



LOCALLY-CONTROLLED FUNDING - MEASURE GG

**CITY OF GARDENA
District Meeting**





How do we get revenues?

Unlike the private sector, we don't make anything, we don't sell anything. We get most of our revenues from taxes and fees – it is not unlimited.

The City wants to maintain quality services, such as:

- Ensuring our Gardena Police Department is prepared and responsive when needed
- Providing services for senior citizens
- Maintaining parks and public spaces
- Supporting programs for youth
- Maintaining streets and trees



Sales Tax is NOT unlimited



California Gov. Section 7251.1 – local tax may not exceed 2%.

- **Bradley Burns Tax is 1% - every city gets this**
- **Measure G tax is 0.75% - Gardena general tax**
- **Measure H tax is 0.25% (repealed) - L.A. County Homelessness**



Bradley Burns (1%)



- Enacted into law in 1957
- For most cities, this is the primary or largest source of revenue
- Pays for a large portion of the City's budget on public safety, payroll, insurance, etc.



Measure G (0.75%)



- Measure G was passed with 64.3% support
- As of 2025, Measure G generated over **\$57 million** to fund policing, fire safety, animal services, youth and senior programs, etc.
- In addition to essential services, Measure G revenue helps finance significant community investments



Funding for Senior Programs at the Community Aquatic & Senior Center



- Total Project Cost: **\$26.5M**
- Estimated Annual Operating Cost: **\$1.4M per year**
Construction of 8-lane pool & 12,000 sf. Senior Center



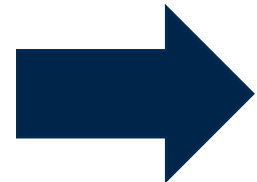
Measure G
Tax Dollars
at Work





Funding to Improve Existing Facilities

- Mas Fukai Park Community Building – Estimated Project Cost: **\$15.4M**
- Estimated Annual Operating Cost: **\$350K**
Construction of a 4,000 sf. multi-purpose community building



Measure G
Tax Dollars
at Work



Measure H (0.25%) LA County Homeless Tax



- In 2017, the County passed 0.25% Sales Tax, Measure H (Homeless)
- It provides funding for homelessness efforts.
- Cities with large homeless population gets the most funds.
- Cities with minimal homeless population still pay, but gets almost nothing.





Homeless Count

The County allocates Measure H funding based on having an existing approved homeless prevention program or programs in place and your homeless count

LAHSA Homeless Count

Example: Gardena vs Long Beach

Year	Unsheltered	In Car/Camp	Gardena Total
2021	N/A	N/A	N/A due to Covid-19
2022	40	50	90
2023	100	86	186*
2024	38	31	69
2025	21	22	43

Year	Unsheltered	In Car/Camp /Sheltered	Long Beach Total
2021	N/A	N/A	N/A due to Covid-19
2022	2,287	1,009	3,296
2023	2,456	991	3,447
2024	2,455	921	3,376
2025	2,606	989	3,595

**The total was inflated due to LAHSA calculation error
Data from Los Angeles Homeless Services Authority (LAHSA)*





LA County Allocation of Measure H Funds

Example: Gardena vs Long Beach

Fiscal Year	Estimated Tax Revenue Collected from Gardena	Amount LA County Has Sent Back to Gardena
2017-18	\$2,164,223	\$-
2018-19	\$3,152,949	\$-
2019-20	\$2,902,984	\$-
2020-21	\$3,139,875	\$-
2021-22	\$3,797,697	\$-
2022-23	\$3,940,366	\$92,082
2023-24	\$4,173,889	\$104,287
TOTAL	\$23,271,983	\$196,369
		Less than 1%

Fiscal Year	Estimated Tax Revenue Collected from Long Beach*	LA County Has Sent to Long Beach
2017-18	\$0	\$-
2018-19	\$0	\$2.1M
2019-20	\$0	\$3.0M
2020-21	\$0	\$4.5M
2021-22	\$0	\$5.2M
2022-23	\$9.8M	\$18.1M
2023-24	\$21.0M	\$20.3M
TOTAL	\$30.8M	\$53.2M

*City of Long Beach passed 1% Measure A Sales Tax in 2016, therefore it doesn't have to pay for Measure H (which was passed in 2017) but still receiving the share of Measure H funding. The measure was reduced to 0.75% in 2023.





