

NON-HOME RULE SALES TAX REFERENDUM

- The referendum will NOT increase property taxes.
- Sales tax is the City's largest revenue source with the majority of this revenue generated by non-residents who benefit from City services.
- Revenue will be directed towards the City's greatest needs as determined by the City Council during the annual budget process including capital equipment (i.e. public safety vehicles, snow plows, etc.) and municipal operations.
- Geneva sales tax rate will be on par with neighboring communities.

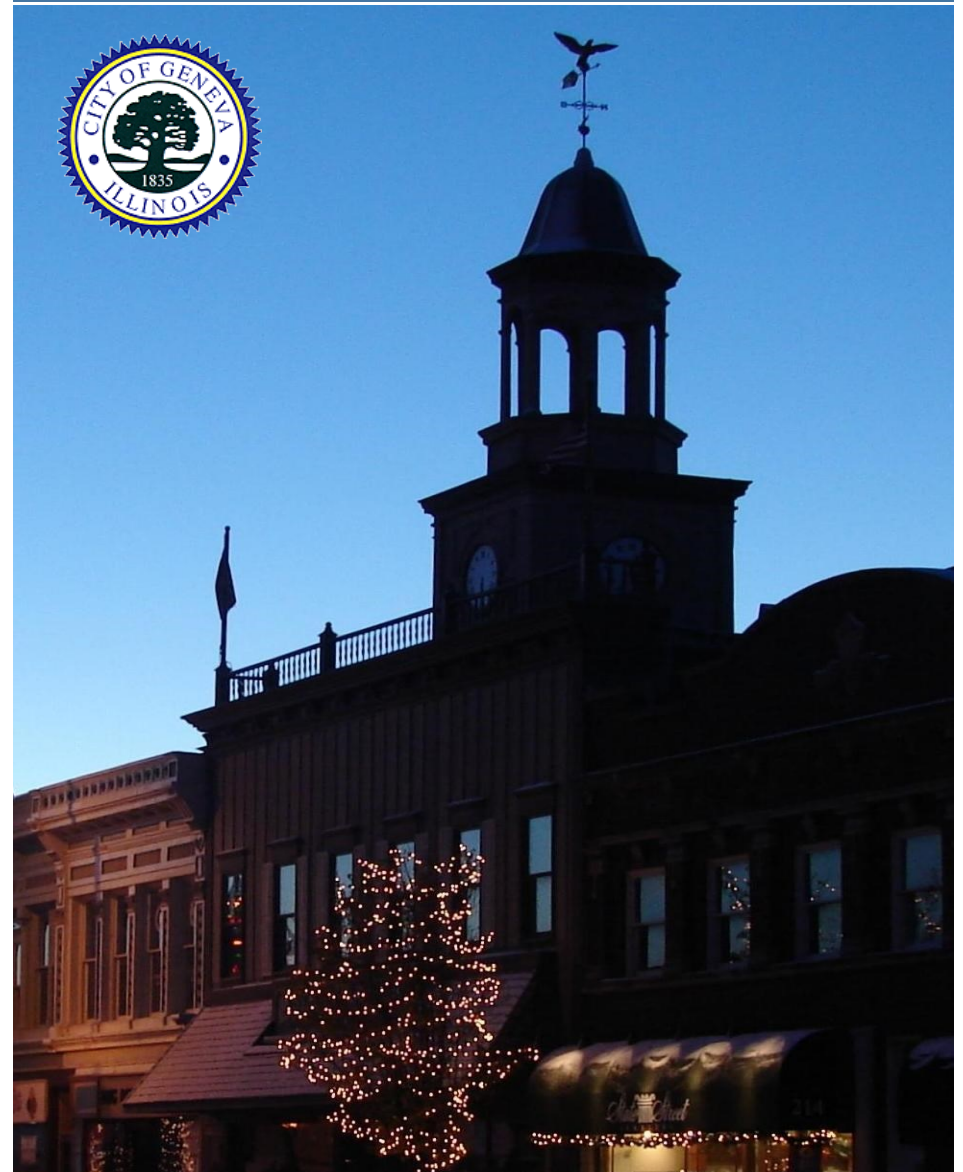


Think about it, Talk about it, and VOTE

The City Council has carefully considered this issue. For more information contact the Mayor, Aldermen, or visit the City's website at www.geneva.il.us.

Tuesday, March 20, 2018

City of Geneva Non-Home Rules Sales Tax Referendum



March 20, 2018
General Primary Election

Geneva Non-Home Rule Sales Tax Referendum

On March 20, 2018 citizens of the City of Geneva will be asked to vote on a referendum authorizing the City Council to increase the non-home rule sales tax to 1% (a 0.5% increase).

The City's revenues are limited, and many municipalities are seeing their once-dependable revenues are either flat or declining while expenses for core services (i.e. police, fire, snow removal, etc.) have increased. An increase in the non-home rule sales tax provides the potential for property tax relief and less reliance on shared revenues from the state of Illinois (which have also been declining).

The majority of sales tax collected is paid by non-residents who visit the City and benefit from City services. The sales tax increase would not apply to the sale of food and beverage items prepared at home for future consumption, prescription and non-prescription medicines, and medical supplies.

Sales Tax Referendum Question



Shall the corporate authorities of the City of Geneva, Kane County, Illinois be authorized to levy a Non-Home Rule Municipal Retailers' Occupation Tax and Non-Home Rule Municipal Service Occupation Tax (commonly referred to as a "municipal sales tax") at the rate of one percent (1.0%) for the purpose of funding expenditures on municipal operations, expenditures on public infrastructure or for property tax relief?

An Investment In Our Community

Consumer Impact

For every \$50 spent, the sales tax will increase by 25¢. The majority of sales tax revenue is paid by visitors to Geneva. An increase in the sales tax will keep Geneva comparable to neighboring communities.



Property Tax Allocation



Funding Needs

- Maintain Core City Services
- Storm Water, Drainage & Flood Control
- Fleet Replacement
- Pedestrian Safety
- Facility Improvements & Maintenance
- Public Safety Equipment
- Public Safety Pensions
- New Initiatives