What is Proposition “Action”?

City of Joplin – Use Tax Election

November 2, 2021

CITY MANAGER'S "LISTENING TOUR"

- In 2020, the City Manager embarked on a "Listening Tour" to gather information on how Joplin can improve
- Designed to hear from Citizens, Community Leaders and Businesses about our City's issues and concerns
- Over 1,400 people participated with approximately 7,000 responses
- As heard in "Listening Tour" comments:

Participants clearly desire an improved Joplin

WHAT IS SOMETHING JOPLIN COULD DO BETTER?

Listening Tour Respondent Comments:

- *"Need more activities, art and positive change."*
- *"Each new business should be required to plant trees, shrubs, or flowers and beautify their space."*
- *"The City could encourage entrepreneurial efforts within the City to increase new jobs."*
- *"Tear down empty buildings or incentivize renovating them."*

WHAT IS SOMETHING JOPLIN COULD DO BETTER?

Listening Tour Respondent Comments:

- *"It is sad to see a city allow homes to deteriorate into disrepair. Better enforcement of city codes and possibly grants for home improvement."*
- *"Neighborhood cleanup…People taking pride in their homes, yards, businesses."*
- *"Clean up blighted neighborhood areas, address the dangers that these areas cause."*
- *"Keep neighborhoods clean and cared for, and don't let lots, rental properties, and buildings become overgrown and dilapidated."*

WHAT IS SOMETHING JOPLIN COULD DO BETTER?

Listening Tour Respondent Comments:

- *"Make absentee landlords responsible for maintaining their properties."*
- *"I'd like to see the empty lots and buildings be occupied."*
- *"Seeing boarded up houses and commercial buildings make the City look horrible."*
- *"The City could focus on infrastructure improvements, specifically empty houses and buildings. These degrade the whole quality of the community."*

WHAT IS SOMETHING JOPLIN COULD DO BETTER?

Listening Tour Respondent Comments:

- *"Improved community engagement with police officers."*
- *"There are some street issues and I do not see many police around town."*
- *"Drug use is rampant and property crimes, such as petty thefts are out of control."*
- *"Dealing with the homeless – the parks are beginning to be overtaken by these people who sleep, eat, and lay out all of their belongings."*

CITY COUNCIL SET GOALS TO HELP IMPROVE JOPLIN

Information from the “Listening Tour” provided the foundation for the City Council to develop a Vision and set Goals to Improve the Community and help ensure a Vibrant and Attractive City well into the future:

CITY COUNCIL GOALS:

Community Appearance | **Declining Neighborhoods** | **Economic Development** | **Address Homelessness** | **Crime & Safety** | **Resilient Revenue**



GOAL: IMPROVE COMMUNITY APPEARANCE

Promote a beautification campaign that gives the City a cleaner and greener look that makes Joplin more appealing to live, work and play



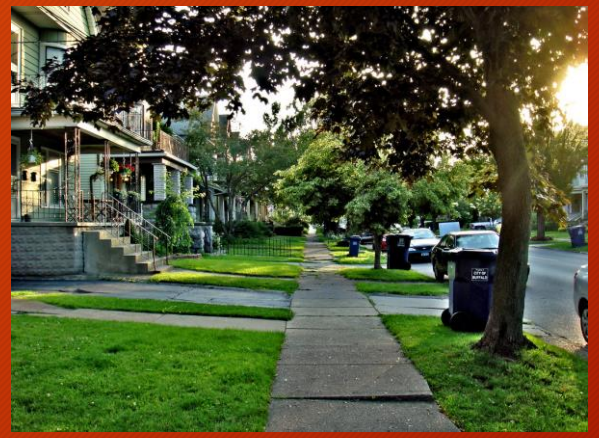




GOAL: ADDRESS NEIGHBORHOOD BLIGHT

Address neighborhood housing issues to increase value and pride in the neighborhoods that will encourage growth throughout the Community









GOAL: REDUCE CRIME AND INCREASE SAFETY

Improve Police Services, such as Community Policing and Visibility, to enhance efforts to decrease crime and drug rates, as well as boost Fire Services for a safe and secure Community for citizens to raise their families









GOAL: ADDRESS HOMELESSNESS

Work towards community supported efforts to decrease homelessness rates and panhandling









GOAL: INCREASE ECONOMIC OPPORTUNITIES

Position Joplin for growth through economic development by:

- Bringing in new business
- Creating an environment for small business and entrepreneurs to thrive
- Attracting major retail and entertainment businesses
- Utilizing SMART City technology to drive economic growth









