

ALTOONA'S

LOCAL-OPTION SALES TAX =



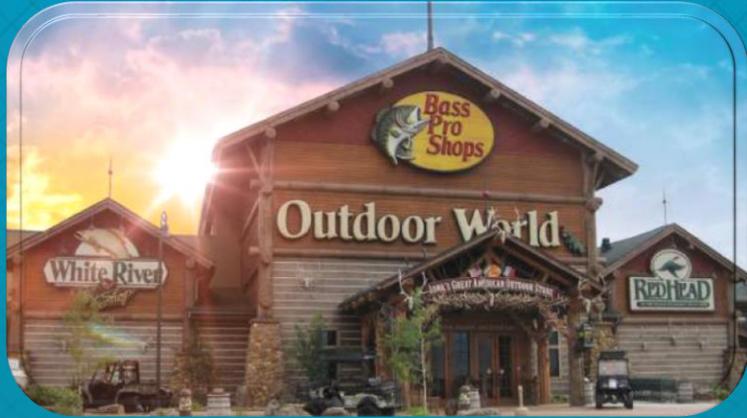
Lower Property Taxes
for You

Major Civic Improvements for
Our Community

Here's how it adds up ►



**The Local-Option Sales Tax
will tap into our growing retail market.**



Altoona is the
“Entertainment capital of Iowa”





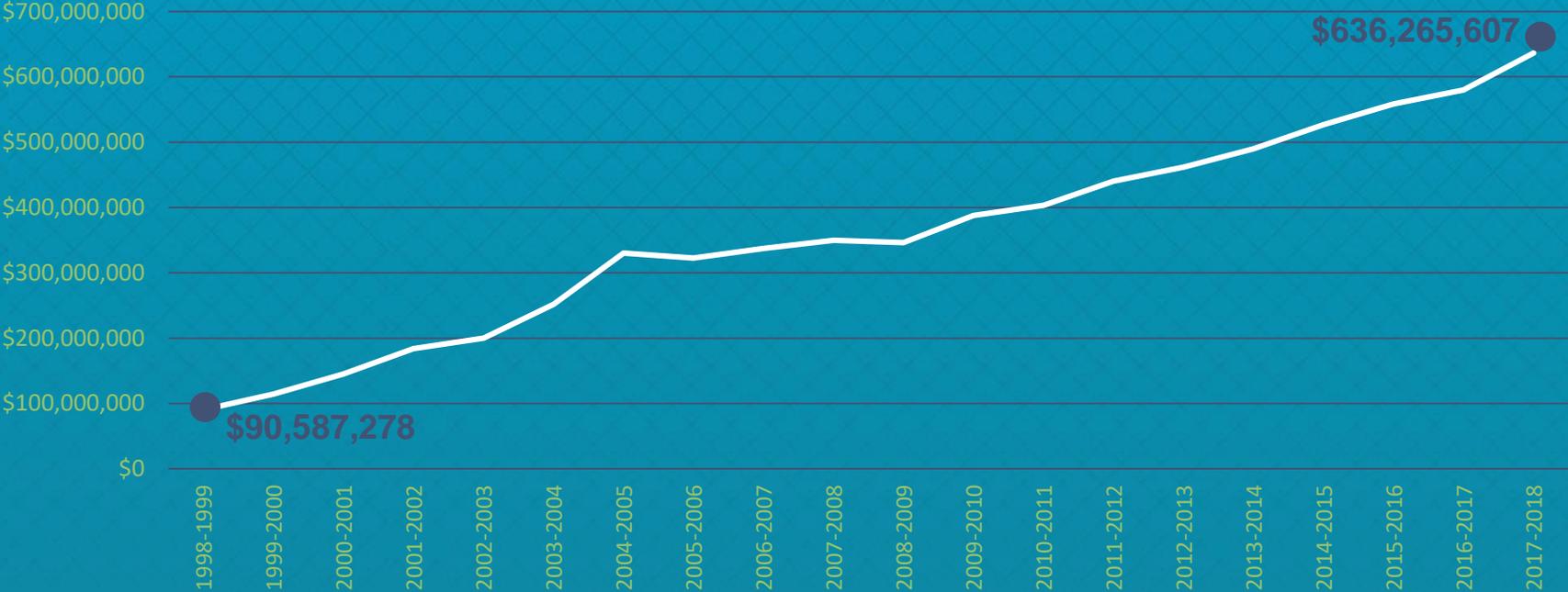
Each year, millions of people visit Altoona.
They drive on our roads and use our civic services.
They also account for the majority of our retail sales.

