

Priority Area:

Resilient Revenue

Goal/Objective:

Protect municipal revenue sources from erosion and economic risks

Strategy 1- Pursue “Use Tax”:**Action Steps:**

- a. Identify plans or services needed within the community (Listening Tour and Council Goals)
- b. Analyze funding capacity provided by the Use Tax
- c. Select the plans or services that could funded by the use tax
- d. Approve an ordinance calling for the use tax to be placed on a ballot
- e. Develop public information materials and communicate with partners/citizens

Strategy 2- Pursue “Property Tax”:**Action Steps:**

- f. Identify plans or services needed within the community (Listening Tour and Council Goals)
- g. Analyze the financial impact on taxpayers based on the amount of funding needed
- h. Select the plans or services that could funded by the use tax
- i. Approve an ordinance calling for property tax to be placed on a ballot
- j. Develop public information materials and communicate with partners/citizens

Resources Required:

1. Public Information materials (brochures, public service announcements, etc.) and election costs.
2. Existing staff time

Total Plan Cost:

Total Additional FTE: Existing staff time.

One-Time Costs: \$100,000

Staffing Annual Costs: \$0.00

Program Annual Costs: \$0.00

Desired Benefit/Outcome:

- Additional tax revenue would allow for improved service and infrastructure for the community
- Diversifying revenue protects the community and citizens from external threats

“We need a more walkable downtown, more public art, and a city government that doesn't kowtow to the loudest voices in the room. Higher taxes can help us gather the resources necessary to achieve many goals.” – Listening Tour Respondent