

Argument against Vista Sales Tax -- Prop L

- Vista's tax revenue is continuing to rise at a healthy clip. So why are our politicians telling us we need to RAISE our taxes??
- Too much of this regressive tax will fall on the backs of our seniors and less fortunate citizens. That's unfair!
- If this tax passes, Vista will charge the second highest sales tax in the county (tied with El Cajon). How come our politicians can't operate our city government with the sales tax rate used by almost every other city in the county?
- To avoid this tax, we Vista citizens will tend to buy goods outside our own city, and county consumers will tend to avoid Vista as a place to shop or visit. This helps our economy?
- Vista car dealers' customers who live outside Vista will NOT pay the higher tax, due to state law!
- Even worse, most Vista residents and businesses buy their vehicles outside the city. But we still will pay the higher Vista sales tax on cars and trucks regardless of where we make our purchase.
- Read the measure carefully. Though the tax hikers claim that the tax increase will be used for vital city projects, there is NO LEGAL REQUIREMENT that the money be spent that way. None!
- Voters are supposed to trust Vista politicians to do the right thing. And not only today's politicians, but all the city politicians for the next 30 years while the tax is being collected. Bad idea!
- This ballot is awash with bonds and tax increases. Enough is enough!
- If you think that your taxes are already too high, or even just high enough, you should vote NO on this tax increase.

Reject Prop L!

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REBUTTAL TO ARGUMENT IN FAVOR OF VISTA'S PROP L

OUT OF CONTROL SPENDING

- Vista City politicians have done a poor job of keeping expenses in line with revenues. From 2002 to 2006, the City Council approved a 35+% increase to their own budget, plus a stunning increase in employee benefits. Before increasing Vista's taxes, real efforts should be made to streamline bureaucracy, control runaway employee pension costs and cut back on unnecessary expenses.
- Oceanside, Carlsbad, Encinitas, San Marcos, Escondido and even San Diego are getting along without raising their sales tax. So should Vista.

MISLEADING BALLOT STATEMENT

- Shame on our politicians for attempting to mislead voters with a disingenuous ballot statement. The proposition grandly touts a guaranteed independent financial audit, but there is no legal requirement that a DIME of the sales tax be spent on any of the "vital city services" listed in the measure. The audit will only review whether the sales tax revenues are collected, managed and expended in accordance with applicable law.

NO ONE CAN GUARANTEE WHAT THIS TAX WILL BE SPENT ON

- Approval of this sales tax increase is the equivalent of signing a blank check to city politicians every year for the next 30 years. As author P.J. O'Rourke wryly noted, "Giving [more] money and power to government is like giving whiskey and car keys to teenage boys."

Let's insist that Vista politicians do what we all do – live within a budget! San Diego Tax Fighters and the San Diego County Taxpayers Association urge you to reject Prop L.

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