

# RUSTON ELECTION NEWS

**Get the Facts Before you Vote**



## 3,000+ RUSTON VOTERS CALL ALCOHOL ELECTION

### Want sales dollars to be kept locally

Ruston—Leading the effort to expand local shopping options and keep tax dollars in Ruston and Lincoln Parish, Mayor Ronny Walker and his wife Kay were the first Ruston citizens to sign a petition to allow the sale of high-quality wine, craft beer and spirits on local grocery stores.

“By law, only by a request of the citizens of a community can people vote on these issues,” Walker explained, “so I signed because I feel people deserve the right to have their voices heard. Second, we know there are Ruston residents driving every day to a neighboring city or town to buy wine or spirits that they cannot buy here. The bottom line is that we are losing local tax revenues that could be put to use to address local needs.”

The effort was backed by more than 3,000 additional Ruston residents who also signed the petition, and the measures are now in the process of being voted on through early voting and on election day, this Saturday, March 25.

The measures are also supported by local grocery stores Super 1 Foods and

Walmart, which would like to provide their local customers and those traveling to Ruston the option of purchasing additional products, notably wine, craft beer and spirits, rather than sending customers to Monroe or Grambling to make such purchases.

“Walmart is proud to support consumer choice and be a strong supporter of the Ruston community. By allowing our customers to shop locally and keep their retail dollars in Ruston it also allows us



Mayor Ronny Walker & his wife, Kay, are the first Ruston residents to sign the petition at Super 1.

to help generate additional tax revenue to fund local services. We know Ruston voters are supportive of this effort,” noted Ruston Walmart Store Manager, LA Downs.

Alecia Hill, District Vice President for Super 1 Foods added, “We have customers come in here all the time asking why they can’t buy a nice bottle of wine or spirits. We have to tell them we can only sell beer and they have to drive to our store in Grambling or Monroe. They are frustrated and when they leave, we not only lose that customer and a potential sale at this store but they leave and buy everything else at another retailer and Ruston loses out.”

Grocery stores report for every \$1 dollar in lost alcohol sales, they lose \$3 dollars in general sales. This can be as much as \$25,000 to \$150,000 a week in lost revenue depending on the size and location of the store. For Ruston, the additional sales in five existing large grocery stores could create substantial additional local sales, and the tax revenues from those sales, if Proposition 4 is passed, and this new opportunity could also bring additional grocery stores to Ruston.

## \$1.5 MILLION — \$2.2 MILLION ANNUALLY EVERYONE GAINS IF ALCOHOL PROPS ARE APPROVED

It is a simple fact that many Ruston residents purchase high-quality wine, craft beer and spirits outside city limits. So a major question is, what is the volume of sales and sales tax revenue lost by the City of Ruston and Lincoln Parish?

While the tax rates vary, and can get confusing, it is clear that by any credible estimate, the numbers are substantial on an annual basis. The City of Ruston conservatively estimates it could gain an additional \$1.5 million in tax revenue. An independent study performed by economic research and analysis expert Dr. Ray Perryman, based on similar situations in a variety of states, estimates it could be as high as \$2.2 million annually. Some local opponents of the current petition drive in Ruston say the amount would only be \$50,000, but they

have no study or evidence to support their claim, and it appears that their limited analysis only includes the City of Ruston population, and did not include people from the Parish who come to Ruston to shop or the thousands of people who come to Ruston for college and sports events, musical and cultural entertainment and other activities, or who simply stop in Ruston while driving along Interstate 20.

It is also worth noting that the City of Ruston will not be the only jurisdiction to benefit from expanding alcohol sales locally. The Lincoln Parish School District, for example, would receive additional monies that would help fund teachers 13th and 14th paychecks each year. The Parish Police Jury and Sheriff’s Department would also benefit

from revenue that is currently leaving the Parish. Overall, research indicates that Lincoln Parish jurisdictions could gain as much as \$4 million every year in additional tax revenue

One thing is clear: Sales and tax revenues that could benefit the City of Ruston and Lincoln Parish are lost every single day. But with the pending vote to allow increased alcohol sales in our community under very carefully created limitations – the strictest such limitations in the state – Ruston has the opportunity to keep an additional \$1.5 million to \$2.2 million in revenues in the City and the Parish on annual basis. No matter which estimate one uses, that is a bigger piece of the pie than Ruston and the Parish get to keep now.

