

Talking Points for Mineola Initiative And Other Pertinent Facts Concerning Local Option Efforts

Beer and Wine Sales for Off-Premise Consumption Only

This effort if successful will allow all grocery stores and convenience stores within the city limits of Mineola to sell beer and wine. The current economy has created economic shortfalls for many communities including Mineola, and on average communities that have passed this measure have realized a 38% increase in sales tax income. Grocery stores and retailers in Mineola are at an economic disadvantage because some surrounding communities allow beer and wine sales. By changing the law we will be keeping our tax dollars here working for Mineola and leveling the market place so that no business has a competitive advantage over another, thus making certain that all of our convenience and grocery stores remain competitive.

Key Issues:

- **There is currently no estimate, but the city of Mineola will certainly realize an increase in Sales Tax collections when this initiative is passed - on average communities have realized a 38% increase in revenue, and communities in our area have realized substantially more than that,**
- **The playing field should be level for all Grocery stores and retailers,**
- **For every dollar spent on Beer and Wine sales in a grocery store there are more than 3 dollars spent on other items.**

Allow the sale of beer, wine and mixed drinks in food and beverage certificate holder restaurants.

Have you ever asked yourself - - why doesn't Mineola have more nice Restaurants? It is because most major restaurant chains will typically not locate in cities where they are required to be a private club. While it is not always the deciding factor in many cases, it does play a significant role in determining the location of Restaurants.

Those restaurants that must be private club incur thousands of dollars in bookkeeping costs that are passed on to the consumer and take away resources that could be spent in salaries and creating jobs. In addition, state alcohol law enforcement resources must be used to police bookkeeping issues that would be more productive in prevention of teenage drinking, sobriety checkpoint screening, etc. Passing this law will only allow legitimate restaurants, not bars or nightclubs.

Key Issues:

- **Financial Costs to Restaurants & Consumers**
- **Only Certified Restaurants will qualify / be allowed to sale liquor, beer and wine**
- **Misuse of Law Enforcement Resources**

Other Pertinent Facts

- ◆ **The City of Anna voted to change their laws last year and their tax revenue more than doubled in the first year after passage.**
- ◆ **The City of Cockrell Hill voted to change their local option laws in 2008 and in the first 7 months their tax revenue has increased by almost \$500,000.**
- ◆ **The city of Brownwood voted to change their local option laws in 2006 and within 6 months of passing the changes Chili's Restaurants announced they were coming to town and they have two other national chains that are contemplating construction there.**
- ◆ **The City of Corsicana voted to change their local option laws in 2005 and since the passage of the new laws they have seen the construction of 4 Hotels, 5 Restaurants and Gander Mountain.**
- ◆ **The City of Buda population 2400 changed their local option laws in 1999. In 2001, the city of Buda grew from \$450,000 in sales tax revenue to over \$978,000. Buda collected more sales tax revenue in 2001 than in 1999 and 2000 combined.**
- ◆ **The City of Frisco overwhelmingly voted to allow Beer and Wine sales in 2003. While their population has grown at a 90% pace the Texas Comptrollers office reports that their sales tax revenue increased by over 154% since changing the law.**

More Revenue for Roads, Parks, and Emergency Services:

- ◆ **City and County governments primarily operate on sales and property tax. Most of their budgets are invested in roads, parks, law enforcement and emergency services.
By changing these laws, we keep our grocery and dining sales tax dollars in Mineola working for us. For every dollar lost in alcohol sales, a grocery store loses \$3 in grocery sales. These are tax dollars we need to keep at home working for us to fund better roads, more parks, and services to improve the quality of life for our families and children here in Mineola.**
- ◆ **If there are shortfalls in revenue it will eventually result in higher taxes, fees and a reduction in services unless the shortfall can be addressed. Mineola is currently losing sales tax dollars in Winona, Big Sandy and other surrounding communities that allow alcohol sales – we need to keep those tax dollars here working for us and passing these changes will accomplish that.**

WHY SHOULD I SIGN THE PETITIONS?

Keeping Our Tax Dollars Here Working for Mineola

- ◆ Currently sales tax dollars are leaving Mineola and being spent in Winona, Big Sandy and at restaurants in Tyler. Winona's sales tax collection has more than tripled since they approved alcohol sales, and there are numerous new restaurants in Tyler since they approved alcohol sales in restaurants. This change will create another source of revenue for our community that does not involve raising taxes or fees.
- ◆ The current economy has created economic shortfalls for many communities including Mineola; on average communities that have passed this measure have realized a 38% increase in sales tax income, and communities near Mineola have experienced even larger increases such as Winona which has experienced an increase of 300%.

Enhance our Grocery and Restaurant Shopping

- ◆ By changing the law regarding the sale of beer and wine it will level the playing field for our grocery stores and convenience stores because they will be able to sell beer and wine just like their counterparts do in surrounding communities. This will lead to increased sales which will increase the tax revenue for the city and county.
- ◆ By altering the law regulating restaurants we will eliminate the requirement that a restaurant be a "private club" in order to serve alcohol. This requirement is a nuisance for customers and a major expense to maintain by the restaurants. This change will also allow business leaders to attract additional restaurants to our community, who, because of the current law will not build here in Mineola.
- ◆ It is imperative that we have uniform business regulations in order to create an environment for stimulating healthy economic growth among retailers.

More Revenue to Enhance our Quality of Life in Mineola

- ◆ By changing these laws we will keep more of our grocery and dining sales in Mineola supporting local businesses. For every dollar lost in beer sales, a grocery store loses \$3 in additional sales. The construction of new restaurants, brings jobs, increased property tax revenue and increased sales tax revenue. These are tax dollars we can generate and keep at home working for us to fund better roads, more parks and better services to improve our quality of life. If we develop new sources of revenue it also removes the constant upward pressure on property taxes.