



## LD-21

### Educating citizens about sales tax

The city of Westminster, Colorado (101,000), established the “Shop Westminster” campaign a year ago to encourage residents to help local businesses survive in this difficult economy by shopping locally. The campaign also teaches residents about the many services supported by the city’s sales tax. Local businesses display a Shop Westminster logo on window stickers to inform residents that these businesses are located within city limits. The businesses also have displays informing residents that sales tax supports such services as police and fire protection, parks, libraries, and street maintenance. These displays have charts comparing Westminster’s sales tax rate with the rates of neighboring communities, to show that Westminster’s sales tax is relatively low. The city’s newsletter advertises discounts at participating Shop Westminster businesses. The campaign is promoted through the city’s cable channel and Web site. The logo is also displayed on bus shelters. Last year, the city spent approximately \$10,000 on the Shop Westminster campaign.

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