



9/20/2023
City Council Regular Meeting

Handouts received after
agenda posted

SEPTEMBER 19TH, 2023

MEDIA CONTACT
ASHLEY SOUSA
COMMUNICATIONS DIRECTOR
EMAIL: lemoorerotaryclub@gmail.com
WEBSITE: lemoorerotaryclub.org

MEDIA ADVISORY

THE ROTARY CLUB OF LEMOORE IS HOSTING ITS 43RD ANNUAL CRAB FEED ON SATURDAY, NOVEMBER 4TH, 2023

WHAT:

Lemoore Rotary has been serving our community for over 65 years! Join us for our 43rd annual Crab Feed fundraiser for a night of fun and good food, all while supporting a good cause.

- ❖ All-You-Can-Eat Crab & Tri-Tip
- ❖ Silent & Live Auction
- ❖ Alcoholic Beverages Available For Purchase At Event
- ❖ Free Parking

WHEN:

This year's Crab Feed will be held on Saturday, November 4th, 2023, 6:00pm-9:00pm.

WHERE:

Lemoore Recreation Center, 721 W Cinnamon Dr, Lemoore, CA 93245, USA.

WHY:

Our Crab Feed is our major fundraiser, where 500+ guests enjoy a night of all you can eat crab and tri-tip while they participate in silent and live auctions. Each year we use \$20,000+ in fundraising proceeds to carry out local community projects, award student scholarships, build water projects, send students to summer camp, and help those in need.

HOW:

Digital Tickets may be purchased at: lemoorerotaryclub.org or
<https://givebutter.com/c/LemooreRotaryCrabFeed2023>

For Paper Tickets, please contact: lemoorerotaryclub@gmail.com

ROTARY CLUB OF LEMOORE

CLUB ADMINISTRATION OFFICE

ALEX C. WALKER -CLUB ADMINISTRATION DIRECTOR

Rotary
Club of Lemoore



SEPTEMBER 19TH, 2023

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FOR IMMEDIATE RELEASE

THE ROTARY CLUB OF LEMOORE IS CELEBRATING 65 YEARS OF SERVICE TO THE COMMUNITY

LEMOORE, CA (September 19th, 2023) - The Rotary Club of Lemoore is celebrating 65 years of service to the community! First chartered by Rotary International on May 26th, 1958, our Rotary Club has contributed so much to the community, such as:

- ❖ Donating Over **11,616+ Dictionaries and Thousands of Children's Books**
 - Schools Including: Meadow Lane, Lemoore Elementary, Engvall, Cinnamon, Freedom, Island, Stratford, Central, Neurta, Akers, MIQ, and Kings Christian
- ❖ Visiting **5 Countries** on Rotary Peace Missions
 - China: Cleft Palate Surgeries
 - Ecuador: Water Project
 - Guatemala: Water Project and Wheelchairs
 - Ethiopia and Mozambique: Widows Homes
- ❖ Accumulating Over **1.3 Million Community Service Hours**
- ❖ Donating and Investing Over **\$1,000,000** Back To The Community
 - Scholarships and School Supplies
 - Rotary Missions and Projects
 - Community Projects and Events
 - Lemoore Youth Plaza, Lemoore Boxing Ring, Lemoore Recreation Center, Lemoore Chamber of Commerce Building, and so many more!

As part of our 65 years of service celebration, we are proud to announce the launch of our new website: lemoorerotaryclub.org! Our website redesign project first began in April 2023 and was completed in August 2023, with a launch set for September 2023 to support members of the community in the purchasing tickets for our 43rd Annual Crab Feed, scheduled, Saturday, November 4th, 2023 6:00pm-9:00pm at the Lemoore Recreation Center. Serving as a tool to connect with the community at large, our new website provides users a modern, user-friendly experience to engage with our club and learn more about Rotary and our club's specific impact.

We are proud of our history, and are committed to continue serving our community for many years to come. To learn more about our club, our impact, and to purchase your tickets to the 43rd Annual Crab Feed, visit lemoorerotaryclub.org today!



