



## Why Prop L and Why Now?

As a Ladue resident, you live in Ladue because you enjoy living in a premier community that cares about our beautiful neighborhoods, well maintained public roads, parks, walkways and professional public safety services that provide life-saving support for the people of this great city.

On **November 2, 2021**, Ladue residents will vote on Proposition L, a property tax increase to protect public safety and the public services residents rely on every day. The entire City Council and Finance Committee members, all made up of volunteer Ladue residents, unanimously believe that Prop L is judicious and necessary at this time to prevent the consequences of an underfunded city.

Prop L is a ballot initiative asking voters to approve a property tax increase of \$0.30 for fiscal year 2022 and future years, not to exceed \$1.00 per \$100 of asses property value. Based on average home prices, for most residents in Ladue, the increase will around \$500 per year.

## Why Prop L

- Right now, the city has very personalized and premium public services that residents have come to expect. You call the city, and they respond.
- Currently, only 9.23% of your current property tax bill goes to fund city operations and public safety services.
- Prop L will fund Police, Fire, EMS and Public Works personnel, which make up 86% of the city's operating budget and provide life-saving services to residents.
- The costs associated with hiring and retaining quality and experienced professionals has risen dramatically in the last 17 years since the last property tax increase was approved.
- All Prop L funds will go directly to support the public services that residents care about the most.

## Why Now?

- The city has experienced a negative impact due to COVID-19, as have other cities, counties and states across our great nation.
- City officials have worked diligently to increase revenue streams such as grants that have funded required infrastructure and reduced expenses by engaging in cost-saving initiatives like the consolidated emergency call center in ways that don't require additional tax burdens on residents.
- City officials have judiciously utilized the fund balance over the last several years to make up for tax shortages, which is exactly how the fund balance is designed to be utilized.
- While no one likes to pay higher taxes, including your elected Ladue representatives, we can no longer outrun the rising costs it takes to provide the current levels of public services residents expect from the City of Ladue with our current property taxes.

## What Happens if Prop L Fails?

- With everything done over the years to generate additional funds and decrease expenses, the city no longer has the necessary financial resources to sustain the quantity or quality of its public services without additional funds.
- The city may have to reduce public safety personnel including police and fire staff, which could potentially affect the health and safety of Ladue residents.