



TOWN OF VAIL GALLAGHER BALLOT MEASURE SURVEY

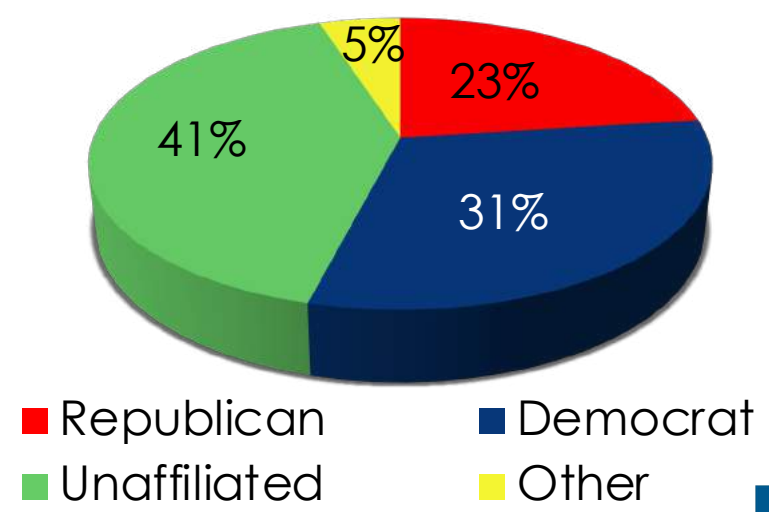
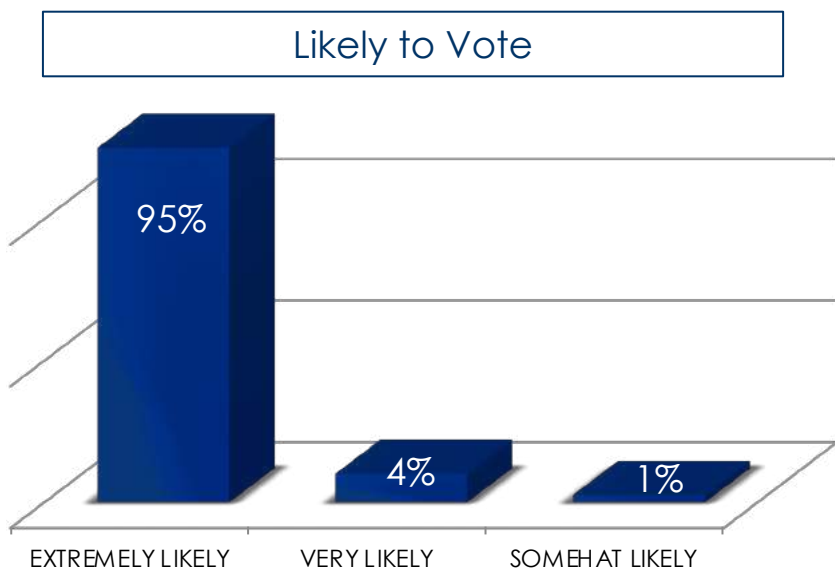
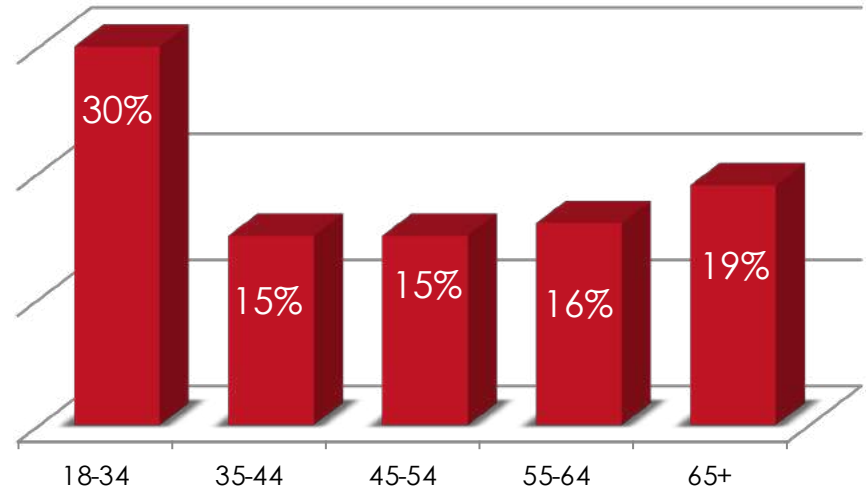
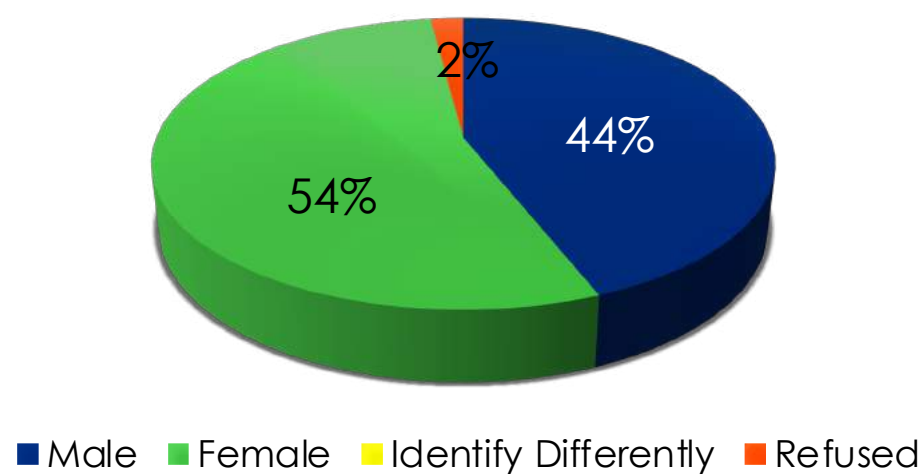
August 24th – 27th, 2020



Methodology

- Magellan Strategies is pleased to present the results of a 484n online survey of registered voters in the town of Vail, Colorado.
- The interviews were conducted from August 24th – 27th, 2020.
- The overall survey has a margin of error of +/- 4.14% at the 95% confidence interval. Subgroups of voters will have higher margin of error than the overall population.
- The survey results were weighted based upon past voter turnout demographics for a Presidential election in Vail, Colorado.

Survey Demographics





KEY FINDINGS



Key Findings:

- The “uninformed” ballot question finds 45% of likely Vail voters would vote no and reject the ballot measure, 39% would vote yes and approve it, 13% of voters were undecided, and 3% refused the question. To clarify, these voter opinion measurements indicate support and opposition after respondents read the ballot language without being informed of any information about the ballot measure.
- The “informed” ballot test question, which is asked to respondents after reading information about the ballot measure, finds 52% of voters intending to vote yes and approve the ballot measure, 37% opposing it, and 10% undecided.
- Voters are supporting the ballot measure because they are familiar with the Gallagher Amendment’s impact on budgets for special districts and local mountain towns. These voters also believe it is worth giving up a property tax cut in the future in order to maintain the same town services and stabilize the budget.

