

SHAPE URBANDALE'S FUTURE!

POLK COUNTY LOCAL OPTION SALES & SERVICES TAX

Voters in the Polk County portion of Urbandale will have the opportunity to vote on a Local Option Sales and Services Tax (LOSST) in an **election on Tuesday, August 6, 2019.**

If approved, no less than 50% of the revenue would be used for property tax relief.

The rest of the funds can be used for projects like improvements to streets, parks, trails and the storm water system, public facilities, public safety and economic development. All LOSST-funded expenses will be **reviewed and audited** with opportunities for public comment.

What does property tax "relief" mean? Tax relief can be **reducing** the property tax rate,

avoiding an increase in the property tax rate, or both.

Over the last five years, Urbandale has averaged an annual increase of 16 cents per \$1,000 of taxable property value. One action the City Council can take is to pay off existing city debt with LOSST revenue received in the first half of 2020, using 100% of those funds for property tax relief by immediately decreasing the property tax rate by 36 cents beginning July 1, 2020.

Who will pay the local option sales tax? Anyone (residents or visitors) purchasing taxable goods or services in Urbandale. Urbandale residents are already paying the one-cent tax when shopping and dining in other neighboring communities such as Des Moines, West Des Moines and Waukee.

The extra one-cent tax will only be collected on items that are currently subject to sales tax. Basic essentials like most groceries, prescription drugs, vehicles, gasoline, and professional services like medical or legal services are not subject to the sales tax. This helps moderate the impact of LOSST on low-income families.

Did you know? Voters in the Dallas County portion of Urbandale have already approved LOSST. Over 95% of Iowa jurisdictions have the 1% LOSST in place. Most counties have LOSST enacted throughout the entire county, and every county has multiple jurisdictions collecting the local option sales tax.

LOSST CASE STUDY



An example of using LOSST revenue is the new Fire Station #43 opening this fall in Urbandale. The construction of this \$6 million facility is being funded entirely with LOSST revenue (the Dallas County portion of Urbandale approved LOSST in 2017), avoiding an increase of 16 cents on the property tax rate citywide. By diversifying revenue sources, the City Council can be less reliant on the property tax levy for the revenue needed to support a strong and growing community.

LEARN MORE AT: WWW.URBANDALE.ORG/LOSST

TUESDAY, AUGUST 6, 2019

VOTE ON

POLK COUNTY LOCAL OPTION SALES & SERVICES TAX

LOSST

POSTAL CUSTOMER

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U.S. POSTAGE
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EDDM Retail





It's Your Opportunity – Vote on Urbandale's Local Option Sales & Services Tax

LOSST revenue can improve services and amenities and help keep Urbandale an attractive place to live. Predicting the needs of a growing city can be challenging, but it's important to be ready for those needs when they arise. Below are six major areas that have been identified for the use of LOSST funds.

VOTE ON TUESDAY, AUGUST 6, 2019

Questions or comments about LOSST? Email us at losst@urbandale.org, call us at 515-278-3900, or visit the website at: www.Urbandale.org/LOSST. Join us for a Community Information Forum about LOSST on Saturday, July 27, at 9:30 AM at the Urbandale Public Library.

FISCAL RESPONSIBILITY



LOSST funds can quickly and easily be applied to existing City debt. This would allow Urbandale to avoid paying unnecessary interest—saving money and freeing funds for other projects.

STREETS



A high quality street network supports and attracts investment in Urbandale. LOSST funds can be used to replace and repair aging streets, especially in older neighborhoods, and streamline traffic flow throughout the city.

FLOODING



In June 2018, the entire Metro experienced a very severe rain storm. This storm was particularly damaging on the east side of Urbandale. The storm was so intense that Urbandale's storm sewer system was quickly overwhelmed and flash flooding occurred. LOSST funds can be used to improve the aging storm sewer system.

EMS & FIRE



In an emergency, seconds matter. As Urbandale's population increases, there will be a greater need for fire fighters and emergency medical services. LOSST funds can be used to hire fire fighters/medics, improve response times, and help purchase state-of-the-art life-safety equipment.

POLICE



Urbandale continues to grow and there will be an increased need for police and community safety services. The Urbandale Police Department works around-the-clock to provide residents with a safe and comfortable community. LOSST funds can be used to build public safety facilities, purchase vehicles and provide specialized equipment for police officers.

QUALITY OF LIFE



The new LOSST funds can be used to help maintain and improve existing city parks and recreation facilities, add flushable restrooms in neighborhood parks, improve playgrounds, add shelters, attract businesses and jobs, support programs that help people in need, and enhance library services.