57%

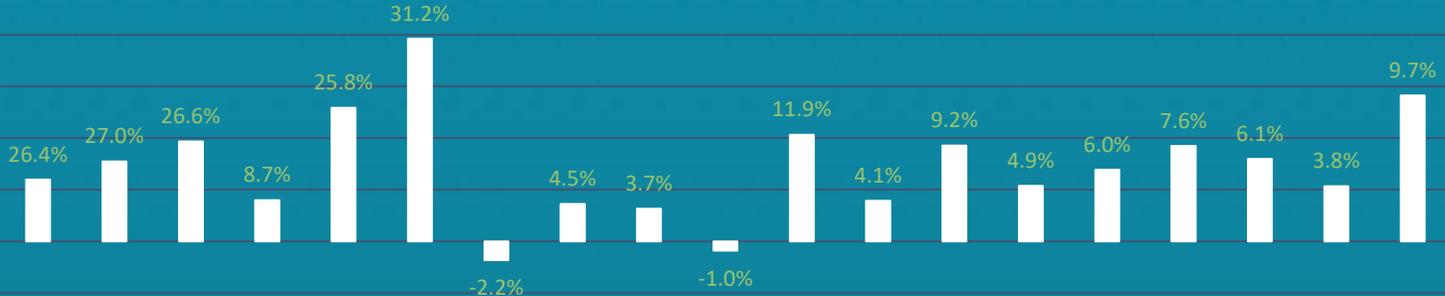
Today, about 57% of all retail spending in Altoona comes from non-residents. As our retail scene grows, **that number's only getting bigger.**

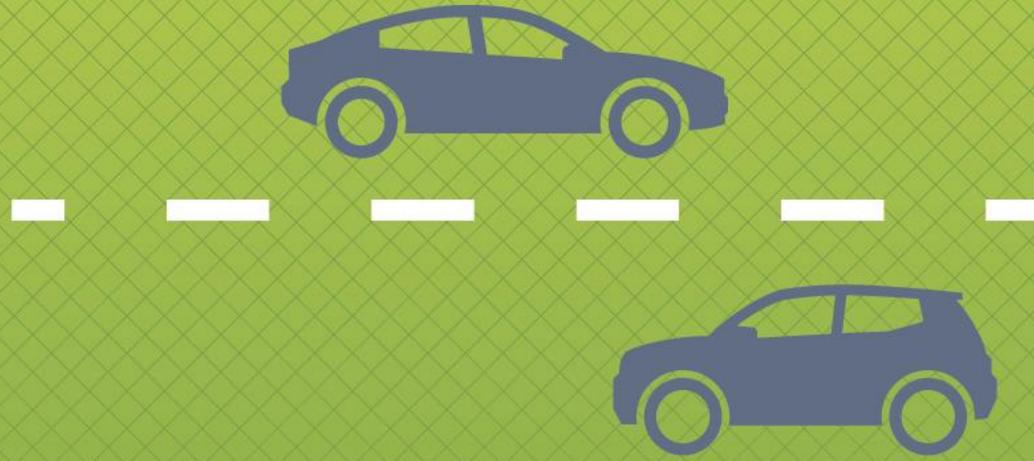
Altoona Taxable Sales

October 1 - September 30
Taxable Sales



Percent Increase





These visitors use our roads and our public facilities... but we bear the financial burden.