19 de septiembre de 2023

CONTACTO CON LOS MEDIOS

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DIRECTORA DE COMUNICACIONES

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Sitio Web: lemoorerotaryclub.org

PARA PUBLICACIÓN INMEDIATA

EL CLUB ROTARIO DE LEMOORE ESTÁ CELEBRANDO 65 AÑOS DE SERVICIO A LA COMUNIDAD

LEMOORE, CA (19 de septiembre de 2023) - ¡El Club Rotario de Lemoore celebra 65 años de servicio a la comunidad! Fundado por primera vez por Rotary International el 26 de mayo de 1958, nuestro Club Rotario ha contribuido mucho a la comunidad, como por ejemplo:

- ❖ Donación de más de **11,616** diccionarios y miles de libros para niños
 - Escuelas que incluyen: Meadow Lane, Lemoore Elementary, Engvall, Cinnamon, Freedom, Island, Stratford, Central, Neutra, Akers, MIQ y Kings Christian.
- ❖ Hemos Visitado a **cinco** países en misiones de paz de Rotary
 - China: Cirugías de paladar hendido
 - Ecuador: Proyectos de Agua Potable
 - Guatemala: Proyectos de agua Potable, sillas de ruedas, clinicas medicas, distribucion de utiles escolares, e instalacion de estufas de alto rendimiento.
 - Etiopía y Mozambique: Hogares para viudas
- ❖ Nuestro club a acumulando más de **1.3 millones** de horas de servicio comunitario
- ❖ Hemos donado e invertido más de **\$1,000,000.00** a la comunidad
 - Becas y útiles escolares
 - Misiones y proyectos de Rotary
 - Proyectos y eventos comunitarios
 - Plaza de la Juventud de Lemoore, Ring de boxeo, Centro recreativo, Edificio de la Cámara de Comercio, y ¡muchos más!

Como parte de la celebración de nuestros 65 años de servicio, estamos orgullosos de anunciar el lanzamiento de nuestro nuevo sitio web: ¡lemoorerotaryclub.org! Nuestro proyecto de rediseño comenzó en abril del 2023 y se completó en agosto del 2023, con un lanzamiento programado para septiembre del 2023. Para ayudar a los miembros de la comunidad en la compra de boletos para nuestra 43ra cena anual de cangrejo (todo lo que pueda comer), programada para el sábado 4 de noviembre de 2023 de 6:00pm a 9:00pm en el Centro Recreativo de Lemoore. Nuestro nuevo sitio web, que sirve como herramienta para conectarse con la comunidad en general, brinda a los usuarios una experiencia moderna y fácil de usar para interactuar con nuestro club y aprender más sobre Rotary y el impacto específico de nuestro club. Estamos orgullosos de nuestra historia y estamos comprometidos a continuar sirviendo a nuestra comunidad durante muchos años más. Para obtener más información sobre nuestro club, y comprar sus boletos para la 43ra edición anual de cena de Cangrejo. ¡visite lemoorerotaryclub.org hoy!

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19 de septiembre de 2023

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CONSULTIVO DE MEDIOS DE COMUNICACIÓN

**EL CLUB ROTARIO DE LEMOORE REALIZA SU 43ra CENA ANUAL
DE CANGREJO**

EL SÁBADO 4 DE NOVIEMBRE DE 2023

QUÉ:

¡Lemoore Rotary ha estado sirviendo a nuestra comunidad durante más de 65 años! Únase a nosotros en nuestra 43ra recaudación de fondos durante la cena anual de cangrejo para una noche de diversión y buena comida, mientras apoya una buena causa.

- ❖ Cangrejo todo lo que puedas comer y Tri-Tip
- ❖ Subasta silenciosa y en vivo
- ❖ Bebidas alcohólicas disponibles para su compra en el evento
- ❖ Estacionamiento gratis

CUANDO:

La cena de este año se llevará a cabo el sábado 4 de noviembre de 2023, de 6:00pm a 9:00pm.

DÓNDE:

Centro Recreativo Lemoore, 721 W Cinnamon Dr, Lemoore, CA 93245, USA.

POR QUÉ:

Nuestra cena es la principal recaudación de fondos, donde más de 500 invitados disfrutan de una noche de cangrejo y tri-tip mientras participan en subastas silenciosas y en vivo. Cada año utilizamos más de \$20,000 en ingresos de recaudación de fondos para llevar a cabo proyectos comunitarios locales, otorgar becas a estudiantes, construir proyectos de agua, enviar estudiantes a campamentos de verano y ayudar a los necesitados.

CÓMO:

Los boletos digitales se pueden comprar en: lemoorerotaryclub.org o <https://givebutter.com/c/LemooreRotaryCrabFeed2023>.

Puedes contactar lemoorerotaryclub@gmail.com para bolets de papel.

