

CITY OF SANTA CRUZ CANNABIS TAX SET-ASIDE FOR CHILDREN AND YOUTH – Santa Cruz pop. 64,522

ELECTION: November 2, 2021

QUESTION ON THE BALLOT: To solidify the City of Santa Cruz's commitment to prioritizing funding for children and youth programs and services, shall the Santa Cruz City Charter be amended to allocate 20 percent of revenue generated by the Cannabis Business Tax to youth and early childhood development programs and services?

RESULTS: 82.7% Yes

WEBSITE FOR CAMPAIGN: <https://www.yesonsantacruzchildrensfund.org/>

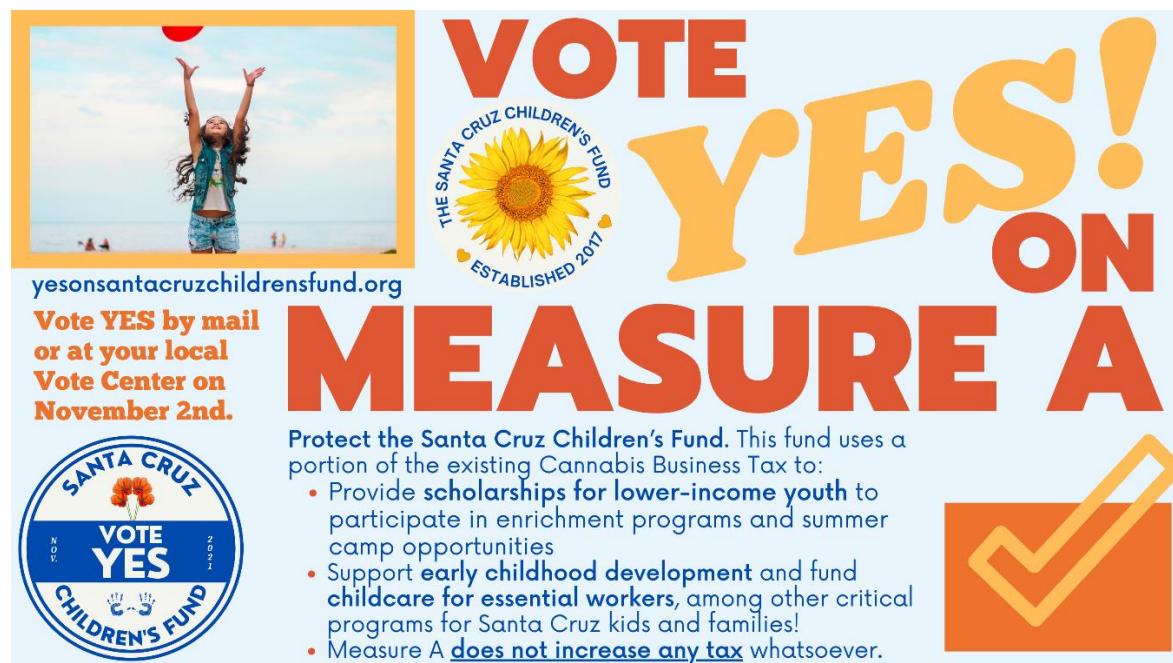
BACKGROUND: The moving force behind this measure was Santa Cruz City Councilmember, Martine Watkins. In 2017 she introduced legislation to increase the Santa Cruz cannabis tax from 7% to 8% and place the increase into a dedicated Santa Cruz Children's Fund. * The Fund was popular and paid for youth programs including scholarships to the city's recreation programs, and services for children ages 0 - 5 years. Wanting to ensure the fund stayed in place, Watkins introduced a charter amendment at the City Council to increase the set-aside from what was 12.5% to 20%. The Council placed the measure on the ballot.

The campaign was run primarily by volunteers. **Yes on Santa Cruz Children's Fund Committee** spent an estimated 26k on the campaign, which lasted approximately four months (July to November). Expenses included multiple mailers, digital advertising and social media advertising, kickoff and volunteer appreciation event expenses, website hosting, gear like stickers and hats, and consulting fees for FPPC/IRS/Treasury guidance, address sorting for mailings, design, and management.

Link to newsletter sent out before election day – includes YouTube video link:

<https://mailchi.mp/156ea4153c27/may-2021-lets-stay-connected-4554786>

Example of literature:



- City of Santa Cruz marijuana business tax first passed in 2014, amended in 2016 – allowed the City Council to tax 7 – 10%. See Ballotpedia:
[https://ballotpedia.org/Santa_Cruz,_California,_Marijuana_Tax_Amendment,_Measure_I_\(November_2016\)](https://ballotpedia.org/Santa_Cruz,_California,_Marijuana_Tax_Amendment,_Measure_I_(November_2016))