Key Findings:

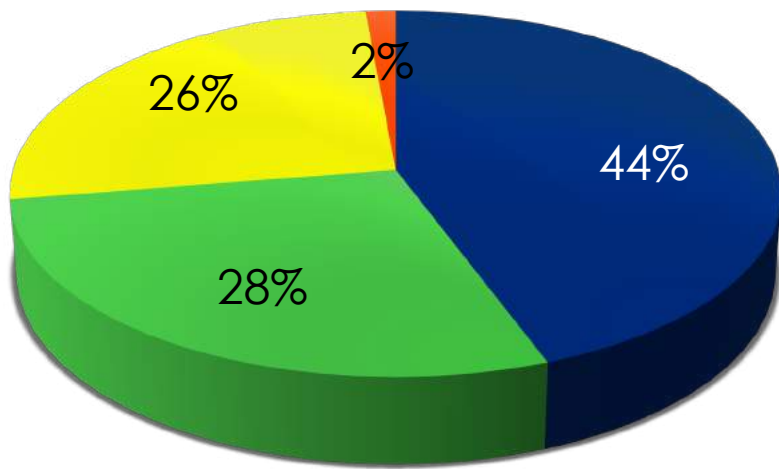
- Many voters, seniors in particular, are opposing the ballot measure because they are frustrated or angry about new taxes, or the loss of a future property tax cuts. Many voters also question if non-essential services have already been cut and cuts to essential services are unavoidable. Some voters also mention that they can't give up a tax cut due to the economic downturn caused by the coronavirus.
- Voters were informed of two similar ballot measure that would impact the amount of property taxes paid to Eagle County and the State of Colorado and asked how it would impact their decision about the Vail ballot measure. Among the 52% of voters who said they would approve the ballot measure on the uninformed ballot, 68% would still vote yes, 4% would change their minds and vote no, and 28% were undecided.



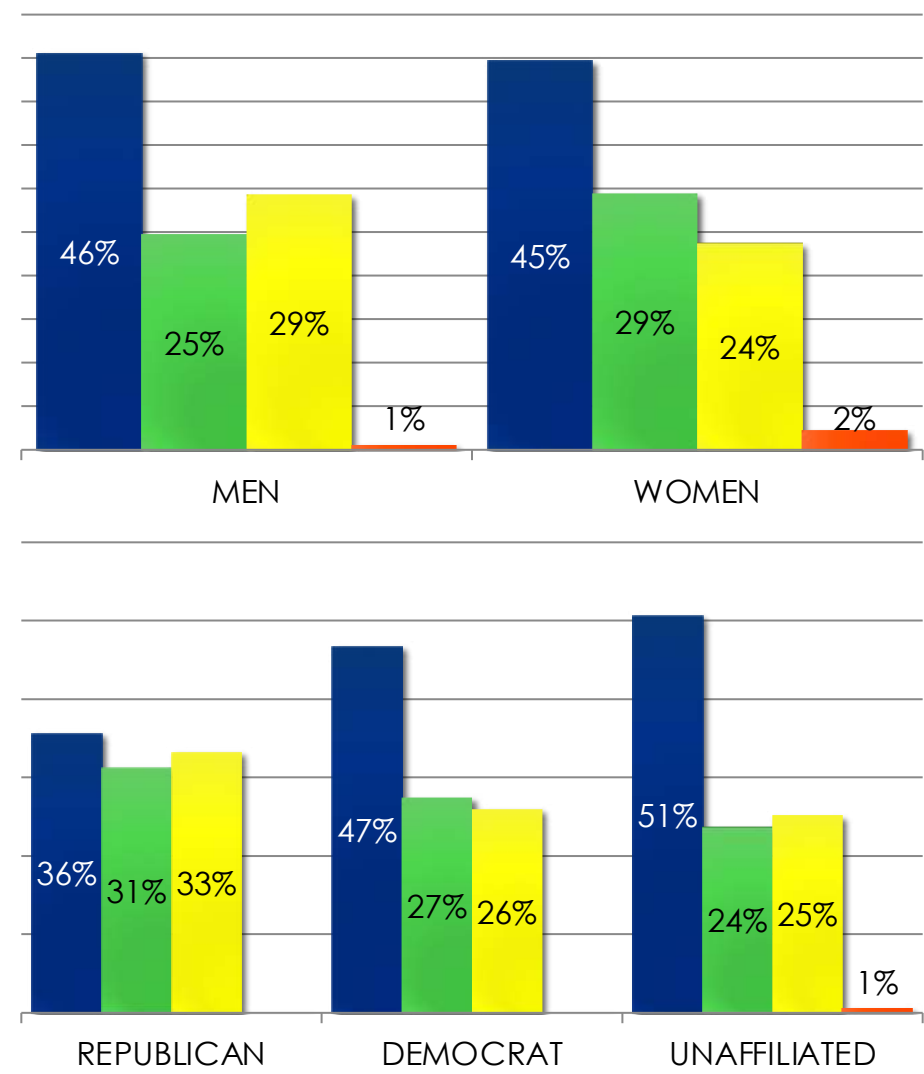
VOTER MOOD



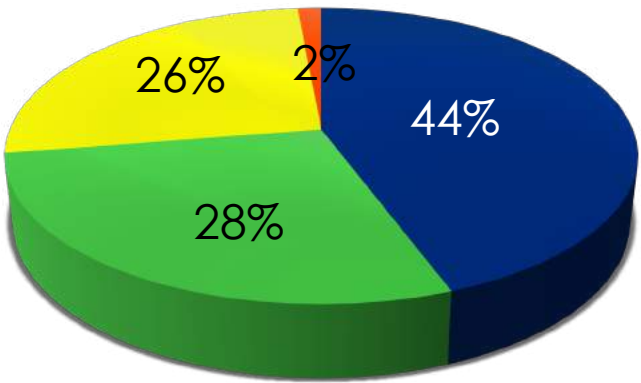
Do you think things in the Town of Vail are headed in the right direction or do you feel things are seriously off on the wrong track?



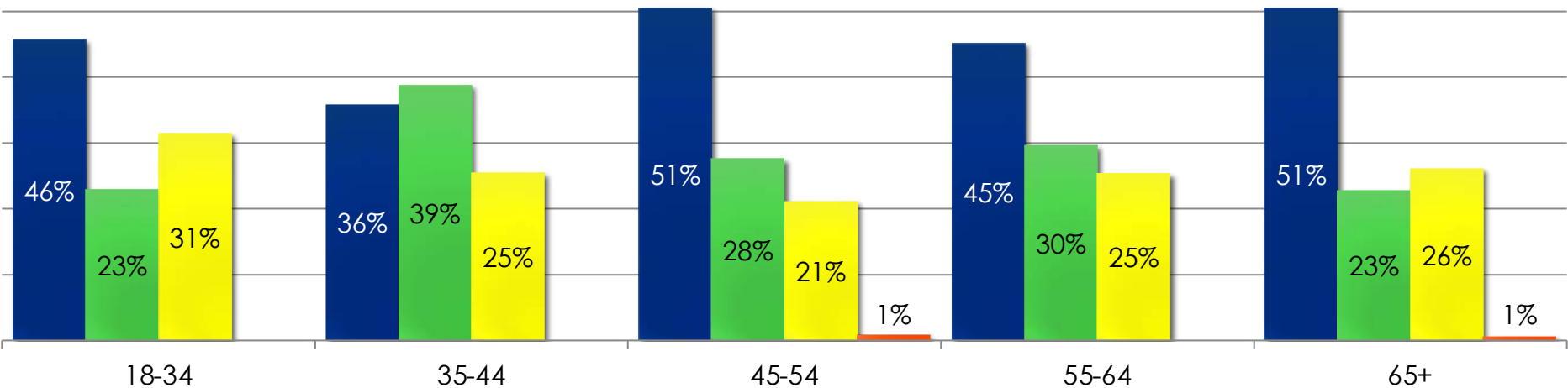
- RIGHT DIRECTION
- WRONG TRACK
- UNSURE NO OPINION
- REFUSED



Do you think things in the Town of Vail are headed in the right direction or do you feel things are seriously off on the wrong track?



