



Dear Resident:

The City of Fort Bragg is committed to maintaining the quality of life our community expects. The City appreciates the hundreds of residents who participated in our Spring 2024 community survey to identify local priorities and City needs—thank you!

I wanted to take a moment to update you on how that feedback is being used to inform the City's efforts to maintain fiscal sustainability and address your needs.

After receiving the survey results, the Fort Bragg City Council voted unanimously to place Measures T and U on the November 5, 2024, Municipal Election ballot. If enacted, Measure T (Essential Services Measure) establishes a locally controlled 3/8ths cent sales tax -- three quarters of which is paid for tourists and visitors to Fort Bragg. Measure U (Tourist Impact Measure) increases Fort Bragg's locally controlled transient occupancy (hotel) tax by 2%, which is paid solely by hotel/ motel guests.


Measures T and U are designed to ensure tourists, visitors and hotel guests pay for their use of the City's streets/roads, parks/open space, and 911 services when coming to our City. If enacted, both measures provide locally controlled funding to address general services and community priorities identified by the public such as:

- Supporting local businesses
- Maintaining fire protection
- Preparing for natural disasters
- Funding programs to make housing more affordable
- Keeping our public spaces safe/clean
- Maintaining 911 medical response
- Maintaining police protection/crime investigation

Funds generated by Measures T and U are subject to annual independent financial audits, and public disclosure of all spending. If adopted by Fort Bragg voters, funds will be spent to maintain the local services our residents rely on. All funds from both measures would remain in Fort Bragg and cannot be taken by the County or State government.

Please take a moment to review the Frequently Asked Questions on the reverse side of this letter, or visit <https://www.city.fortbragg.com/> for more information on Measures T and U.

Sincerely,


Isaac Whippy
City Manager



Frequently Asked Questions About Measures T and U

Q: Will Measures T and U maintain public safety?

A: If enacted, additional local funding from Measures T and U can help maintain 911 emergency response for fires and medical emergencies and attract and retain experienced police officers, which Fort Bragg would otherwise lose to other cities.

Q: What about natural disasters?

A: Earthquakes and other natural disasters are inevitable in Fort Bragg. We face the very real possibility of being isolated or overlooked for larger communities in a catastrophe. Funding created by Measures T and U will help Fort Bragg prepare for these disasters and keep residents safe and connected to surrounding communities and emergency responders.

Q: What other vital services will Measures T and U maintain?

A: We all love living in Fort Bragg because of its smalltown character, quality of life, and natural environment. Services provided by the City such as road and park maintenance, recreation programs, and police and fire protection are all programs that can be maintained with the reliable, voter-approved funding that these measures provide.

Q: How can we be sure Measures T and U will be spent on local services?

A: By law, Measures T and U are required to be spent for the benefit of Fort Bragg. No money can be taken by the federal government, county, or state. Locally controlled funding from the Measures are subject to strict accountability provisions including independent audits and public review of expenditures to ensure funds are spent efficiently and responsibly.

Q: When are Measures T and U on the ballot?

A: The Fort Bragg Municipal Election is on November 5, 2024. In addition to Measures T and U, the Fort Bragg community will also get to select two City Council representatives in this election. If you need to register to vote, you can do so online at <https://www.mendocinocounty.gov/government/assessor-county-clerk-recorder-elections/elections/register-to-vote>