GOAL: DEVELOP RESILIENT REVENUE



Develop resilient revenue by creating the ability to build a revenue stream to ensure funding is available for the City in order to provide critical services in any event







ACTION PLANS DEVELOPED TO ACHIEVE GOALS FOR BETTERMENT OF JOPLIN

- Goals designed to help bring additional investments, workforce and families to the Community
- Over 45 Action Plans from small to grand have been created to achieve the Goals for a better Joplin
- For a complete list and description of the Action Plans, please visit: www.joplinmo.org/actionplans
- *Here are some examples of the Action Plans*

ACTION PLANS DEVELOPED TO ACHIEVE GOALS FOR BETTERMENT OF JOPLIN

Community Appearance	Declining Neighborhoods	Economic Development	Homelessness	Crime & Safety	Resilient Revenue
Community Beautification	Housing Revitalization	Smart Cities	Maintain City Properties	Community Engagement	Modernize Revenue Sources
Complete Streets	Neighborhood Improvement Zones	Positive Marketing of City	Maintain Private Properties	Police Visibility	
Public Art	Home Repair Program	Annexation	Donation Education	Drug Enforcement	
	Reduce Vacant & Dangerous Buildings	Streamline New Business Processes	Engage with Community Partners	Recruitment & Retention	
	Joplin Homeowners Assistance			Fire Safety	
	Rental Property Inspection & Permitting			Adequate Staffing	

PROPOSITION ACTION = FUNDING FOR BETTERMENT OF JOPLIN

- Additional resources are needed to provide high level of services as Joplin grows
- Action Plans require Community Investment in both Physical Infrastructure and Public Service Personnel
- Proposition Action provides funding resources to achieve the Goals to improve Joplin that were based on Citizen Input
- Use Tax will provide additional resources needed to accomplish the Action Plans and Goals

WHAT IS A USE TAX?

USE TAX

- Applies to purchases made from out-of-state vendors that are ***shipped*** to Joplin
- Does not apply if purchase is subject to sales tax
- Local use tax always mirrors the local sales tax rate, which is currently 3.125%

SALES TAX

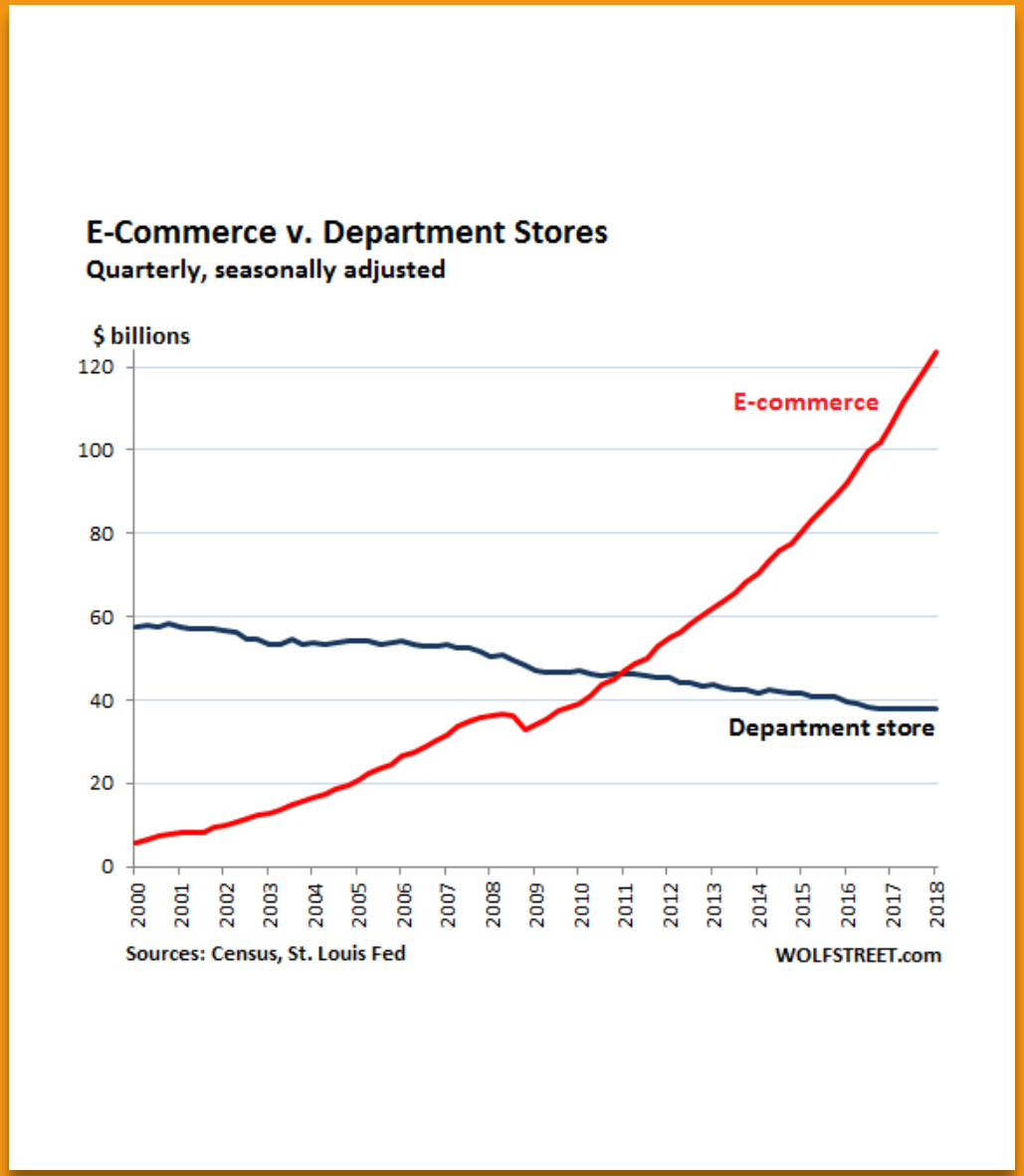
- Applies to purchases made in person at retail store at the time of purchase
- Sales tax is charged based on the location of the Seller (different cities have different tax rates)
- You never pay both a Sales Tax and a Use Tax, only one or the other applies

