



OUR  
*Town*

Apple Valley, California



# NOTICE TO APPLE VALLEY VOTERS

## A MESSAGE FROM THE TOWN MANAGER

Apple Valley always strives to do more with less. We pride ourselves on this philosophy. It says two things: we aren't afraid of hard work and we don't have the same financial resources as some other communities. Despite the financial constraints, the Town has been voted the best place to live in the High Desert for nine consecutive years.



As more children use our ball fields and more drivers travel on our roads, maintenance and repair costs climb. More people also mean more calls for police services. However, the Town cannot continue to fund public services at current levels, particularly for law enforcement, while revenues remain flat or falling.

Absent an additional source of local revenue, this deficit will require the Town to curtail spending for public services, such as police services, in order to balance the budget. That is why the Town Council placed Measure O on the ballot – to allow Apple Valley voters to decide.



[ CONTINUED ]

## NOTICE TO APPLE VALLEY VOTERS

A MESSAGE FROM THE TOWN MANAGER

### HERE ARE A FEW OTHER COMMON QUESTIONS:

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

Over the last several years, the Town has reduced staffing, salaries, benefits and services. According to Town reports, if revenues remain flat or fall, further cuts could include closing parks and ballfields, cancelling youth sports programs or summer concerts, delaying and deferring community cleanup and graffiti removal programs, and potentially reducing police services.

#### 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

#### How much funding would the measure generate?

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

#### 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. The Town Council will then have to consider cuts to Town services in order to balance the budget.

#### 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 industry and by encouraging community support of local businesses via 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.

### 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?