



## **FREQUENTLY ASKED QUESTIONS (FAQs)**

### **WHAT IS SHOPLA?**

ShopLA is an awareness and civic pride campaign intended to encourage people Angelinos, tourists and visitors to support LA by making purchases within the City limits.

The shopLA awareness campaign has rolled out special events and promotions that highlight the importance of spending our money within the city whenever possible. Supporting our local economy, not only boosts revenue to pay for City services, but also supports local business, creates jobs in Los Angeles, and helps the environment by encouraging everyone to shop locally and minimize fuel usage.

### **HOW DOES IT WORK?**

Sales tax makes up a significant amount of the City's revenue that is used to pay to run the City. For every \$10 in sales tax paid, roughly \$1 comes to the City. The more sales that occur within the boundaries of the City of LA, the more revenue that comes into the City's general fund. That means our shopping decisions have a direct impact on what happens in our own neighborhoods. Important concerns such as police and fire protection, library and park hours, street cleaning, street repair and tree-trimming, animal shelters and the zoo all depend on General Fund revenue.

### **WHO CAN PARTICIPATE?**

Anyone purchasing taxable goods or services within the City of Los Angeles can participate. Because sales tax revenue directly benefits LA residents, ShopLA is focused on LA residents and businesses. However non LA residents who visit from around the world or from neighboring cities are welcome to visit and patronize Los Angeles businesses as well.

### **WHAT KIND OF PURCHASES COUNT?**

Anything that requires you to pay sales tax within the City of LA helps to deliver more services. From groceries to new clothes, to filling up your gas tank, to concert or baseball tickets, or buying a new car or back to school items for your kids - if you bought it in Los Angeles, you are supporting our City.

### **WHO IS BEHIND SHOPLA?**

ShopLA has been developed by Angelenos who care about the city, its people and its neighborhoods and hope to encourage shopping locally as an *investment* in the future of the city. They include Mayor Antonio Villaraigosa, the City Council, neighborhood councils, all the many departments that provide service to the public, LAINc. (the organization that works to bring conventions and tourism to L.A. to support local businesses), local chambers of commerce and the thousands of businesses that have chosen to set up shop in Los Angeles.

## **IS SHOPLA JUST A CREATIVE WAY TO RAISE TAXES OR GET ME TO SPEND MORE MONEY?**

No. Sales tax can only be increased with voter approval. ShopLA's hope is to simply encourage you to patronize Los Angeles businesses when making purchases you plan to make anyway. Why give your sales tax dollars to a City whose services don't benefit you or your family?

## **WHAT IF WHAT I WANT CAN'T BE FOUND IN L.A.?**

ShopLA is NOT about telling anyone they shouldn't buy what they want if the only place it can be found is in a neighboring city such as Glendale, Pasadena, Beverly Hills, Culver City, San Fernando, Inglewood or Santa Monica.

However, when it comes to the so-called big ticket items such as cars or appliances, it is likely that we can find the same make and model for a competitive price inside L.A. as we can outside L.A.

And when we're buying groceries or household supplies from a store that has branches in Culver City AND L.A., and the L.A. branch is reasonably convenient and the prices are the same, perhaps other considerations should help us decide where to shop.

## **IS SHOPLA JUST ABOUT MONEY?**

No. Shopping and dining locally is about building community as much as it is about bringing revenue to City Hall to pay for community services. It is about keeping neighborhoods healthy and safe, and providing livelihoods for business owners and jobs for all of us.

It's also about convenience, the environment and healthier lifestyles. If we can shop locally, we're less likely to spend time driving around in traffic, looking for parking places, using up expensive gasoline and creating more air pollution.

ShopLA wants every L.A. resident to think about the benefits of spending your money in L.A. When we spend our money *inside* L.A., we're helping to keep the local library open or hire another cop to fight crime in our neighborhoods.

ShopLA is about making our life better by doing the things we'd normally do in a way that directly supports our home town.

## **WHERE CAN I LEARN MORE ABOUT SHOPLA?**

[www.shoplacity.com](http://www.shoplacity.com)