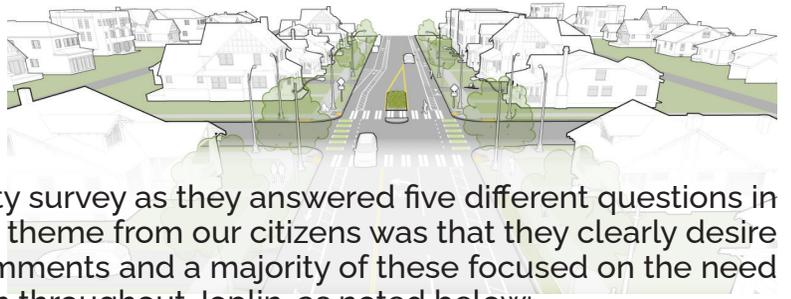


Proposition Action: Listening to You



In 2020, citizens provided vital feedback to a City survey as they answered five different questions in the City Manager's Listening Tour. The repeated theme from our citizens was that they clearly desire an improved Joplin. There were some 7,000 comments and a majority of these focused on the need for community improvements and beautification throughout Joplin, as noted below:

- "Clean up blighted neighborhood areas, address the dangers that these areas cause."
- "Each new business should be required to plant trees, shrubs, or flowers and beautify their space."
- "Improved community engagement with police officers."
- "Keep neighborhoods clean and cared for, and don't let lots, rental properties, and buildings become overgrown and dilapidated."
- "The City could encourage entrepreneurial efforts within the City to increase new jobs."
- "There are some street issues and I do not see many police around town."
- "Make absentee landlords responsible for maintaining their properties."
- "Tear down empty buildings or incentivize renovating them."
- "Drug use is rampant and property crimes, such as petty thefts are out of control."
- "Neighborhood cleanup...People taking pride in their homes, yards, businesses."
- "It is sad to see a city allow homes to deteriorate into disrepair. Better enforcement of city codes and possibly grants for home improvement."
- "Dealing with the homeless – the parks are beginning to be overtaken by these people who sleep, eat, and lay out all of their belongings."
- "I'd like to see the empty lots and buildings be occupied."
- "Seeing boarded up houses and commercial buildings make the City look horrible."
- "If we want young people and more tech-oriented companies, which is the future, we must upgrade our internet capabilities and make our community more attractive to the demographic of modern America."
- "Need more activities, art and positive change."
- "The City could focus on infrastructure improvements, specifically empty houses and buildings."

Hearing this strong message from our citizens to move Joplin forward, City Council members based their City Goals on the foundation of creating a more attractive and improved city for our future.

City of Joplin Goals: (set by City Council, 11-30-20)

- Improve community appearance
- Reduce crime and increase safety
- Address declining neighborhoods
- Create and grow resilient revenue to improve city service levels and maintain infrastructure
- Increase economic opportunities for all
- Address homelessness

In working to achieve these goals, the City established Action Plans that outline programs and processes that could better Joplin in various ways.

With nearly 50 plans, new programs were created, while others were brought back from previous successful projects. We encourage everyone to review the Action Plans found on the City's website at www.joplinmo.org/actionplans. A wide variety of areas are covered. For example, there are plans to:

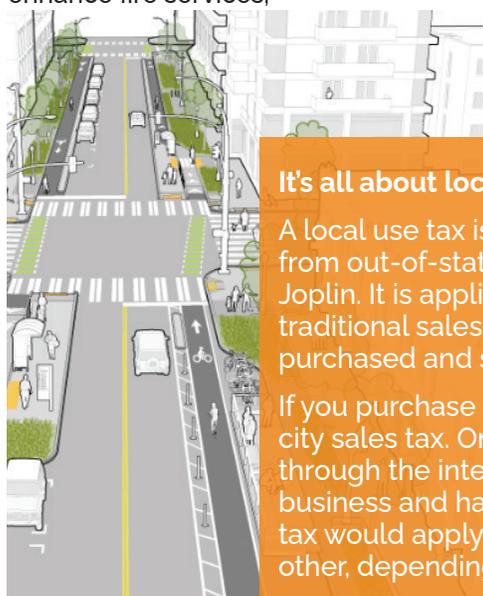
- Help clean up neighborhoods and businesses, as well as ways to recognize those who excel in community appearance, creating an attractive Joplin for both citizens and visitors;
- Engage with existing community partners to address homelessness and provide appropriate outreach and assistance to those in need;
- Address ways to increase public safety efforts with more visibility of our police officers within neighborhoods and enhance fire services;
- Improve economic development efforts to attract new businesses and bolster our existing companies and entrepreneurs; and,
- Develop positive messaging to promote Joplin's strengths to job seekers, business owners and others who are looking to relocate.

What's the next step to complete the Action Plans?

The list of Action Plans is long, with something for almost everyone. All provide benefits to our community and are important to make Joplin better.

This effort for an improved Joplin will take a collaborative approach with our citizens. The plans are tools we can use, yet implementation of many of these require community investment in both physical infrastructure and public service personnel.