■ RIGHT DIRECTION ■ WRONG TRACK ■ UNSURE NO OPINION ■ REFUSED





TOWN OF VAIL GALLAGHER BALLOT MEASURE UNINFORMED BALLOT TEST



Town of Vail Gallagher Ballot Question

The Vail Town council is considering putting the following question regarding residential property taxes on the ballot this November. We now ask you to read the ballot question and then tell us if you would vote yes and approve it or if you would vote no and reject it. The ballot question language reads as follows.....

WITHOUT RAISING THE MILL LEVY FOR THE 2021 TAX COLLECTION YEAR, SHALL THE VAIL TOWN COUNCIL HAVE THE AUTHORITY TO ADJUST THE TOWN OF VAIL'S MILL LEVY RATE THEREAFTER AS NEEDED

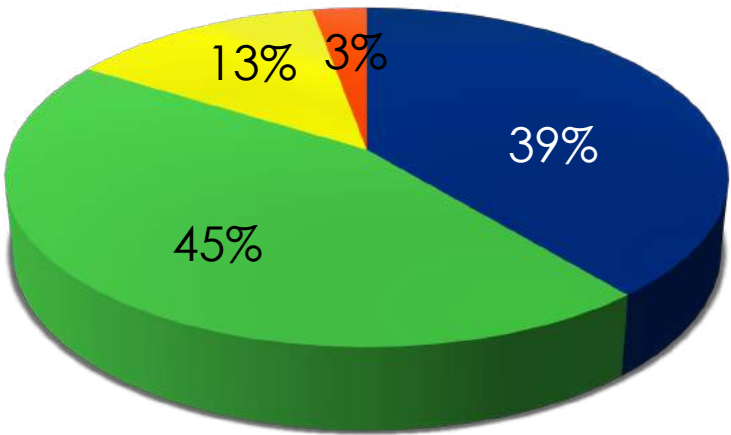
FOR THE SOLE PURPOSE OF MAINTAINING REVENUES THAT MAY OTHERWISE BE LOST AS A RESULT OF STATE IMPOSED REDUCTIONS IN THE RATIO OF ASSESSED PROPERTY TAX VALUATIONS

SO THAT IN ORDER TO ALLOW THE TOWN TO SUSTAIN SERVICES TO THE VAIL COMMUNITY, THE ACTUAL TAX REVENUES GENERATED BY THE TOWN'S MILL LEVIES ARE THE SAME AS THE REVENUES THAT WOULD HAVE BEEN GENERATED HAD THE STATE NOT IMPOSED SUCH REDUCTIONS?

Now that you have read the ballot language, if an election were being held today would you vote yes and approve the ballot measure or would you vote no and reject it?

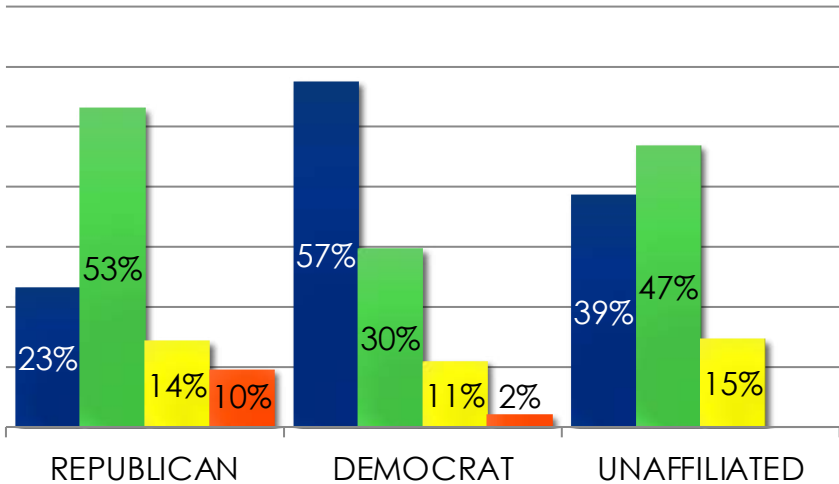
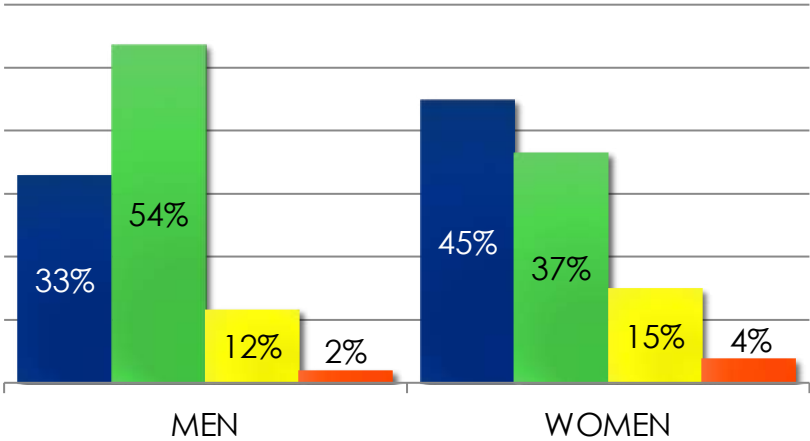
Uninformed Ballot Question

Now that you have read the ballot language, if an election were being held today would you vote yes and approve the ballot measure or would you vote no and reject it?



- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED
- REFUSED

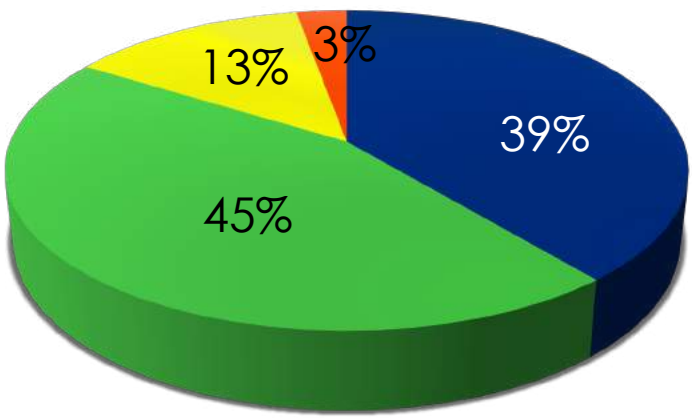
Definitely Yes, Approve	10%
Probably Yes, Approve	29%
Definitely No, Reject	21%
Probably No, Reject	24%





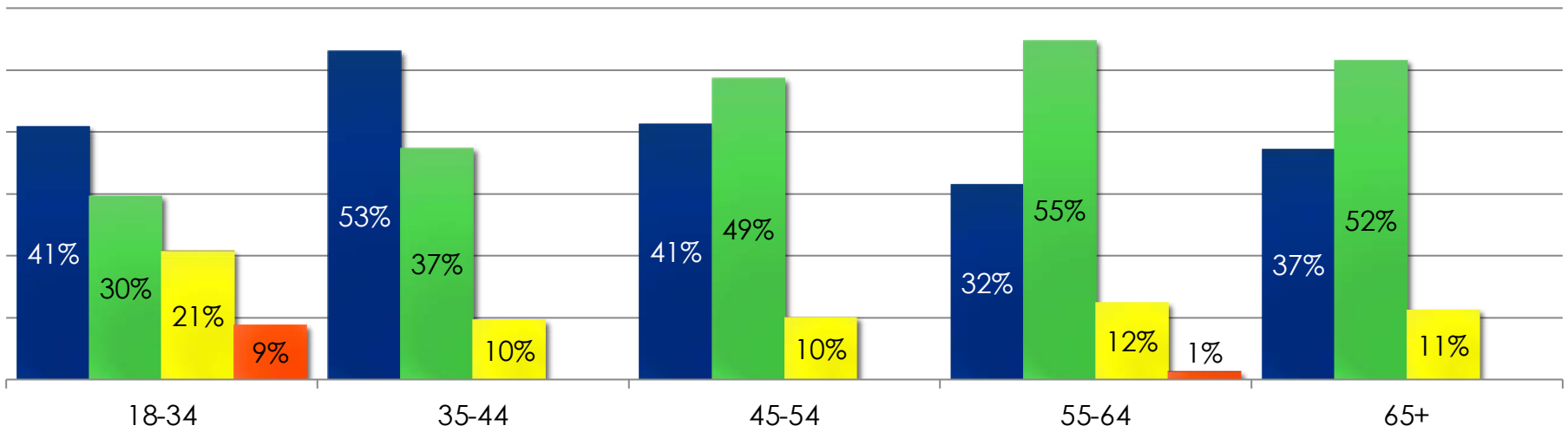
Uninformed Ballot Question

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Definitely Yes, Approve	10%
Probably Yes, Approve	29%
Definitely No, Reject	21%
Probably No, Reject	24%

■ TOTAL YES, APPROVE ■ TOTAL NO, REJECT ■ UNDECIDED ■ REFUSED





GALLAGHER BALLOT MEASURE INFORMATION QUESTIONS



Town of Vail Gallagher Ballot Measure Information Questions

“We are now going to provide you with some information about the potential ballot measure and why the Vail Town Council is considering putting it before voters. After reading the information, please indicate if the information makes you more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it. There is also an option to indicate if the information makes no difference in your decision to vote yes or no. Let’s get started.”

Information Questions

Vail Revenue Declined \$1.3 Million Due to Gallagher: In the last three years the Town of Vail's revenue from residential property taxes declined by \$1.3 million because of unanticipated consequences of an amendment to the state constitution called the "Gallagher Amendment".

The Gallagher Amendment lowers the amount of residential property taxes that a town like Vail can collect from residential property owners based on the amount of commercial property taxes collected, rather than on the assessed value of residential properties.

By voting yes and approving the ballot measure the Town will be able to prevent a projected loss of \$1.4 million dollars in 2021 and similar amounts in future years.

Loss Will Have Negative Impact on Essential Services: The continual loss of millions of dollars in residential property tax revenue to the town in future years will eventually have a negative impact on the essential services provided to you and the Vail community. These negative impacts will include reductions in funding for local police, fire and emergency services, public works, snowplowing and ongoing road maintenance. The loss of revenue could also impact public parks, library services and the town's free bus service.

Information Questions

Ballot Measure Would Not Increase Property Taxes: It is important to understand that the ballot measure would not increase Vail residential property taxes. Currently, approximately 10% of a Vail homeowner's annual property tax bill goes toward the Town of Vail. If this ballot question is approved, Vail homeowners would still pay the same 10% of their annual property taxes to the town.

At the same time, if the ballot measure is approved it would prevent a Vail homeowner from receiving a future residential property tax cut or reduction that is triggered by the Gallagher Amendment.

Tax Reduction from Gallagher, Giving Up \$30 per Year: When considering this ballot measure, it is important to understand what the amount of a future residential property tax reduction would be under the Gallagher Amendment. As an example, in 2021 a Vail homeowner is projected to receive an annual property tax reduction of \$30 for a home valued at \$500,000.

Therefore, if the ballot measure is approved by voters, homeowners with a home valued at \$500,000 you would be giving up a \$30 residential tax reduction in 2021 and in future years thereafter.