IS THE USE TAX A NEW TAX?

- Out-of-State stores, like Amazon, only collect the State Use Tax rate of 4.225% for online purchases, but not a city use tax like our local merchants collect a sales tax
- You currently pay City sales tax when you make a purchase at a local retailer in Joplin
- Use tax would apply to online purchases shipped to a location in Joplin
- Thus, it is the same as the City sales tax you pay locally, but will be applied to online purchases from out-of-state vendors

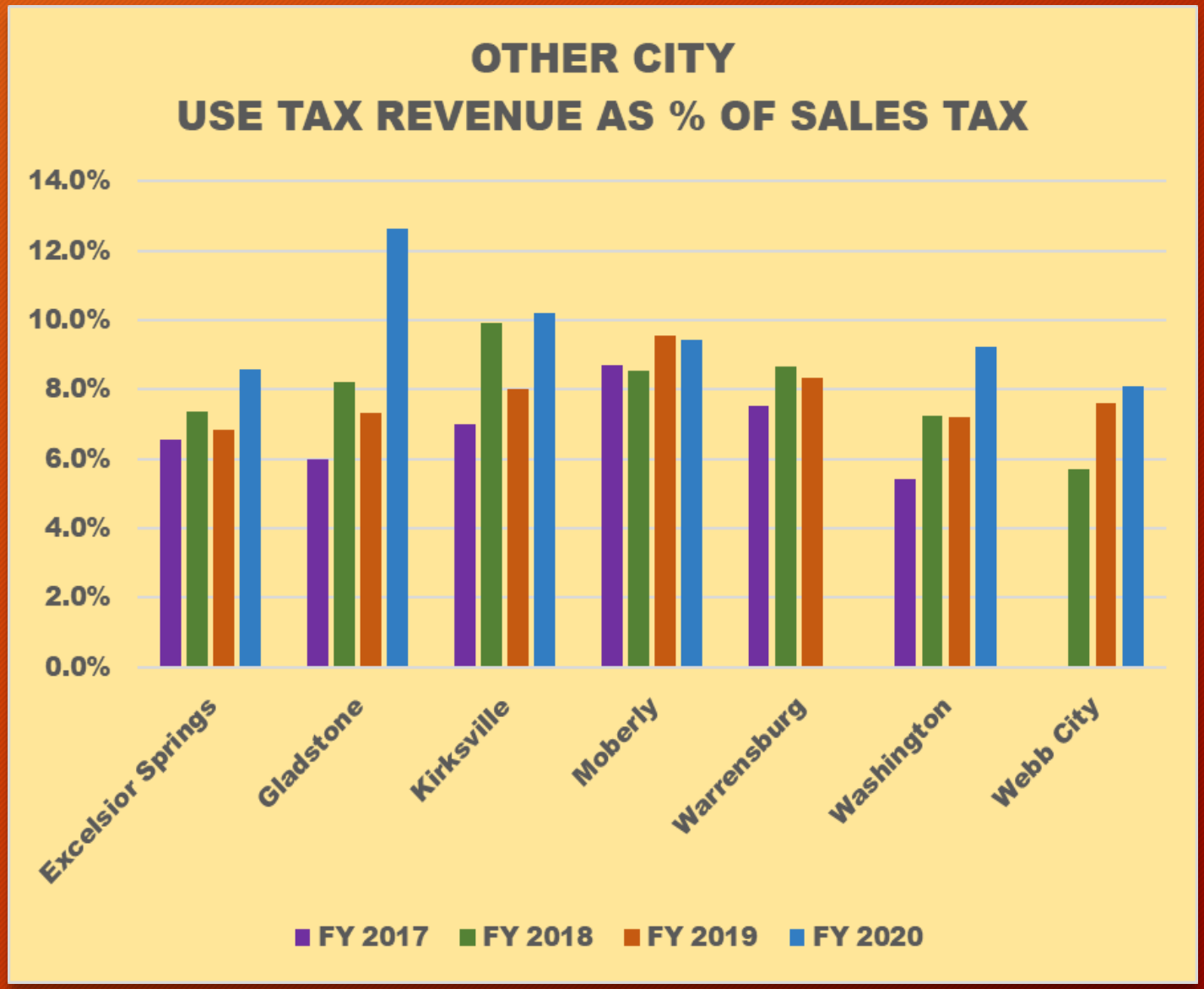
IMPACT OF ONLINE PURCHASES

- Lack of a Use Tax in place negatively impacts our own Community:
  - Erodes sales tax collections, limiting resources to provide critical City services
- Online purchases impact City services such as:
  - Delivery trucks travel on the streets built and maintained by the City
  - Police Department investigates any stolen deliveries



USE TAX COLLECTIONS BY OTHER CITIES IN COMPARISON TO GENERAL SALES TAX

- Over half of Missouri cities currently have a use tax in place
- While the exact revenue the use tax will generate in Joplin is unknown, utilizing this chart, annual collections are estimated to be approximately $3.7 million



USE TAX IS IMPORTANT TO LOCAL BUSINESSES

- Local businesses face an UNFAIR advantage to out-of-state businesses when local taxes are avoided
- Helps retain local businesses, in turn keeping local jobs in our Community
- Provides a level playing field for our local businesses



IN CASE YOU MISSED THIS STORY…….

- Local Business Owner:

Endured Bankruptcies, bad decisions, corporate closures, but *COULD NOT OVERCOME INTERNET PURCHASING*



THE JOPLIN GLOBE

