



# KEEPING LA MESA **Safe AND Clean** WITHOUT INCREASING TAXES

Since 2008 the City of La Mesa has relied on local funding from a voter-approved sales tax. This funding is now set to expire. To keep La Mesa safe, clean, and well-maintained, the City Council is considering placing a measure on the November 2024 ballot to renew this funding at the current rate.

## LOCAL FUNDING SOURCE IS SET TO EXPIRE

If the local sales tax expires, La Mesa will lose approximately \$12 million in annual local funding. Without this funding, La Mesa will need to make significant reductions to public safety services and maintenance of local streets, sidewalks, parks, storm drains and other infrastructure.

## MODEST COST PAID BY RESIDENTS AND VISITORS

All funds from La Mesa's local ¾¢ sales tax stay local to fund local services only. The cost is paid by both residents and visitors who shop in La Mesa and it adds just 7.5¢ to a \$10 purchase or 75¢ to a \$100 purchase.

## ESSENTIAL PURCHASES ARE EXEMPT

Essential purchases like groceries, prescription medicine, and diapers are exempt from sales tax. This helps ensure a sales tax renewal measure is not a burden to those on fixed or limited incomes.

## IF RENEWED, THIS FUNDING WILL CONTINUE TO:



Maintain over 153 miles of streets and 53 miles of storm drains



Keep 133 acres of parks, recreation, and community facilities safe, clean and well-maintained



Repair aging infrastructure including storm drains, pipes, sidewalks, and public facilities



Provide fire protection, paramedic services, and quick responses to 911 emergencies



Provide police services, including crime prevention and investigations



Beautify and keep La Mesa clean by removing graffiti and cleaning-up litter, sidewalks, and public areas

## FISCAL ACCOUNTABILITY AND LOCAL CONTROL

- ✓ A measure to renew funding will continue to require: Public disclosure of all spending and mandatory annual audits
- ✓ All funds must stay in La Mesa and no funds can be taken away by the State, the County or other agencies

## SHARE YOUR INPUT

As the City of La Mesa plans for the future, please share your thoughts, opinions, and priorities to help shape our plans. To share your input or ask questions, please contact us at 619.667.1142 or [RenewPropL@cityoflamesa.us](mailto:RenewPropL@cityoflamesa.us).