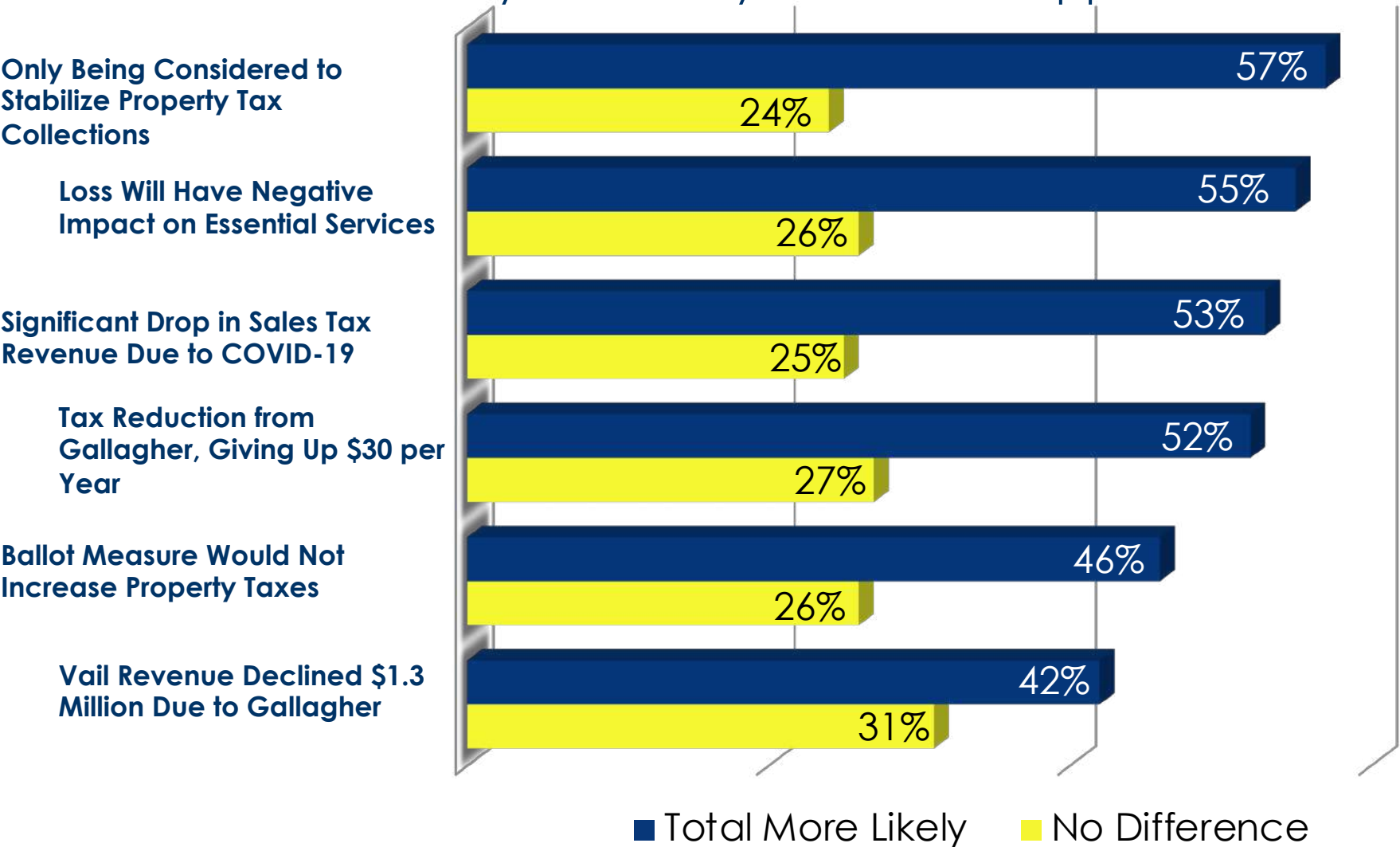
Information Questions

Significant Drop in Sales Tax Revenue Due to COVID-19: The Town Council is also considering this ballot question because of the significant drop in sales tax revenue to the town due to the coronavirus. If approved, the ballot measure would significantly help stabilize the town's overall revenue without raising taxes and prevent an eventual reduction in the quantity and quality of the town's services.

Only Being Considered to Stabilize Property Tax Collections: The Town of Vail has always worked hard at being fiscally prudent and good stewards of taxpayer's money. This ballot measure is only being considered in order to stabilize property tax collections and the town's general budget. It is important to know this ballot measure does not raise property taxes. It will only help the Town try to maintain existing essential services as we all work towards a healthy economic recovery.

Town of Vail Gallagher Ballot Measure Information Questions

Ranked by More Likely to Vote Yes, Approve





TOWN OF VAIL GALLAGHER BALLOT MEASURE INFORMED BALLOT TEST



Town of Vail Gallagher Ballot Measure Informed Ballot Test

"Now that you have read some information about the ballot measure, we ask you to read the ballot language one more time and then indicate if you would vote yes and approve it or if you would vote no and reject it.

WITHOUT RAISING THE MILL LEVY FOR THE 2021 TAX COLLECTION YEAR, SHALL THE VAIL TOWN COUNCIL HAVE THE AUTHORITY TO ADJUST THE TOWN OF VAIL'S MILL LEVY RATE THEREAFTER AS NEEDED

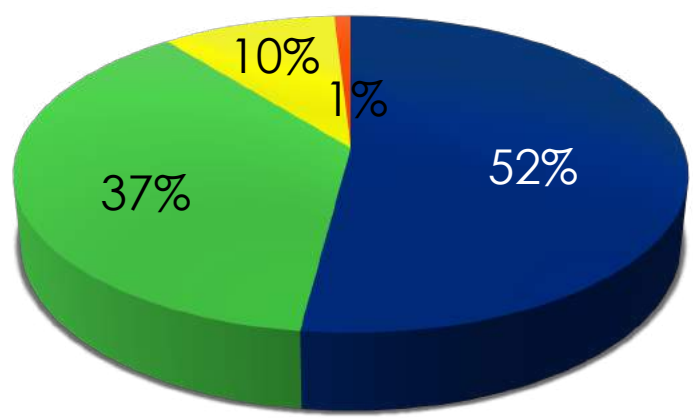
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If the election were being held today how would vote on this ballot measure?"

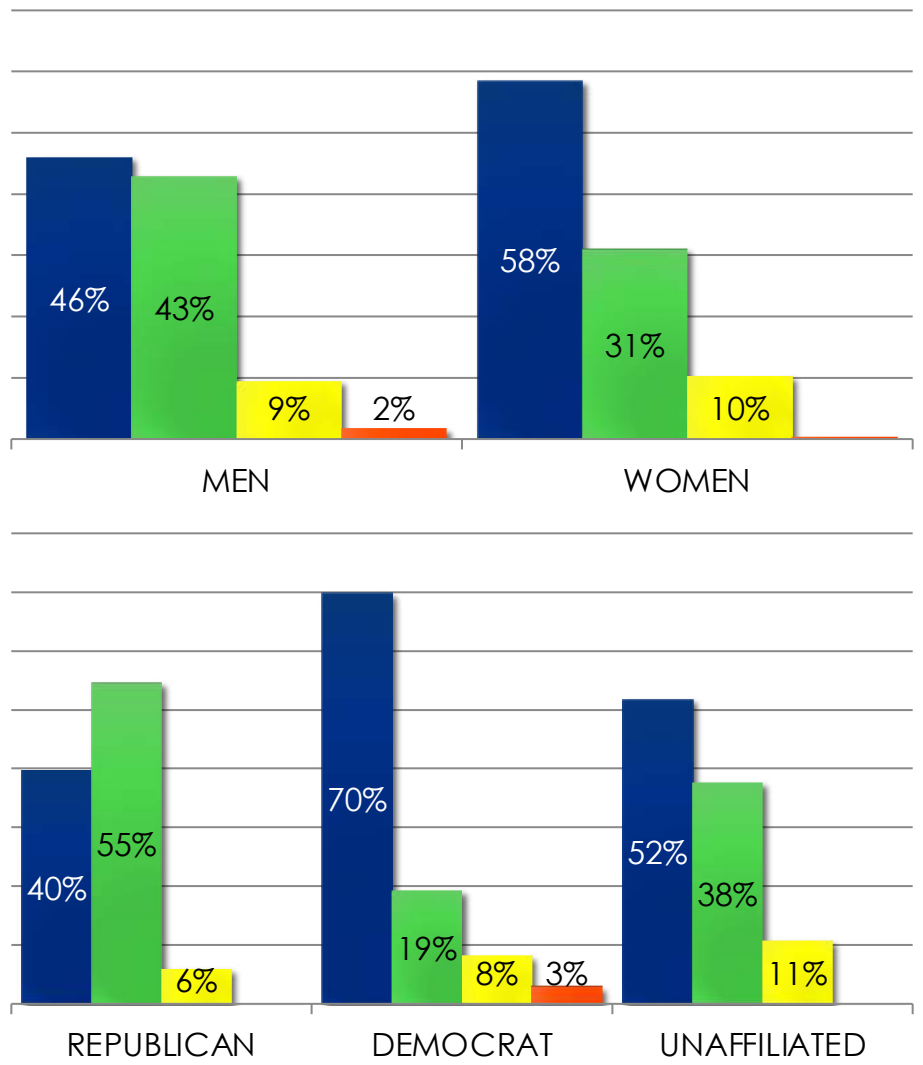
Vail Ballot Measure Informed Ballot Test

If the election were being held today how would you vote on this ballot measure?