Sales Tax Distribution (Lincoln Parish)	Tax Rate by Jurisdiction*	Local Tax Revenue (Est)**
<b>Total State Sales Tax Rate</b>	<b>10.45%</b>	
State of LA (inside City Limits)	<b>4.5% (1.78% to City)</b>	
Police Jury	<b>0.75%</b>	<b>\$ 389,088</b>
Sheriff's Dept.	<b>0.25%</b>	<b>\$ 129,696</b>
School District (Teachers)	<b>2.50%</b>	<b>\$ 1,296,959</b>
Ruston	<b>2.50%</b>	<b>\$ 1,296,959</b>
Ruston Infrastructure Fund	<b>1.78%</b>	<b>\$ 923,435</b>
<b>Total Local Tax Rates</b>	<b>6% (+1.78 from State)</b>	<b>\$ 4,036,136</b>
<b>Ruston Total</b>		<b>\$ 2,220,394</b>

\* Based on information from Lincoln Parish Tax Office  
 \*\* Based on economic study by Dr. Ray Perryman

**Yes 'EM All Vote YES**  
 Ruston Restaurants & Retailers

**SCAN FOR MORE INFORMATION** →



# Who Called the Alcohol Election: WE DID

## The 3,000 Ruston Voters Who Signed the Petition to Call this Election

### Vote YES and Let US Shop Locally

If you want to buy a bottle of wine at the grocery store—vote YES on Prop 4

Only Stores larger than 15,000 square feet can sell liquor—I'm good with that—Yes to Prop 4

We heard these same "Gloom and Doom" predictions from opponents 20 years ago—and look what happened, lots of good restaurants, millions in tax revenue...why should we listen to them now? Vote YES!!!

City says \$1.5 million in new tax revenue, Retailers say \$2.2 million—Doesn't matter who's right...Keep it ALL in Ruston

# RUSTON

## YES 'EM ALL

### Props 1-5

It's all about economics—they are either going to buy it here and we keep the money, or they are going to buy it there... and we lose the money... it's not rocket science.....Duh

IF YOU WANT WHAT WE HAVE NOW—VOTE YES ON PROPS 1, 2, 5

Tyler Emory - Shop local  
Keep local business open

WE VOTED IN BARS 20 YEARS AGO AND NONE CAME...NOW THEY ARE TRYING TO SCARE US AGAIN...CLAIMING THERE WILL BE A BAR ON EVERY CORNER...GET REAL

Support our local businesses!  
Evenly gaining!

Andre Albritton - Keep the taxes in Ruston  
Shop at Our local store for alcohol

Keep tax \$ in Ruston - Julie Mohr  
Kept Tax \$ in Ruston - Janyra melancon

Support our local businesses! - Allison Ruffeth

Wonder how many lives will be saved and fewer DWIs not having to drive to Monroe any more

Keep business local! - Peyton Huff  
Shop Local - Daniel L. Hopkins

Matt Off

Raymond Henry

Dal E  
Randy McKenzie

Johnnetta

Savion Dismuke

Saphi Compton

Korena Standley

James Dwyer

Marlene Banks

its 2023  
All good  
Jefferson

Stacya Shee  
Loc!

SHOP RUSTON!  
SAM COSTANZA

lets keep our  
tax dollars local  
Stephanie Knight

Shop Local  
Please Don't

I support  
alcohol sales  
in Ruston!  
René Jernigan

Raven Whitney  
Keep tax dollars  
in Ruston

Keep our tax  
dollars in Ruston -  
Melanie Paris

Sue Woods

KEEP TAXES DOWN  
HERE!!!

Tim Hart  
Amah Ahn  
please sell!

Starla McElroy

Oranish Pittman  
Keep the money in  
Ruston

W-B  
Kantkendrick

Bamyeck Eugene

Corrett Wilson  
Lusia White

About Time  
J.L

Keep the tax  
dollars in our  
city.  
Carlye Cage

Shop Local!!  
Keep tax dollars  
in Ruston.  
Andrew Halbrack

Gary White  
Keeps the money  
in Ruston!  
Monica Conley  
Goal for buss. here

Shop local!!  
Candie  
William  
Curtis Ridaux

Support Local Business  
Julie Mear

May D. Turner

Shanika Johnson  
(this would be good)

I agree  
-Tommie  
McGrough

Keep the money in Ruston  
Brenda Pateaux

Bars can only open in the  
Downtown Entertainment  
District—Seems reasonable  
and Vote Yes on 3

Support our local businesses! - Allison Ruffeth

QC Hogg



Next Saturday March 25 — Send a Message  
Vote YES on All 5 Props and Keep The Money in Ruston