Visitors should help fund projects that support the infrastructure they use. Today, that burden is on our local residents via property taxes.



**The Local Option Sales-Tax reduces
the tax burden for our residents.**



If passed, the new measure will generate tax revenue from visitors to Altoona, reducing the burden for local residents.

The revenue from this project will help fund important, ongoing civic projects in Altoona.



**Road
Improvements**



Altoona's new
**Civic Service
Center**



Training & Facilities
for our
Police Department

5 Year Capital Improvements Projects

2018

- Adventureland Drive Widening
- Adventureland Drive Repairs (Hubbell to 17th Street)
- 1st Ave North Widening Project
 - Railroad Crossing
 - Underground Utilities
- Townsend House Remodel / Senior Meal Site
- Exit 143 Ramp Signals

2019

- 1st Avenue North Widening Project (North from Railroad to 7th Street)
- 8th Street Construction – Phase 1

5 Year Capital Improvements Projects

2020

- City Hall / Police Station
- 1st Avenue North Widening Project (8th Street north to Railroad)
- 8th Street Construction – Phase 2

2021

- 8th Street Construction – Phase 3

2022

- Public Works Facility

Total estimated CIP cost:

\$76 million

New City Hall & Police Station



Townsend Community Center



Building Size
9,140 Sq Ft

Purchase Cost
\$1.1 Million

Remodel Bid Cost
\$724,600



1st Avenue Project Timeline



2018
Signals at Exit 143

2019
Phase I –Railroad Crossing

2020
Phase II – North of Railroad
(Roundabout at 9th St. NW)

2021
Phase III – South of Railroad

Adventureland Dr. & 34th Ave.

Roadway Improvements



Spring Creek Ridge



Spring Creek Ridge Plats 1-3
83 Lots

Spring Creek Ridge North Plats 1- 3
127 Lots

Overall Park Area:
76 Acres

North Lake:
8.47 Acres

South Lake:
9.71 Acres

Walking Trail:
2.5 Miles

A Comparison of tax increases with and without the Local-Option Sales Tax

Projected Tax Rate Increase



Levy rate is per \$1,000 of taxable valuation

How does this affect your **Property Taxes**?

Projected Property Tax Increase

House Value

| | No LOST | \$2.1M LOST | Savings |
|-----------|-----------|-------------|-----------|
| \$175,000 | \$ 241.05 | \$ 74.71 | \$ 166.34 |
| \$200,000 | \$ 275.48 | \$ 85.37 | \$ 190.11 |
| \$225,000 | \$ 309.92 | \$ 96.05 | \$ 213.87 |
| \$250,000 | \$ 344.35 | \$ 106.72 | \$ 237.63 |
| \$275,000 | \$ 378.79 | \$ 117.39 | \$ 261.40 |
| \$300,000 | \$ 413.22 | \$ 128.06 | \$ 285.16 |

How do Altoona's current taxes Compare Locally?

| City | Tax Rate | Per Capita Value | Paid/Capital Tax |
|-----------------|--------------|------------------|------------------|
| Altoona | 9.94369 MIN | \$ 43,290.38 | \$ 430.47 MIN |
| Ankeny | 11.65000 | \$ 62,792.58 | \$ 731.53 |
| Bondurant | 13.83440 | \$ 44,731.10 | \$ 618.83 |
| Clive | 10.14499 | \$ 85,718.57 MAX | \$ 869.61 |
| Des Moines | 17.04000 MAX | \$ 34,249.50 MIN | \$ 583.61 |
| Johnston | 11.38698 | \$ 73,443.28 | \$ 836.30 |
| Pleasant Hill | 11.65000 | \$ 56,117.83 | \$ 653.77 |
| Urbandale | 10.02000 | \$ 69,605.65 | \$ 697.45 |
| Waukee | 13.50000 | \$ 61,500.64 | \$ 830.26 |
| West Des Moines | 12.00000 | \$ 79,125.57 | \$ 949.51 MAX |