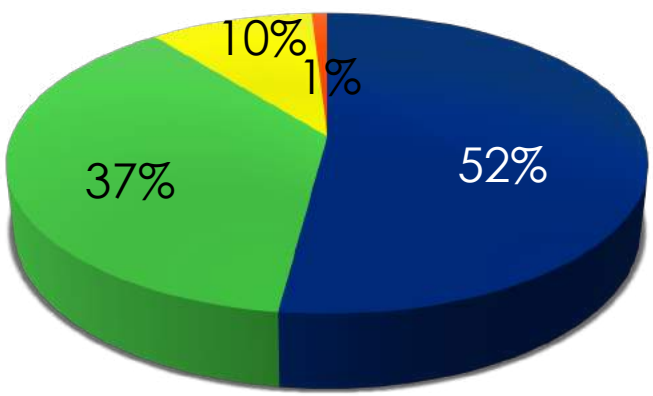
- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED
- REFUSED

Definitely Yes, Approve	22%
Probably Yes, Approve	30%
Definitely No, Reject	21%
Probably No, Reject	16%
Undecided that Lean Yes	32%
Undecided that Lean No	17%



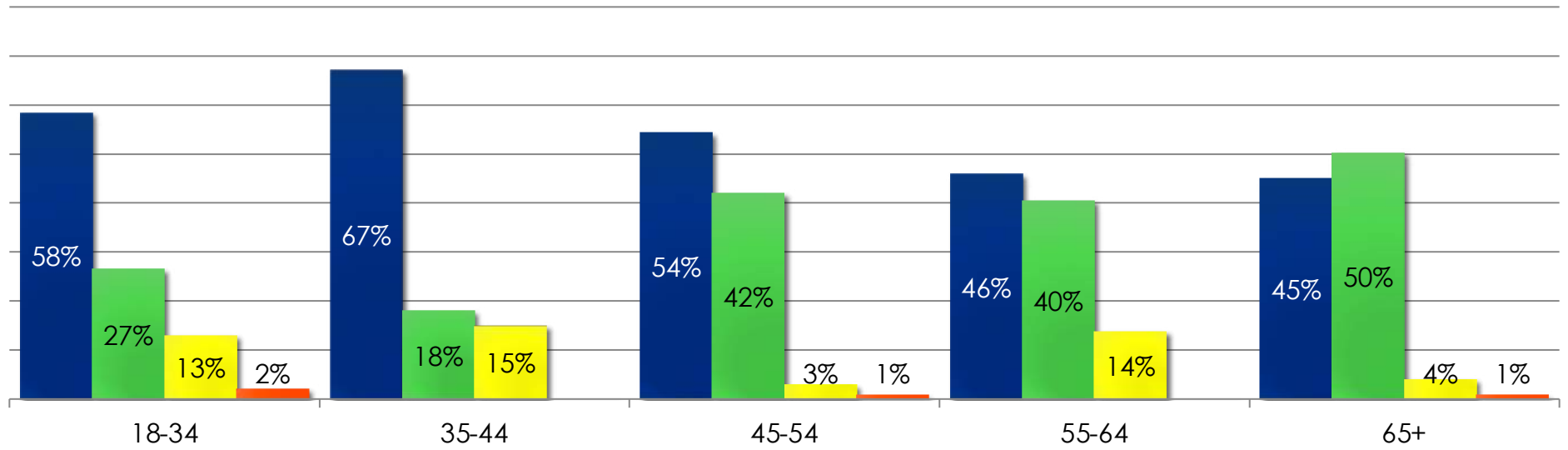
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Probably No, Reject	16%
Undecided that Lean Yes	32%
Undecided that Lean No	17%

■ TOTAL YES, APPROVE ■ TOTAL NO, REJECT ■ UNDECIDED ■ REFUSED



Town of Vail Gallagher Ballot Measure

"In your own words, why would you vote yes and approve the ballot measure."

important_{will} pay_{Yes} keep_{support} property taxes_{property}
good_{help} Vail_{maintain} services_{tax} provides services
want town_{understand} need_{essential} services_{maintain}
value revenue_{continue} TOV_{use} Town Vail_{level} community
Gallagher

Town of Vail Gallagher Ballot Measure

“In your own words, why would you vote yes and approve the ballot measure.”

Major Themes
Familiar with Gallagher Amendment's Impact on Budget
Worth Giving Up Property Tax Cut to Maintain Town Services and Stabilize the Budget

“The Gallagher Amendment unnecessarily limits the town’s ability to regulate its own finances.”
-Female, 65+, East Vail

“Gallagher and Tabor should be overturned. We don’t want Vail to be hamstrung by antiquated, inflexible laws.”
-Male, 45-54, Unaffiliated, Buffer Creek/Lionsridge/The Valley

“I like the idea of stabilizing town revenues and maintaining our existing, high-level of services.”
-Male, Democrat, 35-44, Potato Patch/Sandstone

“I want to keep the quality of life in Vail at the highest level possible. The town needs the money to accomplish that.”
-Female, 18-34, Unaffiliated, Potato Patch/Sandstone

“Gallagher’s impact on resort communities is an unintended adverse consequence of a tax law aimed at urban property.”
-Female, 45-54, Unaffiliated, Potato Patch/Sandstone

“I know the damage that the Gallagher Amendment does to the budgets for fire and police.”
-Male, 55-64, Republican, Potato Patch/Sandstone

Town of Vail Gallagher Ballot Measure

“In your own words, why would you vote no and reject the ballot measure.”

housing feel revenue town council property tax business will reduction
need Town Vail money year taxes cut town measure
Vail council TOV raise make much increase sales taxes
spending pay time tax increases raise taxes

Town of Vail Gallagher Ballot Measure

“In your own words, why would you vote no and reject the ballot measure.”

“We are all suffering financially due to COVID, and any reduction in taxes helps. Your revenue from businesses should go up right? My property taxes increased about 30% this past year due to previously approved tax measures, and as a retired person on a fixed income I need any and all tax reductions.”
-Female, 65+, Democrat, East Vail

Major Themes
Frustration Towards any New Taxes, Loss of Tax Cuts
Question if Cuts to Essential Services are Unavoidable
Can't Give Up Tax Cut Due to Economic Downturn, Coronavirus

“The TOV financial priorities are misplaced. The housing program costs are not being explained to taxpayers. The ongoing reduction of subsidized housing with lower values are not being disclosed and shown as an ongoing subsidy. Acknowledge and fix this before raising the mill levy.”
-Male, 65+, Unaffiliated, Potato Patch/Sandstone

“The Town needs to make sacrifices in tough times just like everyone else.”
-Male, 45-54, Unaffiliated, Intermountain

“Gallagher was put in place for a reason. I was here at the time and it was a necessary fix to the property tax problem. It should not be repealed. It was the voter's will.”
-Female, 65+, Republican, Golf Course