On November 2, 2021, citizens will be asked whether they support "Proposition Action" which enacts a local use tax. The use tax would provide funding resources to work on the goals set to improve Joplin as our citizens have requested.



It's all about location...

A local use tax is a tax that applies to purchases made from out-of-state vendors and shipped to a location in Joplin. It is applied to the same type of products subject to traditional sales tax. The difference is where the goods are purchased and shipped.

If you purchase an item at a retail store in Joplin, you pay city sales tax. On the other hand, if you purchase an item through the internet or by catalog from an out-of-state business and have the item shipped to Joplin, then the use tax would apply. You would never pay both. It's one or the other, depending on where the goods are purchased.

Proposition Action: Listening to You

The City's sales tax revenues have remained relatively flat because Joplin currently does not receive any tax revenues from online purchases. As residents now purchase many items online, the City's financial resources for critical services for our community are being eroded, limiting any new efforts our community wants and needs.

This is not just an issue affecting the online shopper. It affects all of us in the community. By not collecting this tax on purchases made online, the City is losing an estimated \$3.7 million each year. This large amount of resources could be utilized to address the improvements citizens have said were important for the future of Joplin.

Leveling the Playing Field...

Local businesses face an unfair advantage to out-of-town businesses when local funding is avoided. This initiative levels the playing field for local businesses and helps keep jobs in our community.

More than half the cities in Missouri currently have a use tax in place including Kansas City, St. Louis, Springfield and Columbia. Citizens in our neighboring towns of Webb City and Carthage recently approved a use tax.

Currently, the City of Joplin cannot collect anything on those sales without the use tax vote.

If a Use Tax is in place, the City would receive the tax revenue from online purchases providing funds for community betterment and allow the City to implement the 2021 Action Plans.

Improving the community's appearance can be achieved through various ways such as street adoption programs and developing a public art incentive program. Initiating the Complete Streets approach and a beautification study could also help achieve results.

As Joplin approaches its 150th birthday, there are areas and neighborhoods within our community needing some attention. The City's Action Plans discuss better property maintenance, housing revitalization, reducing vacant buildings, and bringing back the Joplin Homeowners Assistance Program (JHAP). Improving our economic development efforts can be addressed through concentrated marketing effort of Joplin and continuing the Smart Cities initiative. Homelessness is a concern for many and requires community partners to exercise a delicate balance of assistance and accountability. Action Plans for reducing crime and increasing safety will bring more officers and firefighters into our community, while also extending public outreach and engagement.

With the public and private sectors working together, these goals are attainable. The result will bring an energy and shine a new light on our community as a vibrant and attractive Joplin.

www.joplinmo.org/elections

FAQs:

Is this a new Sales Tax?

Not in traditional terms – the city's sales taxes already apply to purchases made and picked up from vendors in Joplin. The local use tax would simply extend the same tax to purchases made from out-of-state vendors and shipped to you in Joplin.

How would the Use Tax revenues be spent?

The use tax would mirror the current sales tax in place and provide resources for the City to address issues our citizens have said are important to them and for Joplin's future. These revenues would fund the programs listed in the Action Plans to achieve the Goals to provide community improvements and critical services for our community.

I don't buy anything online. How will it affect me?

If you never buy goods from out-of-state vendors which have to be shipped to you in Joplin, you won't pay any use tax.

However, not having a use tax in Joplin does affect you. Without a use tax in place, the City of Joplin will not receive any tax revenues from those who do purchase items online. This equates to an estimated \$3 to \$4 million annually from use tax revenues that are not coming into our community to address the goals for a better Joplin.

The differences between a Use Tax and a Sales Tax are illustrated below:

| USE TAX | SALES TAX |
|--|--|
| Applies to purchases made from out-of-state vendors that are shipped to Joplin | Applies to purchases made in person at retail store at the time of purchase |
| Does not apply if purchase is subject to sales tax | Sales tax is charged based on the location of the Seller (different cities have different tax rates) |
| Local use tax always mirrors the local sales tax rate, which is currently 3.125% | You never pay both a Sales Tax and a Use Tax; only one or the other applies |

The Use Tax will be collected at the same rate as the current Sales Tax (3.125 percent). Revenues collected from the Use Tax will be used to improve the community and implement the 2021 Action Plans, and work toward achieving the City Council goals. The goals include initiatives to address community issues for an improved, vibrant and attractive Joplin. Without additional resources for the City, the Goals are only aspirational and results in the status quo.

"Proposition Action" Ballot Question will read as:

"In an attempt to eliminate the un-fair advantage enjoyed by out-of-state vendors over local vendors, shall the City of Joplin impose a local use tax at the same rate as the total local sales tax rate, currently three and one-eighth percent (3 1/8%), provided that if any local sales tax is repealed, reduced, or raised by voter approval, the local use tax rate shall also be repealed, reduced or raised by the same action?" A use tax return shall not be required to be filed by persons whose purchases from out-of-state vendors do not in total exceed two thousand dollars (\$2,000.00) in any calendar year."



SCAN ME

