



Presentation

PRESENTATION for

The Town of Limon, Colorado

February 1, 2018

George K. Baum & Company's Presentation for The Town of Limon - 2018 Mail Survey and Survey Monkey Results



George K. Baum & Company
INVESTMENT BANKERS SINCE 1928

1400 Wewatta Street, Suite 800 | Denver, CO 80202 | (800) 722-1670 | www.GKBaum.com Member FINRA SIPC



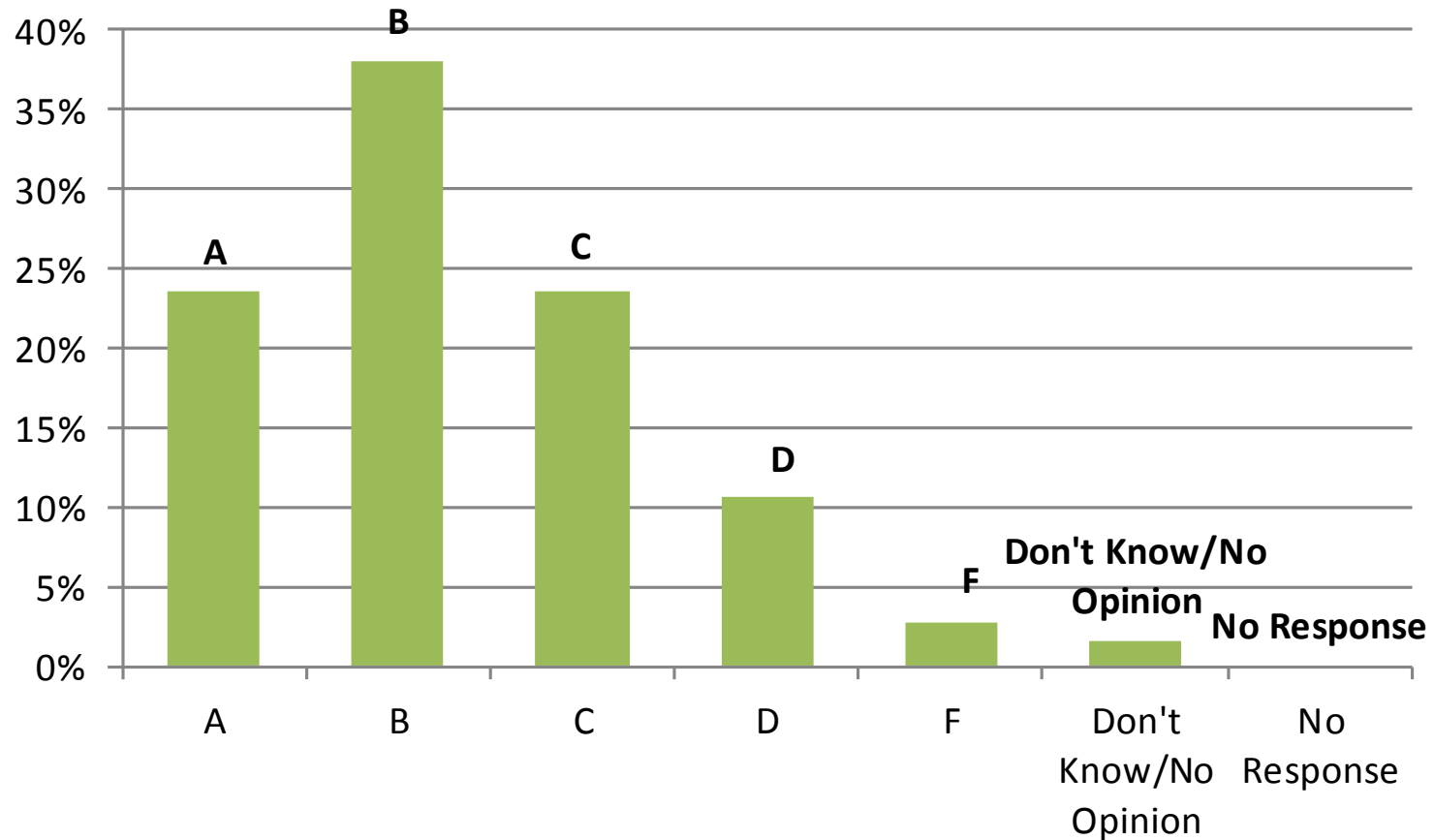
Town of Limon 2018 Mail and Survey Monkey Survey Results



