



Drone view of La Palma Avenue



THE CITY OF LA PALMA

A MESSAGE FROM



7822 Walker Street
La Palma, California 90623
www.CityofLaPalma.org

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The City of La Palma takes pride in being a vibrant City and one of the safest cities in California. Among the reasons for our quality of life are:



Safe and Clean
Neighborhoods and Parks



Locally Controlled
Police Department



Road and Sidewalk
Maintenance



Strong Sense
of Community



Take Our Survey! We want to hear from you! Please complete our short survey on the back of this card to let us know your priorities for our City. You can also take our survey online at www.CityofLaPalma.org/tot or by pointing your smart phone camera at the QR code to the left and following the link.

First Class
Stamp
Required

CITY OF LA PALMA
7822 WALKER ST
LA PALMA CA 90623-1721



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MAINTAINING CITY SERVICES



Keeping La Palma clean, safe, and well-maintained is our top priority. The City is committed to fiscal transparency and accountability in delivering quality public services to our residents.

GROWING COSTS TO PROVIDE CITY SERVICES

While the City has been able to remain fiscally stable during the COVID-19 pandemic, costs for community services continue to increase while City revenue resources have remained flat.

Tourists arrive each day to La Palma to access the attractions Southern California has to offer, including theme parks, beaches, and parks. These **tourists increase traffic and demand for City services and resources.**

Additionally, local streets, sidewalks, and community facilities require ongoing maintenance that is beyond current available resources. If we do not address these issues now, **it will be more expensive to repair and maintain them in the future.**



A POTENTIAL SOLUTION THAT WOULD NOT IMPACT RESIDENTS

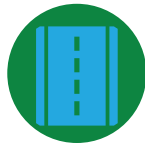
The City of La Palma has been working with community leaders to develop a plan to help maintain City services. The City is proposing a 4% increase to the existing Transient Occupancy Tax (TOT) –also known as a hotel tax – **only to be paid by visiting hotel guests.**

The potential measure could generate an additional \$200,000 annually in locally controlled funding to support City services – without raising taxes on La Palma residents.

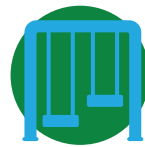
LOCALLY CONTROLLED FUNDING COULD HELP SUPPORT:



Providing updated equipment to our local police officers



Maintaining City streets and sidewalks



Supporting City parks and programs for youth, seniors, and families – such as movies and concerts in the park



Providing general support to all City functions

A CLEAR SYSTEM OF ACCOUNTABILITY & TRANSPARENCY

- Legally, all funds may only be used to support City services in La Palma and cannot be taken away by the State
- All funds are subject to annual general financial audits

LEARN MORE

Community feedback is an important component of our planning process. Please let us know what City services are important to you by completing the survey below and mailing back the pre-addressed card. You can also take the survey online at www.CityofLaPalma.org/tot or by pointing your smart phone camera at the QR code to the right and following the link.



How would you rate quality of life in La Palma?

Excellent Good Fair Poor Very Poor

Please rate the importance of the following funding priorities:

	LOW	MEDIUM	HIGH
Providing updated equipment to our local police officers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Addressing homelessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining City streets and sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting City parks and programs for youth, seniors, and families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting local property values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing general support to all City functions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments/Questions:

Name: _____

Address: _____

Phone Number: _____

Email: _____

STAY CONNECTED

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