

MEASURE AA/AB:

In November 2016, the citizens of Fort Bragg passed Measure AA which increased the City's TOT rate from 10% to 12%. The new rate became effective April 1, 2017. The chart above illustrates the amount of tax collected in Q4 FY16-17 through Q3 FY17-18 due to passage of the measure. The chart also illustrates amounts spent thus far and balances remaining both in total and for each of the four program areas earmarked for the revenue.

Total: tax collections through four quarters total \$437k. Expenditures thus far equal \$267k leaving an unspent balance of \$170k.

Marketing and Promotions: this program is earmarked for 50% or \$218k of total measure AA tax collected. Thus far expenditures are \$81k leaving a balance of \$137k. Based on projected revenue for the year the Marketing and Promotions division of the Community Development department received approval for \$245k of appropriations. This program has run into some organizational and governance inefficiencies leading to underspend of available revenue and an incomplete roll out of the marketing plan. The City Council is set to review and address the program's organizational and governance structure at the regular City Council meeting on May 14, 2018.

Coastal Trail Maintenance: this program is earmarked for 25% or \$109k of total measure AA tax collected. Based on projected revenue for the year the Coastal Trail Maintenance program received approval for \$131k of appropriations. Through the third quarter of FY17-18 a total of \$125k has been spent by the City on maintenance at the park. Maintenance costs funded by Measure AB were only budgeted for \$30k however. Additionally, \$101k budgeted for the Glass Beach Staircase project has been transferred to the capital project fund. The Coastal Trail Maintenance program has currently spent \$22k more than revenue collected. The program is within budget however and sufficient revenue is expected to be collected in Q4 of FY17-18 to fund the expenditures to date.

Noyo Center for Marine Science: this program is earmarked for 12.5% or \$55k of total measure AA tax collected. Through the third quarter of FY17-18 \$55k has been granted to the Noyo Center. Based on projected revenue for the year the Noyo Center program area received approval for \$54k of appropriations in FY17-18. Collected taxes will continue to be granted to the Noyo Center on a quarterly basis.

Special Projects – School Playing Fields: this program is earmarked for 12.5% or \$55k of total measure AA tax collected. To date no specific projects or funds request have been presented to the City by the Fort Bragg Unified School District. Based on projected revenue for the year the School Playing Fields program area received approval for \$54k of appropriations in FY17-18

City of Fort Bragg

Overall Program - Profit/Loss

As of 3/31/2018

Projected Increase in City TOT; FY17-18	\$ 114,000
Expenditures since Inception	<u>(266,868)</u>
Profit/(Loss)	<u><u>\$ (152,868)</u></u>