- Mailed to 1,037 active voter households in Limon
- Expected 10% response rate
- 154 replied (14.8%) as of January 30, 2018
- Not a scientific poll
- Not a predictor of a ballot measure's likely success or failure
- Provides general undertone of the electorate
- Mail survey sent out in conjunction with Survey Monkey on-line survey which received 101 responses
- Survey Monkey responses represent 39.6% of the total responses.
- Together the number of responses to the mail survey and on Survey Monkey (255) could represent responses from up to 24% of Limon households.

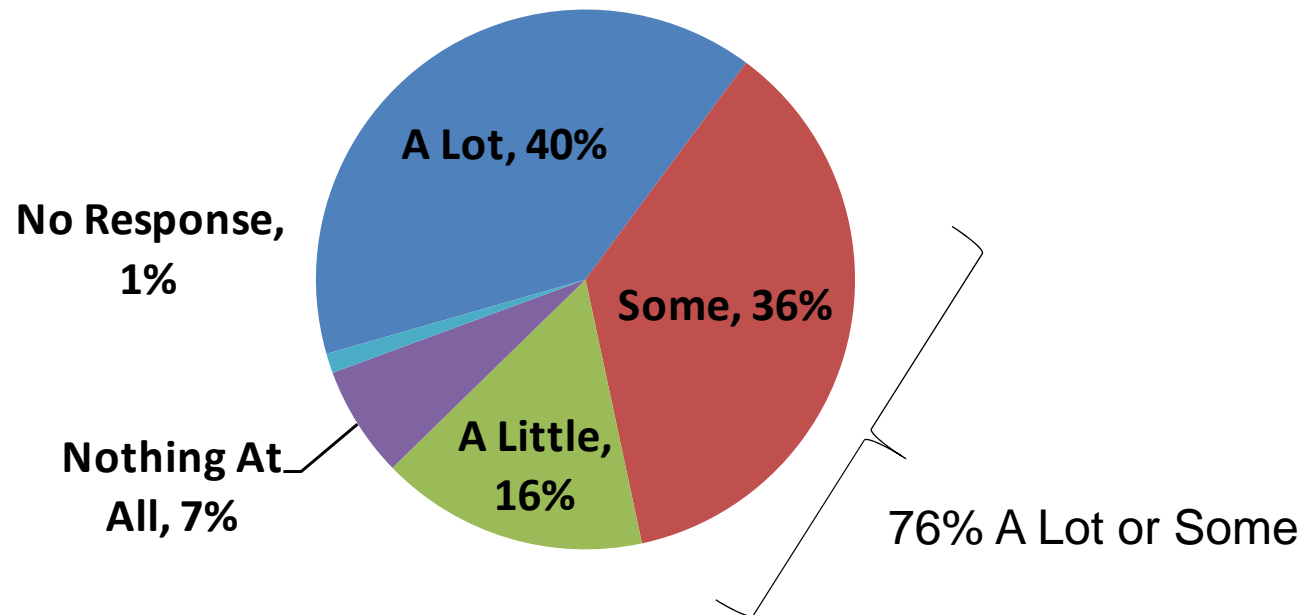
Opinion of the Town – Q. 1

In thinking about your overall opinion of the Town of Limon municipal government, what grade would you give the Town?



