

**COUNTY OF FRESNO "SAVE OUR ZOO," MEASURE Z  
FULL TEXT OF MEASURE**

"Save Our Zoo" Measure. To help ensure survival of the Chaffee Zoo by providing necessary funding to repair and restore the zoo, bring back large animal exhibits, further revitalize the zoo, and preserve the zoo's Species Survival Plan and ongoing Education Program, shall Fresno County voters approve a one-tenth of one percent sales tax for ten years with all net proceeds dedicated exclusively to the Chaffee Zoo?

**IMPARTIAL ANALYSIS BY COUNTY COUNSEL**

State law authorizes the Fresno County Board of Supervisors to establish a special purpose authority, which, in turn, may propose a special countywide sales tax ("transactions and use tax") to be expended exclusively for the support of zoos, zoological facilities, and related zoological purposes within the County of Fresno. The tax proposal must be at the rate of 0.1 percent.

The Fresno County Board of Supervisors has adopted a resolution creating the Fresno County Zoo Authority. The Authority, in turn, has adopted an ordinance proposing a special countywide sales tax at the rate of 0.1% for 10 years. If the tax were approved by two-thirds of the voters voting on the measure, the tax would go into effect on April 1, 2005, or as soon as possible thereafter, and would expire 10 years later, or no earlier than March 31, 2015.

The proceeds of this tax would be used exclusively to support the Chaffee Zoo. The expenditure plan in the ordinance provides for the following uses:

1. The tax proceeds would be distributed to the Chaffee Zoo as long as the Authority was satisfied with the Zoo's use of previously distributed funds, and with the City of Fresno's compliance with the requirements in the ordinance for its financial support of the Zoo.
2. The Chaffee Zoo would be required to spend a minimum of two-thirds of the funds distributed for capital improvement projects approved by the Authority Board, but could spend up to one-third of the funds distributed for operations and maintenance of the Zoo.

The tax revenues would also be used to reimburse the County for election costs and for the fees charged by the state in administering the tax, and to pay administrative costs, capped at 2% per year.

The Fresno County Zoo Authority would be responsible for the specific expenditures of the tax revenues. The Authority is currently governed by the Fresno County Board of Supervisors, but if the tax were to be approved by the voters, a successor board would govern the Authority. This successor seven-member board would consist of the mayor of Fresno and six members

appointed by the Fresno County Board of Supervisors, one of whom would have to have expertise in zoo matters.

The City of Fresno, which currently provides approximately \$1.2 million per year to support the Chaffee Zoo, would be required to maintain its financial support of the Zoo on a declining basis over the first five years of the tax, reducing its support by 20% each year until in the sixth year and thereafter the City would not be required to support the Zoo.

s/ Dennis A. Marshall  
County Counsel

**The above statement is an impartial analysis of Ordinance No. 2004-1. If you desire a copy of the ordinance, please visit our website at [www.co.fresno.ca.us](http://www.co.fresno.ca.us) or call the Fresno County Clerk/Elections Department at (559) 488-3246 and a copy will be mailed at no cost to you.**

**FISCAL IMPACT STATEMENT**

This ballot measure is to adopt a Retail Transactions and Use Tax in the Incorporated and Unincorporated areas of Fresno County at the rate of one-tenth of one percent (0.10%). The State Board of Equalization will administer this sales tax if approved by at least two-thirds of the electors voting on the measure.

This ordinance will generate approximately nine million five hundred fifty thousand dollars (\$9,550,000.00) annually with the growth of this revenue generally following the economic trends within the local community.

The revenue from this Fresno County Zoo Authority Transactions and Use Tax Ordinance will be used exclusively for the support of zoos, zoological facilities, and the related zoological purposes within the County. This tax will terminate on the later date of March 31, 2015 or 10 years after the first day of the first calendar quarter following the execution of the State Board of Equalization contract in accordance with the provisions of this Transactions and Use Tax Ordinance.

s/ Vicki Crow, CPA  
Auditor-Controller/Treasurer-Tax Collector

**ARGUMENT IN FAVOR**

For nearly a century the **Chaffee Zoo** has entertained and educated countless millions of delighted area visitors. Now, without Measure "Z," we

will likely **lose forever** this regional treasure – the **only zoo** in this part of California.

Years of severe underfunding have left our Zoo in **critical condition**. Measure "Z" will provide **desperately** needed money for:

- **Repairing hundreds** of overdue urgent items like leaking roofs and broken water lines
- **Restoring the Zoo** with beautiful new, natural habitat exhibits – and then bringing home our previously lost large animals such as rhinos, gorillas, and lions
- Retaining jeopardized **AZA accreditation** and preventing loss of even more large animals
- Furthering our **Species Survival Plan** and expanding our **Education Program** which reached 166,000 people last year

#### **THE MAJORITY OF ALL ZOOS RECEIVE SUPPORT LIKE MEASURE "Z's"**

- **Smallest** ever Fresno County sales tax
- **Only 10 cents** on \$100 purchase
- Typical family's impact **\$15 / year – only \$1.25 / month**

**Under New Management.** The City will no longer run the Zoo with Measure "Z." A new, **citizen directed non-profit** corporation will professionally manage the Zoo; with annual audits and oversight by Fresno County. Therefore, **FUNDS WILL NOT GO TO GOVERNMENT.**

Please go to **SaveOurZoo.com** for Measure "Z's" extensive endorsement list including **all fifteen county mayors**, and, even the **San Joaquin Valley Taxpayers Association.**

Last year over 100,000 school children visited our Zoo including nine-year-old **Angel Arellano.** Angel was so worried at the Zoo's condition that she wrote her now famous Thanksgiving Day letter to the newspaper – including her \$1.00 contribution. Her accurate observation and generous spirit have inspired and energized our whole community towards **Saving Our Zoo.**

