

Say NO to a Ban on Flavored Tobacco and Vapor Products in Sacramento

Last year Sacramento consumers over the legal age of 21 bought \$110 million worth of flavored tobacco and vapor products in the city. A ban on these products has been proposed and will be heard at a City Council hearing on Tuesday, March 19. This is a bad idea. Here's why:

It will not work. Even if the city of Sacramento bans flavored tobacco and vapor products, city residents can go to other cities such as Elk Grove, Citrus Heights or the unincorporated parts of Sacramento County and buy these products. Or they can purchase them online, in most cases with fewer safeguards for protecting minors.

It will cost the city of Sacramento \$2.3 million per year. Sacramento City receives \$2.3 million annually in sales tax revenue related to adult purchases of flavored tobacco and vapor products. These sales tax dollars are desperately needed to support affordable housing and other city services, like police, fire and parks.

It will destroy small businesses. Dozens of small Sacramento retailers will go out of business if these products are banned. Losing \$110 million in sales is a major blow to the city's small retailers, and what makes it even worse is that residents who leave the city to buy these products will spend another \$20 million annually on ancillary sales. All of these lost sales will decrease the sales tax revenue for the City of Sacramento.

It is inconsistent. How can the City of Sacramento, which allows flavored marijuana products and flavored alcohol products for adult sales, ban flavored tobacco and vapor products for adults?

There is a better way. Instead of banning flavored tobacco and vapor products, the City of Sacramento can better restrict the appeal and access of these products to minors by banning the sale of youth-oriented products, increasing penalties on retailers who sell these products to minors, and requiring age-verification technology at the point of sale for all retailers.

Contact your councilmembers and urge them to oppose a full ban on flavored tobacco and vapor products!

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