General Fund Revenue Raising Opportunities



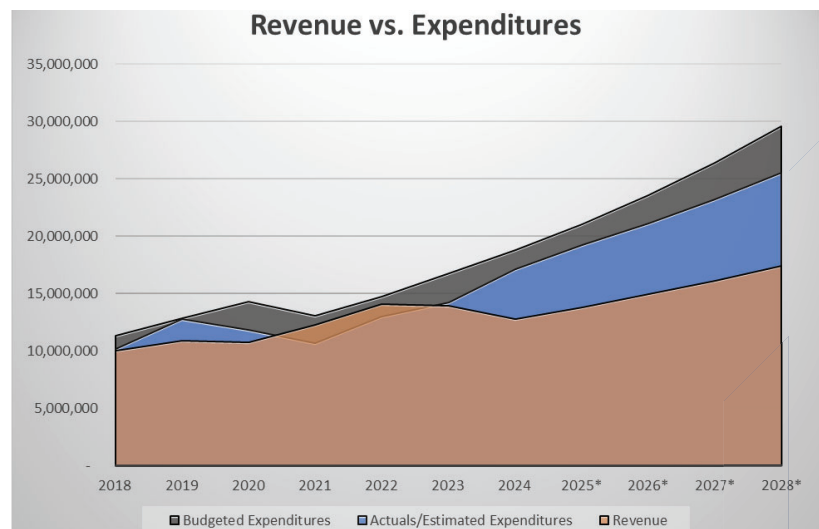
NATHAN OLSON, CITY MANAGER

Trend

Annual deficits are a result of the following trends:

- Revenue
 - Average 8% increase per year (2018-2023)
- Expenditures
 - Average 12% increase per year (2018-2023)

Each year staff modifies expenditures in order to reduce the realized deficit.



Economic Development Successes

Since
2018

INCREASE IN
SALES TAX
REVENUE OF
85%

\$2.8M IN
CANNABIS
REVENUE
RAISING FEES

RARE EARTH COFFEE - LEMOORE LABYRINTH - LA PARILLA - THE HIVE RET - T-MOBILE - CALIFORNIA CANNABIS CO. - LEON'S ICE CREAM - BURGER SHACK - BIGGZ BBQ - ATT - BB FLORAL BOUTIQUE - GROCERY OUTLET - DUTCH BROS COFFEE - RAY'S LEMONADE - ALL SMILES DENTAL - ARCO AM/PM - ROUND TABLE - DOLLAR GENERAL (X2) - WIMPY'S - PASTA FRESH - DAY & NIGHT MARKETS - DAD'S COOKIES - FURY CHICKEN - TWISTED INDIAN - PEOPLE'S - NHC - VALLEY PURE - BIRD STREET BREWING - TACOS LOS JUANES

BB'S FLORAL
BOUTIQUE



All Smiles
Dental Hygiene



Operational Objective

TO BALANCE THE CITY'S GENERAL FUND OPERATING BUDGET THERE ARE

3 Options

1. INCREASE REVENUE
2. DECREASE EXPENDITURES
3. COMBINATION OF BOTH



Increase Revenue

ANY INCREASE TO TAX REVENUE MUST BE APPROVED BY THE VOTERS.

1. INCREASING SALES TAX REVENUES

- INCREASE THE NUMBER OF SALES TAX GENERATING BUSINESSES
- INCREASE THE DIRECT SALES TAX ALLOCATION TO THE CITY (SALES TAX MEASURE)

2. ~~INCREASE TRANSIENT OCCUPANCY TAX RATE (TOT)~~

3. ~~IMPLEMENT A USER UTILITY TAX (UUT)~~

4. ~~IMPLEMENT A PARCEL TAX~~

STAFF WOULD LIKE TO FOCUS ON OPTION 1.