Opportunity Lost

Had the City implemented the full 1% sales tax prior to Measure H, it would have generated over **\$77 million** to strengthen City essential services and support various projects

Fiscal Year	Estimated Additional Tax Revenue
2015-16	\$11,227,325
2016-17	\$11,013,055
2017-18	\$11,542,520
2018-19	\$12,611,795
2019-20	\$11,611,936
2020-21	\$3,139,875
2021-22	\$3,797,697
2022-23	\$3,940,366
2023-24	\$4,173,889
2024-25	\$4,154,735
TOTAL	\$77,213,195

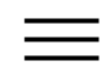




Financial Challenges from other agencies

#1 – **New DOJ card room regulations** (approved on Feb 6, 2026)

- Ban controlled games at the local card clubs
- Potential loss of **\$9M per year in the General Fund**
- Will take effect on April 1, 2026
- Card room to submit plan for compliance by May 31, 2026
- Pending legal challenge by cardrooms



California Cardrooms Plan to Ban Blackjack by April

The Office of Administrative Law approved the state Department of Justice’s ban on blackjack in California card-rooms, threatening thousands of jobs



SAMANTHA EDELMAN · FEB 11, 2026



MENU

NEWS

Cardrooms file legal challenge to new gaming regulations





Financial Challenges from other agencies

#2 – LA County Fire Protection Service Cost Adjustment

- LA County is seeking additional **\$1.7M per year** increase in cost sharing
- On March 17, 2026, the County notified the City that if the City does not make a final determination regarding full district reimbursement by March 31, 2026, they will issue the **365-Day Notice of Termination**





Another Opportunity

What makes up the 10.50% sales tax?

State of California	6.00%
LA County - Transportation	2.25%
LA County – Measure H (Repealed 0.25%)	
LA County – Measure A Homeless	0.50%
City of Gardena – Bradley-Burns 1%	1.00%
City of Gardena – Measure G	0.75%
Total	10.50%

Either the City or the County can replace this 0.25% tax, but not both.

Keep Your Sales Tax Revenue in Gardena

City currently receives 1.75 cents of each dollar purchase

ORDER: 26

11/13/2025 14:39
Transaction 9425368

1	LARGE COFFEE	\$ 4.25
SUBTOTAL		\$ 4.25
TAX - State & County 8.75%		\$ 0.37
TAX - Gardena 1.75%		\$ 0.07
TAX - 0.25% Tax 0.25%		\$ 0.01
TOTAL		\$ 4.70
CREDIT CARD AUTH		\$ 4.70

11/13/2025 14:39
\$ 4.70 | EMV
VISA CREDIT XXXXXXXXXXXXX





New LA County Sales Tax Ballot Measure

- On February 10, 2026, LA County approved 0.50% sales tax ballot measure on the June 2026 election

Effect:

- If the City takes no action, the County will take 0.25% sales tax portion (~\$4M/year) from Gardena

LOCAL NEWS

Los Angeles County supervisors propose half-cent tax to offset federal cuts

by: Will Conybeare
Posted: Feb 10, 2026 / 06:27 AM PST
Updated: Feb 10, 2026 / 07:16 AM PST





Locally-Controlled Funding for City Services

To keep sales tax revenue in Gardena, the City has placed a quarter-cent sales tax measure – **Measure GG**, on the June 2, 2026 ballot.

Funding from Measure GG could be used to:



Maintain fire and paramedic response



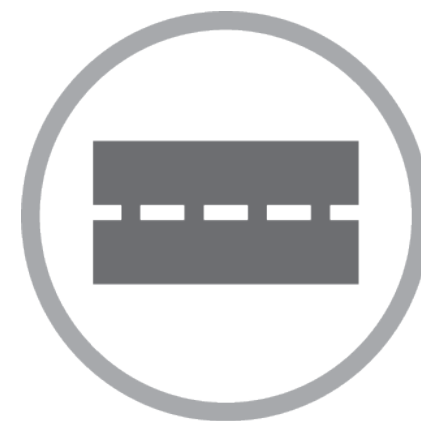
Keep parks and public areas safe, clean and graffiti free



Support public safety programs to prevent crime and homelessness



Fund youth and senior programs to improve neighborhood safety



Maintain streets and fixing potholes





Essential Purchases Are Exempt

Under State law, certain essential purchases are exempt from sales taxes.

These purchases include:

- Groceries
- Prescription medicine
- Diapers
- Feminine hygiene products





For More Information

- **Staff is here to simple educate, NOT advocate**
- **If left alone, the County will take 0.25% sales tax portion (~\$4M/year) from Gardena**



Please share your thoughts, opinions, and priorities to help shape the future of our City.

You can still take our community survey by:

- Visiting [CityofGardena.org/LocalFunding](https://www.cityofgardena.org/LocalFunding)
- Scanning the QR code





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Thank you!

