

Argument in Favor of Measure C

Arguments in support or opposition of the proposed laws are the opinions of the authors.

VOTE YES on Measure C, a temporary sales tax increase to help restore and protect what we all want for Paradise: safe neighborhoods, reliable medical and fire protection, decent roads, economic prosperity, improved property values, and a VIBRANT future for our Town.

The Town of Paradise has worked hard to be fiscally responsible while maintaining essential town services. The recession and state raids on local revenue sources have taken your local tax dollars to balance the State's budget---no more! We want local control over local tax dollars! Despite our challenges, good things are happening in Paradise. Measure C will continue the progress by authorizing a temporary ½ cent sales tax to fund important town services and needed facilities, such as:

- Maintaining firefighting and emergency medical response
- Improving police protection for safer neighborhoods
- Restoring funding for our streets and roads
- Enhance funding to sustain animal control

ALL Measure C funds will stay locally controlled IN Paradise – FOR Paradise. The State CANNOT take any of this funding away.

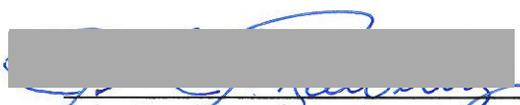
Measure C automatically ends in 6 years. It includes strict accountability, independent citizen oversight, with mandatory financial reviews and quarterly reports to the community to ensure the funds are spent as promised for community priorities.

Basic necessities like groceries and prescription medications won't be taxed. Visitors to Paradise will pay their fair share, so residents won't shoulder the entire cost.

Please join your friends and neighbors, firefighters, police officers, and community business leaders, in taking this positive step to keep our Town strong and moving forward. Measure C is a smart investment for our future.




Scott Lotter, Mayor




John Rawlings, Councilmember