After 50 years in business, owner to close final Joplin RadioShack store

Jun 8, 2018

Owner Ron Jones will close his RadioShack store at 731 S. Maiden Lane later this month, marking the end of a 50-year run in Joplin. While Jones and his crew were able to stave off bankruptcies, bad decisions and closures dealt to corporate stores, **internet purchasing became too much to overcome, he said.**

PROPOSITION "ACTION" – NOVEMBER 2, 2021

USE TAX ELECTION – CITY OF JOPLIN

"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."

PROPOSITION "ACTION" – NOVEMBER 2, 2021

USE TAX ELECTION – CITY OF JOPLIN

- Proposition Action is an important issue for the future improvement of Joplin
- Visit www.joplinmo.org/elections for additional Proposition Action details

WHAT WOULD YOU LIKE TO SEE CHANGE IN JOPLIN OVER THE NEXT 5, 10 AND 15 YEARS?

- Goals through the Action Plans require funding from a Use Tax
  - Improved Public Safety
  - Desirable Neighborhoods
  - City-wide Beautification
  - Long-Term Sustainability through Economic Development

WHAT WOULD YOU LIKE TO SEE CHANGE IN JOPLIN OVER THE NEXT 5, 10 AND 15 YEARS?

- For an improved, vibrant and attractive Joplin, Community must unite, support each other, communicate and collaborate
- Without additional resources for the City, the Goals are only aspirational and results in the status quo

PROPOSITION "ACTION" – NOVEMBER 2, 2021

USE TAX ELECTION – CITY OF JOPLIN

- We've listened to your input
- Now we're working towards a vision to bring about the Community you want
- ***Please exercise your right to Vote on November 2, 2021***
- We appreciate your time and attention, *Thank You!*