



The Supporters
of Measure B's
pants are
on **FIRE!**

Supporters of Measure B will tell any lie to get your vote!

- **LIE #1** – Measure B is supported by the Hermosa Beach City Council.

FACT – *Measure B is opposed by the entire Hermosa Beach City Council. They all voted to oppose Measure B and even wrote the ballot arguments against it.¹*

- **LIE #2** – Measure B will save the city money.

FACT – *Measure B will cost Hermosa Beach millions of dollars! According to an independent City report² and the City's budget³: The City's general fund will lose over \$1 million dollars – money which helps pay for Police, fire, Parks and Public works.*

- **LIE #3** – Measure B won't hurt Hermosa Beach businesses or employees.

FACT – *Measure B will force local businesses to lay off employees and possibly even close. According to the City's impartial study⁴:*

- Business revenue is projected to decrease by over \$5.5 million dollars.
- Business license revenue is projected to decrease by 60%.

- **LIE #4** – Measure B is required to increase police services.

FACT – *Measure B could result in a cut in police services, as revenues for our City decrease. In addition, our City already has fewer calls per resident than nearby cities, such as Manhattan Beach.⁵*

- **LIE #5** – Measure B affects all restaurants and bars in Hermosa Beach and will lead to "quieter nights" throughout the City.

FACT – *Measure B applies to only some restaurants and bars, leaving others located outside the Pier Plaza area to stay open later, which will increase noise in other parts of Hermosa Beach, closer to residential neighborhoods. In addition, Measure B will cause an increase in house parties and unsupervised beach parties, which are harder for police to monitor and control.*



Don't let them fool you with their lies!
Vote No on Measure B

Tuesday, November 5, 2013

¹ <http://www.hermosabch.org/modules/showdocument.aspx?documentId=3177>
² <http://www.hermosabch.org/modules/showdocument.aspx?documentId=3358>
³ <http://www.hermosabch.org/index.aspx?page=211>
⁴ <http://www.hermosabch.org/modules/showdocument.aspx?documentId=3358>
⁵ <http://www.hermosabch.org/modules/showdocument.aspx?documentId=3198>