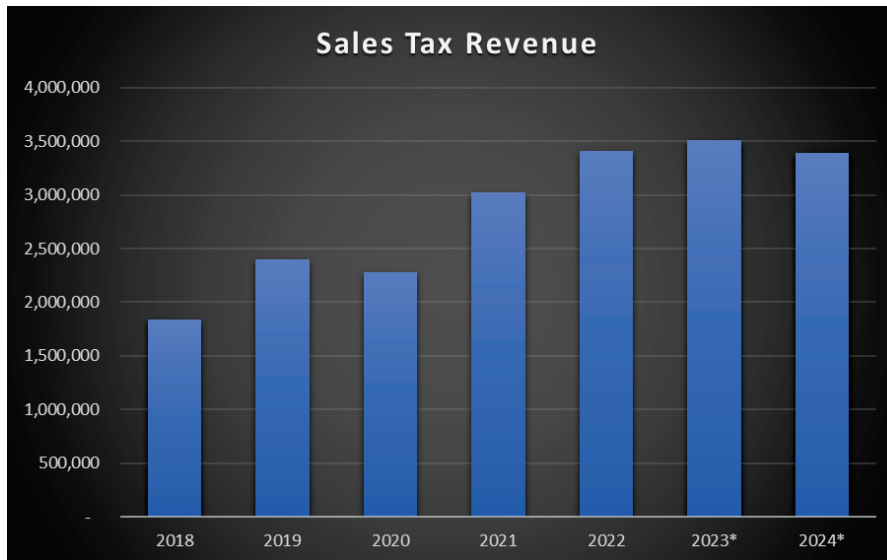


Sales Tax Measure

- A LOCAL SALES TAX MEASURE HAS THE POTENTIAL TO SIGNIFICANTLY IMPACT GENERAL FUND REVENUES.
- A SIMPLE MAJORITY VOTE IS NEEDED TO PASS.
- A MEASURE WILL HELP MAINTAIN FISCAL STABILITY AND PROVIDES LOCALLY CONTROLLED FUNDING TO PROVIDE ESSENTIAL SERVICES.
- APPROVAL OF THE CITY COUNCIL IS NECESSARY IN ORDER FOR THE MEASURE TO BE PLACED ON THE NOVEMBER 2024 BALLOT.



Sales Tax History



- \$1.67M INCREASE IN SALES TAX SINCE 2018
- DIP IN SALES TAX REVENUE IN 2020 DUE TO COVID MANDATES
- INCREASES/DECREASES IN SALES TAX ALLOCATIONS TIED LARGELY TO FUEL COSTS

Current Sales Tax



For every \$1 collected,
7.25 cents is allocated
to sales tax



6 cents to the State



1 cent to local government
*this is the City of Lemoore
portion*



.25 of a cent to
local transportation fund

7.25%

Potential 1.5% Local Sales Tax



For every \$1 collected,
8.75 cents is allocated to
sales tax



8.75%



6 cents to the State



1 cent Bradley-Burns
1.5 cents local sales tax



.25 of a cent to
local transportation fund

1.5% Sales Tax Increase Depiction

\$9,000,000
\$8,000,000
\$7,000,000
\$6,000,000
\$5,000,000
\$4,000,000
\$3,000,000
\$2,000,000
\$1,000,000
\$-



2024

■ Bradley-Burns ■ Local Sales Tax

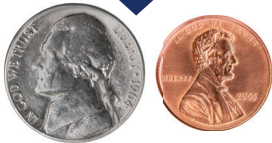
Potential 2% Local Sales Tax



For every \$1 collected,
9.25 cents is allocated to
sales tax



9.25%



6 cents to the State

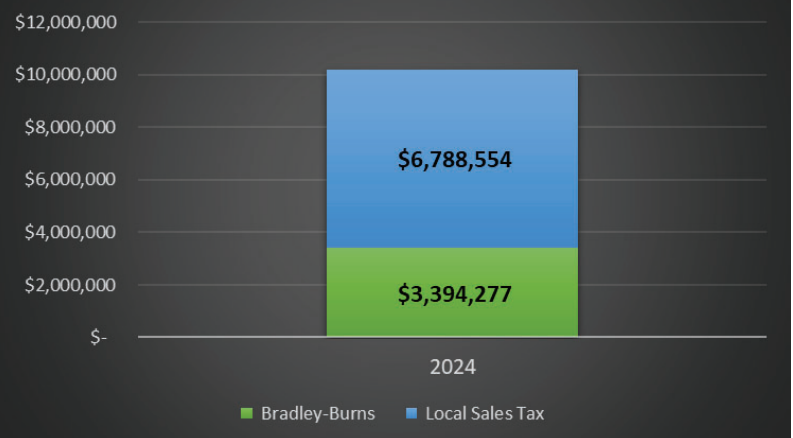


1 cent Bradley-Burns
2 cent local sales tax



.25 of a cent to
local transportation fund

2% Sales Tax Increase Depiction





Timeline

AUGUST 29, 2023



City Council
decision on a
sales tax
measure

JUNE 2024



FY2025
Budget
Presented
for Approval

NOVEMBER 2024



Possible Sale Tax
Measure

MARCH 2025



Potential
increased revenue
begins if Sales Tax
Measure /Other
Measures passes.



Status Quo Timeline

JUNE 30, 2024

End of FY
2024 Fund
Balance
\$8,100,219

JUNE 30, 2025

End FY 2025
estimated
deficit of \$5.3M

Fund Balance:
\$2.8M

**APPROXIMATELY
JANUARY 2026**

Midway into FY
2026 General
Fund is depleted.



Council Consensus

Staff is requesting consensus from Council to explore a revenue raising option utilizing surveys and consultants.

- 1. Survey Estimate - TBD**
 - 2. Consultant Estimate - TBD**
- 