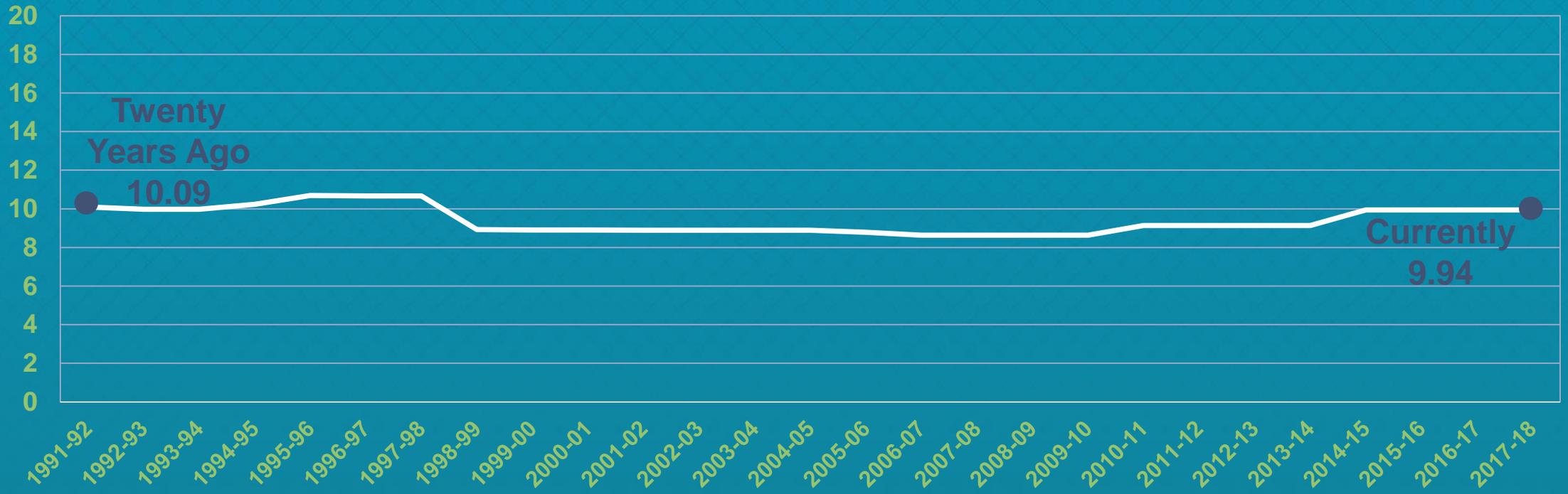
MIN ● ———— MAX

MIN ● ———— MAX

MIN ● ———— MAX

Altoona's Tax Levy History

Levy Rate (per \$1,000)



HERES A QUICK SUMMARY =

If Altoona's Local-Option Sales Tax is passed, then:

Visitors to Altoona will help fund local civic-improvement projects.

Those projects include road-improvements and new civic facilities.

Property taxes will be reduced for Altoona residents.

On March 5, the **Local-Option Sales Tax** will appear on the ballot:

**POLK COUNTY
PUBLIC MEASURE
SHALL THE FOLLOWING MEASURE BE ADOPTED?**

YES NO

Summary: To authorize imposition of a local sales and services tax in the City of Altoona, Iowa at the rate of one percent (1%) to be effective from July 1, 2019

A local sales and services tax shall be imposed in the City of Altoona, Iowa at the rate of one percent (1%) to be effective from July 1, 2019.

Revenues from the sales and services tax shall be allocated as follows:

50% for property tax relief;

The specific purposes for which the revenues shall otherwise be expended are:

50% for capital improvement projects, including but not limited to, public facilities; improvements to streets, parks, sidewalks, water, sanitary sewers, storm sewers and bridges; equipment purchases, economic development, and any lawful purposes of the City of Altoona.