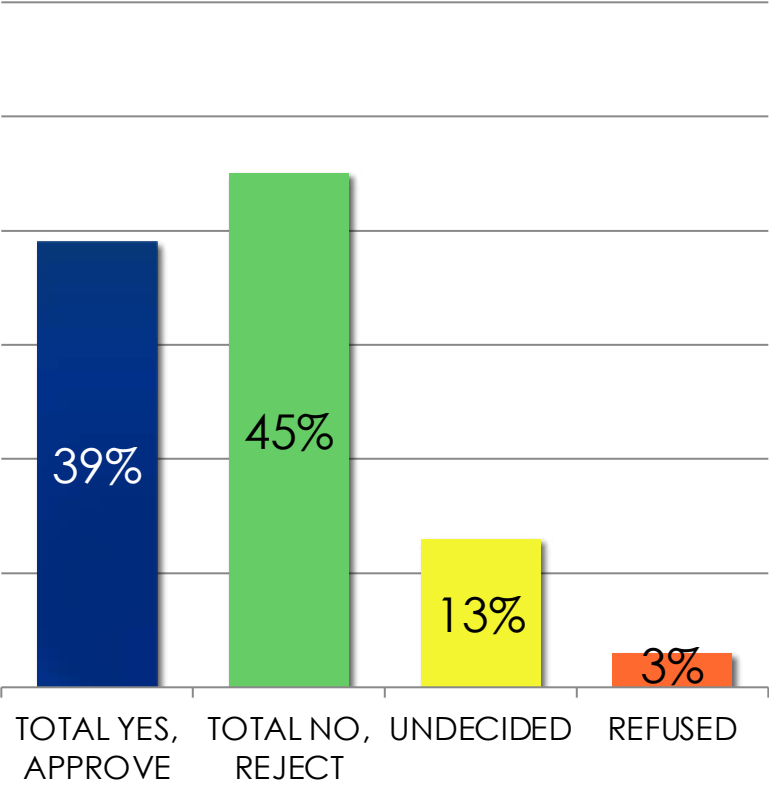
“Wording of the measure is confusing, even understanding all points provided, biggest issue is feeling that the town jumps to threatened to cut our basic services before cutting event and other non-critical community services. I understand that you are not asking for much, but you need to provide a better overall budget picture and prove that other measures/cuts have been taken first. I Understand that we are a resort community but in cases like this it is very frustrating that you immediately threaten our basic resources before communicating what other measures have been taken to stabilize the budget.”
-Female, 45-54, Democrat, East Vail

“Cut back the recreational expenses. Cut back the retirement fund. You have a very favorable retirement fund. Use money wisely.”
-Male, 65+, Unaffiliated, Buffehr Creek

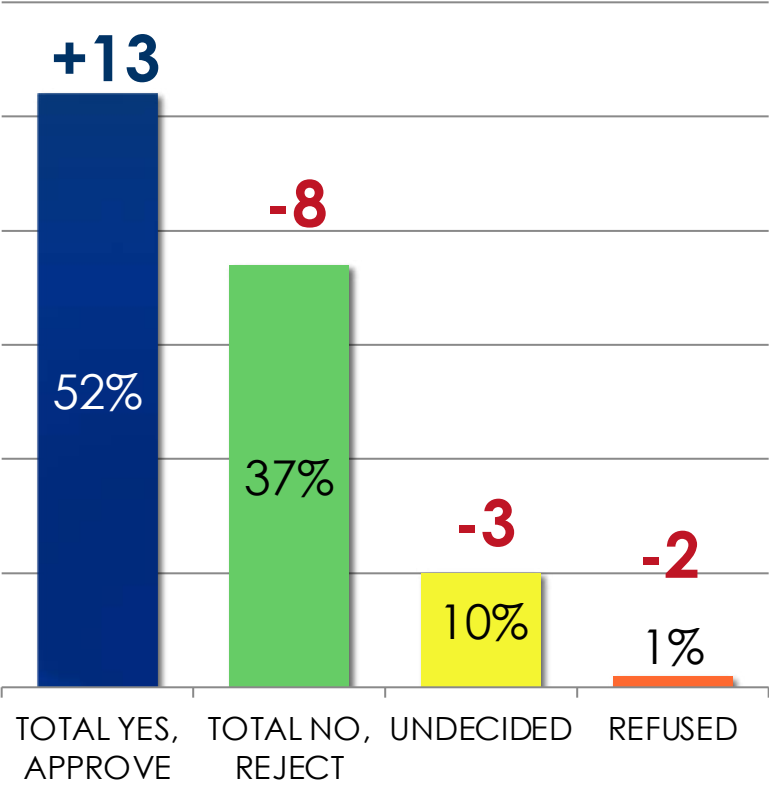
Town of Vail Gallagher Ballot Measure

Uninformed vs. Informed Ballot Test

Uninformed Ballot Test



Informed Ballot Test



Town of Vail Gallagher Ballot Measure

Voter Opinion Changes, Uninformed vs. Informed Ballot Test

Increase in Support for Vail Ballot Measure by Voter Subgroup

	All Voters	All Men	Men 18- 44	Men 45- 64	Men 65+	All Wom	Wom 18- 44	Wom 45- 64	Wom 65+	Dem	Unaf	Rep
Net Increase	+13	+13	+20	+11	+5	+14	+14	+17	+12	+12	+13	+17
Inf. Ballot Test	52%	46%	55%	43%	42%	59%	66%	58%	49%	51%	70%	40%
Uninf. Ballot Test	39%	33%	35%	32%	37%	45%	52%	41%	37%	39%	57%	23%



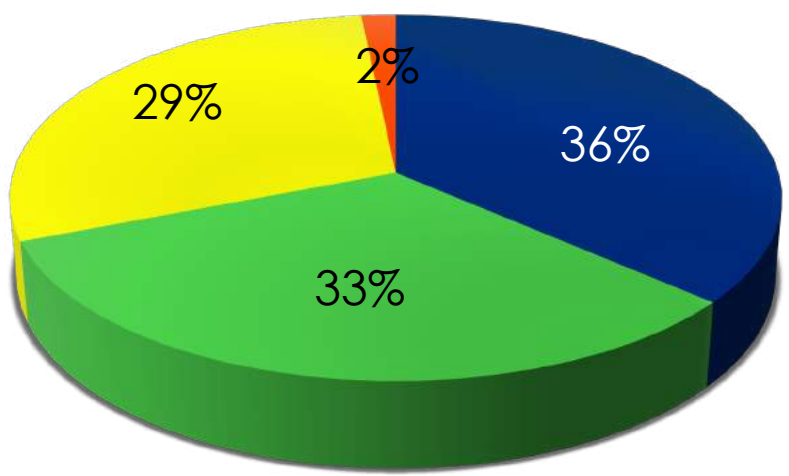
OPINION OF VOTING FOR VAIL BALLOT MEASURE WITH COUNTY AND STATE MEASURES ALSO ON BALLOT



