



**Private Citizens Who Support Police & Fire
Unite to Encourage “NO on 478”**

NEWS RELEASE

For Immediate Release
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Yavapai County, Arizona

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A coalition of Prescott small business owners and citizens are promoting a “No on 478” vote so that problems with the funding mechanism for critical Public Safety services can be fixed.

PRESCOTT, ARIZONA Sep. 26, 2024 – The City of Prescott needs to expand its Public Safety services to accommodate its recent growth in population. However, the question of funding has come under scrutiny as the Prescott City Council proposes a regressive and substantial increase in city sales taxes. Sales taxes hit seniors, veterans and families the hardest who are already struggling with the high costs of necessities like food, clothing and rent.

We are a coalition that opposes Prop 478 as it’s currently written. This is NOT a partisan issue. We simply want to inform the community so they understand there are other funding options that put the burden where it belongs – on growth.

To summarize, we believe a better solution is irrevocable funding via a small sales taxes that would pay for our existing Public Safety services coupled with an increase in impact fees charged to residents when they purchase new homes. This puts the burden for future needs where it belongs – with the people who are causing our expansion and the need for more services. The smaller increase in sales tax is fair since it funds the services we already have.

Full proposal details can be found here. [Noto478.com](https://noto478.com)

To protect police and fire, we insist that funding allocations are codified by percentage, are irrevocable and firewalled into the budget to assure that future councils don’t play “fast and loose” with our Public Service monies. In addition, language needs to be included to assure that those funds aren’t used as offsets to fund unrelated programs. We’ve seen this happen in other states and it can be a ‘money grab’. Finally, we ask that the city codify a sunset clause (at no more than 10 years as the council recommends) that ends the sales tax increase.

Coalition members have unanimously chosen to remain anonymous given the heightened political tensions that are prevalent in our city. We wish to avoid an “us v them” mentality. We respect our council and their hard work. We just believe there’s a better solution.

We encourage voters to read the detailed proposal on our website, noto478.com