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MEDIA RELEASE

FOR IMMEDIATE RELEASE
July 15, 2026

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Windsor Town Council Places Local Sales Tax Measure on November Ballot

Windsor, California (July 15, 2026) – At its meeting on Wednesday, July 15, Windsor Town Councilmembers voted to place a 1% Transactions & Use Tax (TUT), also known as a local sales tax, on the Nov. 3, 2026, ballot for the General Municipal Election. If approved by voters, the local sales tax measure is projected to generate an estimated $5.7 million annually for the Town's General Fund, which pays for services such as emergency response, street repair, traffic safety, park maintenance and recreation programs.

"My priority is keeping Windsor residents well-informed about the budget and how it affects our community," said Windsor Mayor Rosa Reynoza. "By placing this local sales tax measure on the November ballot, we are giving residents a direct voice and the ultimate say in the future of Windsor's budget and services."

Windsor has long maintained balanced budgets and healthy reserves, but rising costs are straining finances, resulting in an $8 million withdrawal of reserves in the Town's FY 2025-27 budget. In response the Town has made nearly $6 million in operational cuts and deferred more than $5 million in major maintenance and road projects. Without new or ongoing revenue, the General Fund is projected to face an $8–$10 million shortfall in the FY 2027-29 budget cycle. The proposed measure would generate ongoing local revenue to help close that gap.

"We are dedicated to maintaining fiscal responsibility and want to ensure that future budget gaps are reduced," said Windsor Town Manager Jon Davis. "This local sales tax measure aims to secure the ongoing funding needed to support essential Town services and maintain the quality-of-life Windsor residents know and love."

The Town of Windsor currently has the lowest sales tax rate in Sonoma County at 9.25%. A 1% TUT would raise the Town's tax rate to 10.25%, matching the rate of neighboring cities such as Petaluma, Sonoma, and Cotati. All revenue generated from the proposed measure would stay local to Windsor. Essential items such as groceries, prescription medications, diapers, and feminine hygiene products are exempt from sales tax under state law and would not be taxed. The Town also passed the Fiscal Accountability and Stewardship Policy to ensure transparency of any incoming

measure revenue, tracking it through independent audits, annual public workshops and a dedicated Citizens' Oversight Commission.

If approved by voters in the November election, the proposed sales tax measure would take effect April 1, 2027.

To learn more about the sales tax measure, visit townofwindsor.ca.gov/SalesTaxMeasure.

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