property tax in San Diego County



**Partial list of cities in San Diego County*

City Sales Tax Rates

City	Rate	City	Rate
Carlsbad	7.75%	Lemon Grove	7.75%
Chula Vista	8.75%	National City	8.75%
Coronado	7.75%	Oceanside	8.25%
Del Mar	8.75%	Poway	7.75%
El Cajon	8.25%	San Diego	7.75%
Encinitas	7.75%	San Marcos	7.75%
Escondido	7.75%	Santee	7.75%
Imperial Beach	8.75%	Solana Beach	8.75%
La Mesa	8.50%	Vista	8.25%

Locally Controlled Funding for City Services

San Marcos is considering a one-cent sales tax measure on an upcoming ballot to provide local funding for essential public services and infrastructure, including:



Make improvements to roads, intersections, bike lanes and signals to improve traffic and safety and reduce congestion



Fix potholes and maintain city streets



Maintain and enhance quick response times for 9-1-1 emergencies



Provide fire protection and paramedic services



Clean and maintain local parks, trails, sports fields, playgrounds and community facilities



Keep trash and pollution out of our local lakes, creeks, and waterways

Fiscal Accountability and Local Control



Independent citizens'
oversight committee
and annual audits



Exemptions for
essential purchases
from sales tax



Legal requirement for
funds to remain local and
not taken by the State



Estimated 40% of
current sales tax paid by
tourists and visitors in
San Marcos

ENDORSEMENTS



San Marcos
CHAMBER OF COMMERCE
— Leadership For Business

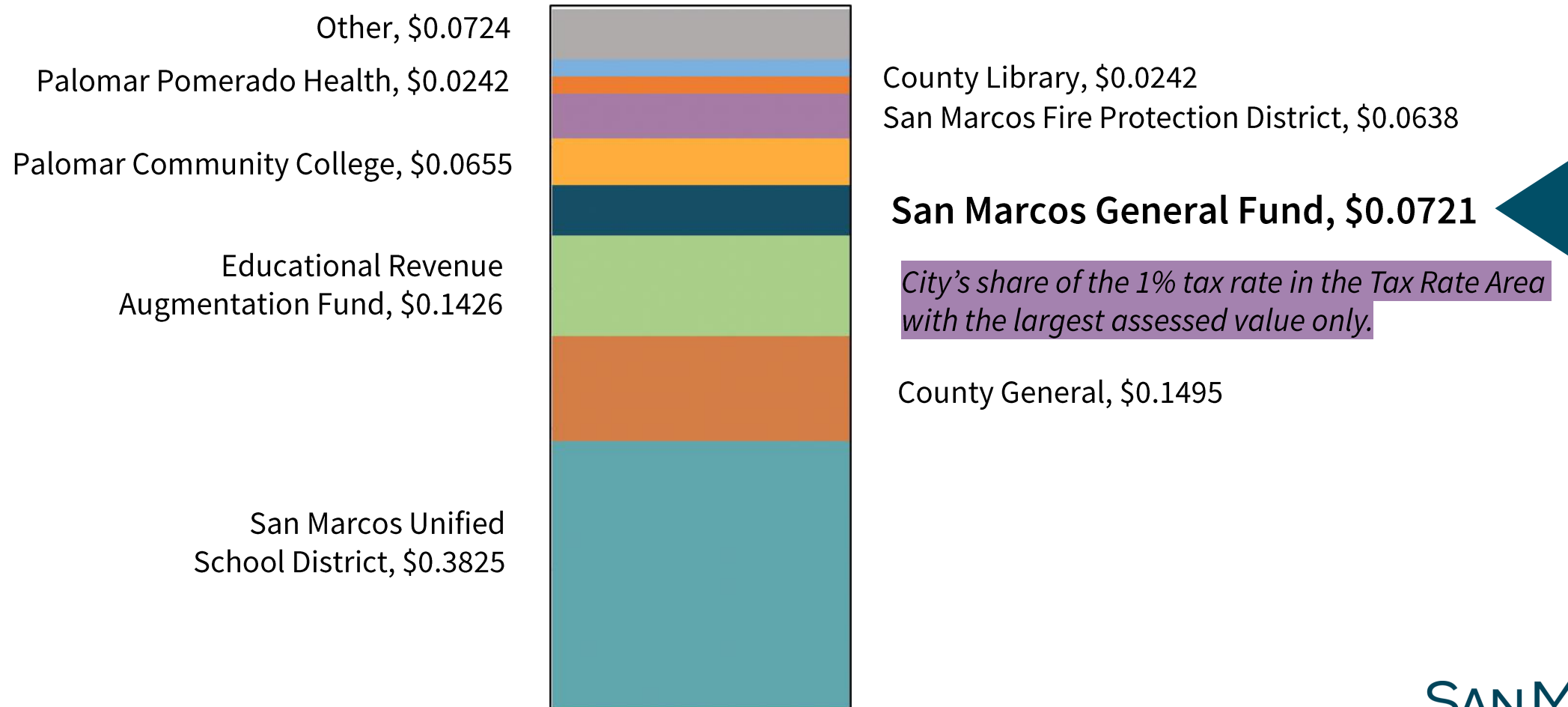
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Discover Life's Possibilities

Thank You

Questions?



Property Tax Dollar Allocation



For Every Property Tax Dollar...



