



OUR *Town*

Apple Valley, California

# NOTICE TO APPLE VALLEY VOTERS

## INFORMATION ON **MEASURE O**

In July, the Apple Valley Town Council placed a 1% sales tax measure on the Nov 3, 2020 election for voters to consider. This information guide can help residents better understand the details of Measure O.

### What is the current sales tax?

The sales tax rate in Apple Valley is 7.75%. The Town receives 1% and the other 6.75% is allocated to the state and county. Measure O would raise the sales tax rate to 8.75% and the Town would receive 2%.

### How much funding would the measure generate?

Measure O is estimated to add \$6-7 million annually to the Town's general fund.

### What has the Town done to cut expenses?

Over the last several years, the Council has made significant cuts in staffing, salaries, benefits and services. However, due to State takeaways of local funds, the rising costs of providing local services, and the recent financial impacts of the COVID-19 virus, the Town's expenses outpace revenues.

### What is the Town's highest expense?

The Town's cost for law enforcement is \$15.5 million, representing 43% of the Town's general fund of \$36.1 million, and will climb \$1 million annually to \$20 million by 2025.

## WHERE DO MY SALES TAX DOLLARS GO NOW?

The Town uses sales tax revenues to pay for general public services such as:

- Law Enforcement Officers
- Road Construction
- Parks and Ballfields
- Community Events, Concerts and Recreation Programs
- Reserves to pay for potential emergencies or revenue impacts

## MEASURE O

Shall a measure to enact a sales tax at the rate of 1% in the Town of Apple Valley, providing approximately \$7,000,000 annually until ended by voters, to fund general Town services, requiring annual independent audits with all funds remaining local, be adopted?



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## INFORMATION ON MEASURE O

### What would happen if the measure does not pass?

If the measure does not pass, the Town will not receive the additional 1% sales tax revenue. As costs rise, the Town Council will then have to consider cuts to Town services in order to balance the budget. This may include reducing law enforcement personnel, delaying or suspending road improvements, reducing aquatics and other recreational programs.

### When did the Town last raise the sales tax rate?

The Town has not raised the sales tax rate in its 32 years of incorporation. This will be the first time Apple Valley voters have considered a sales tax measure.

### Can the Town raise revenues without raising taxes?

Over the years, the Town has strived to build our economic base by attracting new retail and industrial development and by encouraging community support of local businesses through our Shop Local campaigns. These efforts all increase revenues, but not enough to offset rising costs. Revenues from Measure O could be used to close this deficit.

#### Voting Information

- Election Date: Tuesday, November 3, 2020
- Look for your Vote by Mail ballot beginning Oct 5 or call (800) 881-VOTE or (909) 387-8300
- Register to vote or find your polling place at sbcountyelections.com
- Last day to register is Oct 19; however residents can conditionally register to vote and cast a provisional ballot in person any time up to and including on Election Day