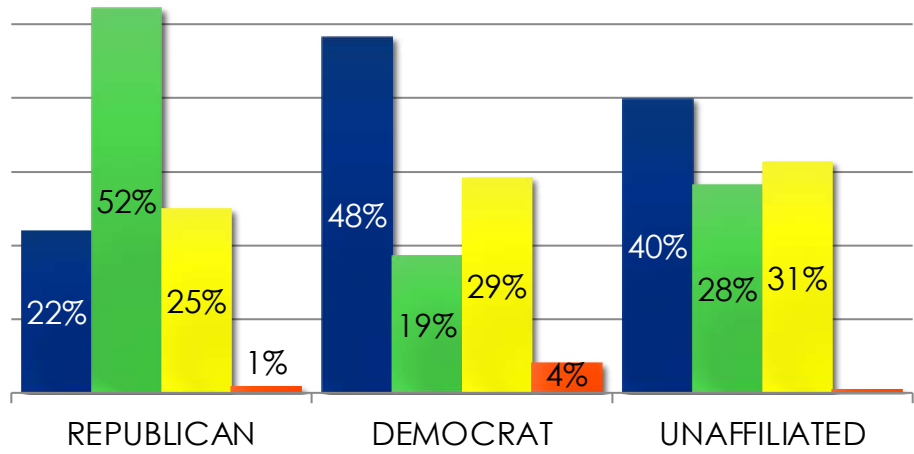
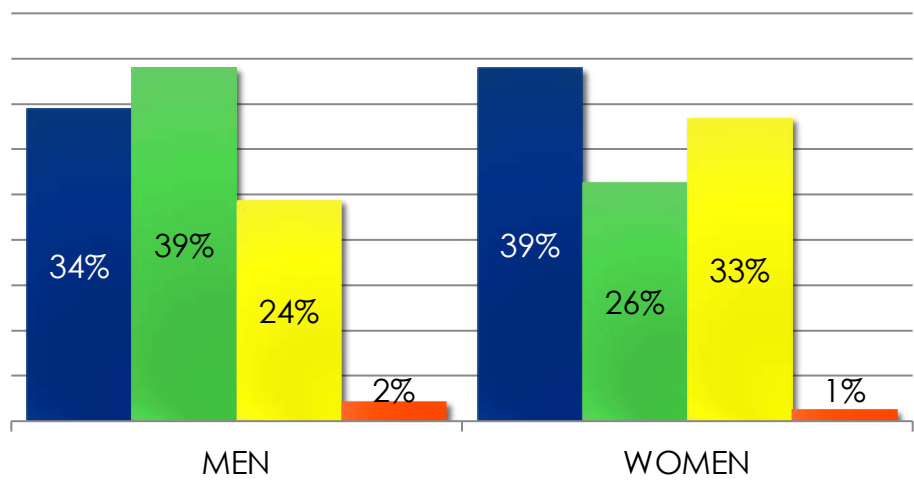
Impact of Eagle County and Statewide Gallagher Ballot Measures

- For this election cycle there could be three separate ballot measures to request voters to exempt Vail, Eagle County, and the State of Colorado from the Gallagher Amendment. Therefore, the final question in the survey explained this development to voters and then asked them how they would vote for the local, Vail ballot question.
- Overall, one-third would approve the Vail ballot measure, a third would reject it, and a third were undecided. More importantly, among the 52% of voters who said they would approve the ballot measure on the uninformed ballot, 68% would still vote yes, 4% would change their minds and vote no, and 28% were undecided.

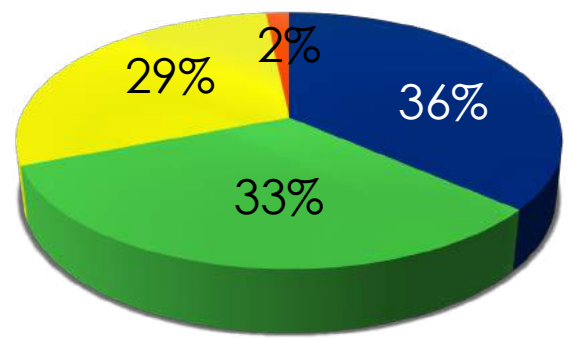
Thank you for sharing your thoughts and opinions with us. We now want to inform you that there will be two other questions on the ballot this November that are identical to the local ballot question we just shared with you. The difference is the two other ballot questions would apply to annual residential property tax payments made to Eagle County and the state of Colorado. Knowing this information, how would you cast your vote for the local, Vail ballot question?



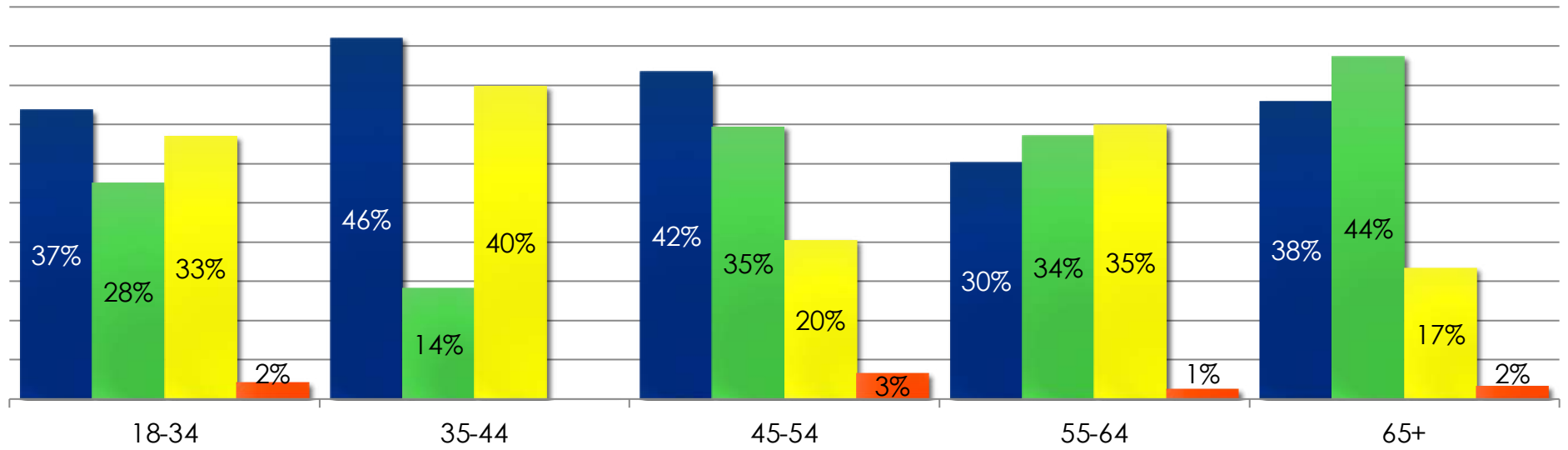
- YES, APPROVE VAIL BALLOT MEASURE
- NO, REJECT VAIL BALLOT MEASURE
- UNDECIDED
- REFUSED



Thank you for sharing your thoughts and opinions with us. We now want to inform you that there will be two other questions on the ballot this November that are identical to the local ballot question we just shared with you. The difference is the two other ballot questions would apply to annual residential property tax payments made to Eagle County and the state of Colorado. Knowing this information, how would you cast your vote for the local, Vail ballot question?



■ YES, APPROVE VAIL BALLOT MEASURE ■ NO, REJECT VAIL BALLOT MEASURE
■ UNDECIDED ■ REFUSED



David Flaherty | Courtney Sievers Ryan Winger



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