



## AGENDA REPORT

**Meeting Date:** February 17, 2009  
**Item Number:** E-1  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
**Subject:** RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS  
EXPRESSING OPPOSITION TO MEASURE P  
**Attachments:** 1. Resolution

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### Background

Measure P is a package of four proposals to update certain business taxes which was placed on the March 3, 2009 ballot during the fall of 2008.

### Discussion

Revenue-enhancement measures - including those incorporated in Measure P - were reviewed and placed on the ballot prior to the nation's economic recession.

Since that time, the nation has entered into a sudden and dramatic recession unlike any recent previous economic challenge. Objective data, including sales tax figures and other indicators, show that many Beverly Hills businesses, hoteliers and retailers are facing financial challenges due to the recession.

### Fiscal Impact

The Measure P ballot initiative relates to the City's long-term ability to fund programs for the Beverly Hills community.

Cheryl Friedling *cf*  
Approved By

RESOLUTION NO. 09-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS  
EXPRESSING OPPOSITION TO MEASURE P

WHEREAS the Beverly Hills City Council first began evaluating options in 2007 to address anticipated budget challenges facing the City due to increasing expenses and declining revenues; and

WHEREAS the Beverly Hills City Council reviewed over 20 revenue enhancement measures to address these budget challenges; and

WHEREAS the Beverly Hills City Council, in the fall of 2008, selected a package of four proposals to update certain business taxes and to place this package -- subsequently designated as "Measure P" -- before the voters of the City of Beverly Hills on the March 3, 2009 ballot; and

WHEREAS the Beverly Hills City Council did not anticipate the depth or magnitude of the impending recessionary economy and its impact on the local business community; and

WHEREAS Measure P cannot be revised or removed from the ballot prior to the March 3, 2009 election;

Now, therefore, the City Council of the City of Beverly Hills hereby resolves that:

Section 1. The City Council of the City of Beverly Hills expresses its  
opposition to Measure P.

Adopted:

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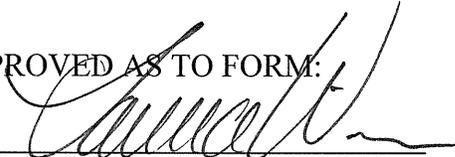
BARRY BRUCKER  
Mayor of the City of  
Beverly Hills, California

ATTEST:

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(SEAL)  
BYRON POPE  
City Clerk

APPROVED AS TO FORM:



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LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

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RODERICK J. WOOD, CCM  
City Manager