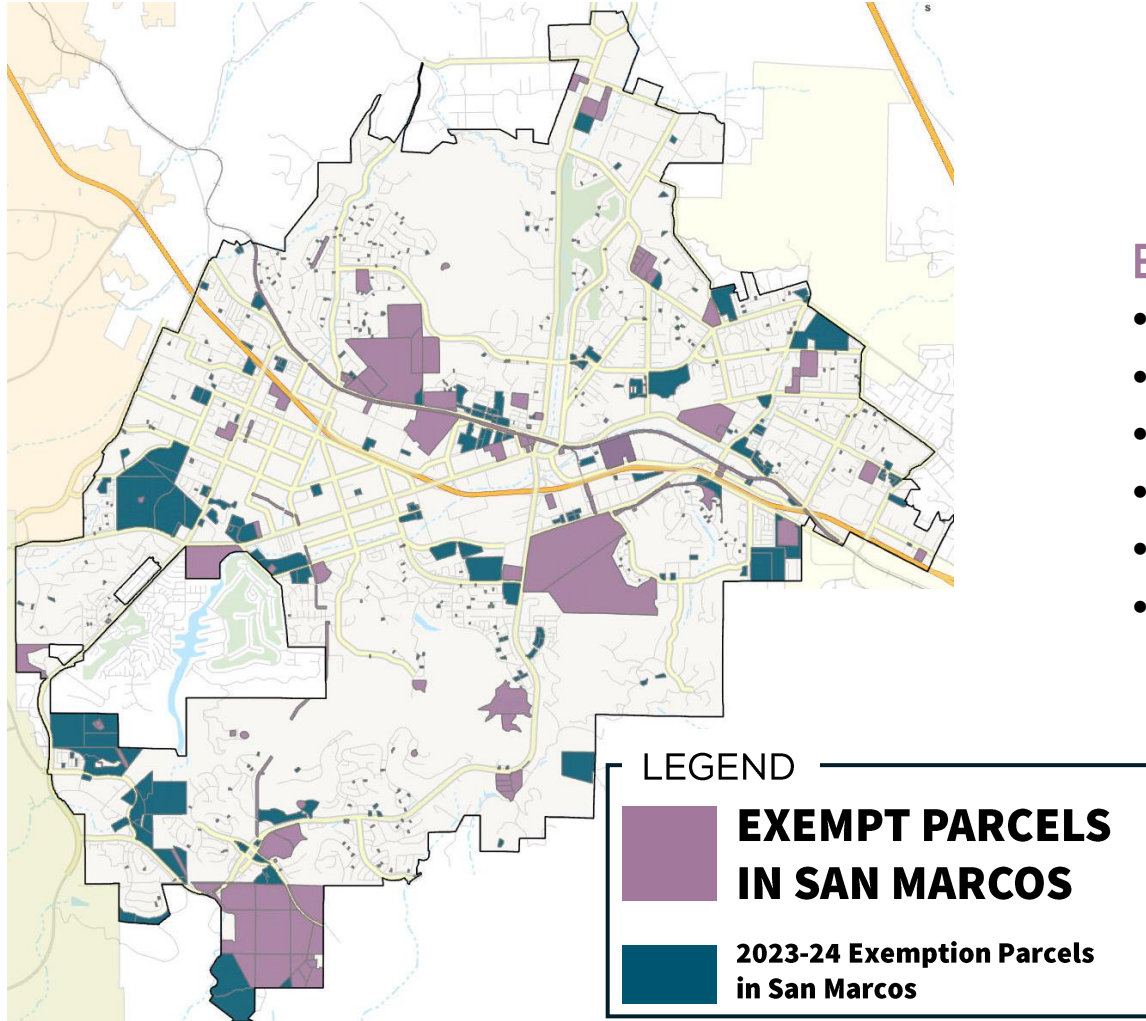
7 cents
for City Services

Represents Property Tax Dollar Allocation, Rounded.

City Sales Tax Scenarios

Category	Item Price	Tax at Current rate	Tax at New Rate	Change
Grocery Store Food Items	\$ 100	\$ -	\$ -	\$ -
Going to a movie theater (Family of 4)	\$ 55	\$ 4.26	\$ 4.54	\$ 0.28
Purchasing gasoline (small SUV)	\$ 68	\$ 5.27	\$ 5.61	\$ 0.34
Eating at a restaurant (Family of 4)	\$ 72	\$ 5.58	\$ 5.94	\$ 0.36
Online Purchase	\$ 100	\$ 7.75	\$ 8.25	\$ 0.50
Department Store Purchase	\$ 200	\$ 15.50	\$ 16.50	\$ 1.00
Electronics Purchase*	\$ 500	\$ 38.75	\$ 41.25	\$ 2.50
Home furniture purchase*	\$ 2,000	\$ 155.00	\$ 165.00	\$ 10.00
RV purchase (Class C)	\$ 108,200	\$ 8,385.50	\$ 8,926.50	\$ 541.00

Tax Exempt Parcels



EXEMPT PARCELS INCLUDE:

- California State University San Marcos
- Palomar Community College
- Vallecitos Water District
- San Marcos Unified Schools District
- North County Cemetery District
- County Jurisdiction- Elfin Forest

Thank You

Additional Questions?