For the sake of our children and future generations, it is time for the **adults** to proudly finish the job that Angel started by voting **YES on Measure "Z."**

s/ Stacey Caha-Arellano  
Angel Arellano's Mother

s/ Dr. Peter G. Mehas  
Superintendent  
Fresno County Office of Education

s/ Jean Chaffee  
Dr. Paul Chaffee's Widow

s/ John Santoya  
President  
San Joaquin Valley Taxpayers Association

s/ David McDonald  
Save Our Zoo Chairman  
Pelco President and CEO

#### **REBUTTAL TO ARGUMENT IN FAVOR**

Supporters of the tax say that it would only cost the typical family \$1.25 a month. To raise \$8 million, the estimated yearly tax revenue, it would only cost each voting supporter of the tax, if Measure Z were to pass, about \$6 a month in **voluntary** contributions! Even less with corporate and philanthropic contributions. What, then, is the justification for spending well over a half-million dollars in an un-neighborly campaign to force people to support the zoo **AGAINST THEIR WILL?**

Supporters of the tax assert that "funds will not go to government". The zoo "corporation" board would be appointed by elected officials and have government oversight. The zoo would be **TAXPAYER FUNDED. If it walks and talks like a duck...**

Supporters of the tax threaten that we will likely lose the zoo without Measure Z. **WHY?** There are alternative revenue sources such as corporate donations, higher entry fees, and increased memberships and private donations. There are successful privatized zoos throughout the country. A private aquarium ownership group has offered to be a home to the zoo. **Is a tax increase really the last resort?**

Do not be fooled by the biased wording of Measure Z. Please visit **[www.fresno.ca.jp.org](http://www.fresno.ca.jp.org)** for information and perspective that you won't see from the local media that has chosen to campaign rather than report.

Let us all support our zoo with our patronage and voluntary contributions. But please, **NO NEW TAXES. Vote NO on Measure Z.**

s/ Rodney Austin  
Chair, Libertarian Party of Fresno County

## ARGUMENT AGAINST

California, once a pioneer in tax saving measures like Howard Jarvis's Proposition 13, has become a haven for moderates who believe governments should balance their budgets through tax increases and billion dollar bond measures. We are the richest state in the union yet we have the worst credit rating in the country. Our state pays higher fees and interest rates than anywhere in America. This free spending "movement" is now coming to Fresno County. Big corporations are spending millions of dollars on sophisticated campaigns to sell us on the benefits of sale's tax increases. How gullible do they think we are? If the wealthy and powerful really wanted to help the zoo, why don't they spend their own money, create a foundation, keep the money out of government's hand and give it directly to the zoo. Since when do large corporations support higher taxes?

The truth is they want to use our money so the City has more money for their pet projects and corporate subsidies. We are already paying more taxes thanks to record setting appreciation in the value of our homes and hundreds of new, City of Fresno fee increases charged to small business owners. Now is your chance to tell the special interests to pay their own way and tell the Fresno Mayor and Council to pass a budget that puts the Zoo first instead of wasting money on crazy projects and gifts of taxpayer money. Make them work within a budget like the rest of us. Tell them our families, small business owner's and seniors on fixed incomes are paying enough and can't afford more taxes. Join the Valley Taxpayers Coalition and the Libertarian Party of Fresno County and vote no on new taxes and no on Measure Z.

s/ Chris Mathys  
Valley Taxpayer's Coalition, Inc.

s/ Rodney Austin  
Chairman  
Libertarian Party of Fresno County

## REBUTTAL TO ARGUMENT AGAINST

### Here are the facts:

- California's well-publicized fiscal crisis has taken **millions** of dollars from local governments; severely impacting Fresno's budget and services.
- **Now, without Measure "Z," WE WILL LIKELY LOSE OUR CHAFFEE ZOO.** There is NO other viable funding source for the millions of dollars in urgently needed repairs. Many of our decades-old exhibits are no longer suitable for our treasured animals. Their wellbeing must come first. That's why **all fifteen Fresno County mayors** have joined local

teachers, parents, community leaders, businesses, labor, and children like **Angel Arellano** in supporting **SAVE OUR ZOO – YES on "Z."**

### Please consider this:

- **FUNDS WILL NOT GO TO GOVERNMENT.** By law, **every dime** must be spent restoring the Zoo. A new **citizen directed nonprofit** corporation – **NOT THE CITY** – will professionally manage the Zoo; with Fresno County audits and oversight.
- **Ninety-six percent of all other AZA zoos receive public funding.** A **majority** have voter-supported funding like Measure "Z's." Even the world-famous **San Diego Zoo** has received dedicated tax funding **continuously since 1942.**

**Only with YOUR help can we save our ninety-six-year-old Zoo for our children and future generations.**

### As the Fresno Bee says:

- "The Chaffee Zoo is too important a **community resource** to lose."
- "Measure "Z" is an opportunity to give the Zoo a **guaranteed future.**"
- "The tiny sales tax increase would be **barely noticeable** to most shoppers."
- "Now voters must follow through on Angel's work by **passing Measure "Z"** on the November 2nd ballot."

## THANK YOU!

s/ Stacey Caha-Arellano  
Angel Arellano's Mother

s/ Dr. Peter G. Mehas  
Superintendent  
Fresno County Office of Education

s/ Jean Chaffee  
Dr. Paul Chaffee's Widow

s/ Victor P. Lopez  
Mayor  
City of Orange Cove

s/ David McDonald  
Save Our Zoo Chairman  
Pelco President and CEO