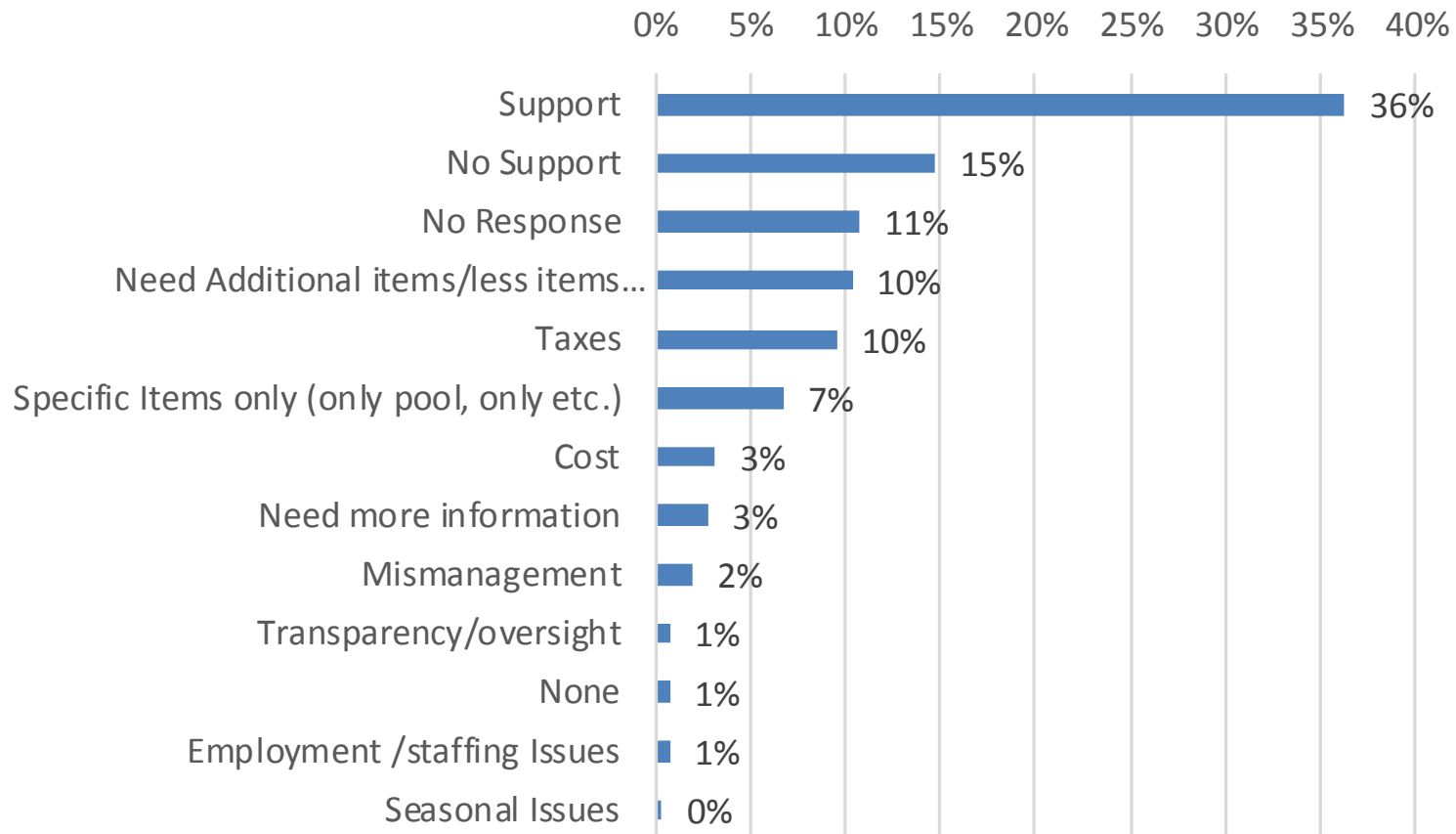
Level of Awareness - Q. 2

Before receiving the enclosed information, how much had you read or heard about the Town of Limon's proposed sales tax proposal to fund the Grand Plan?

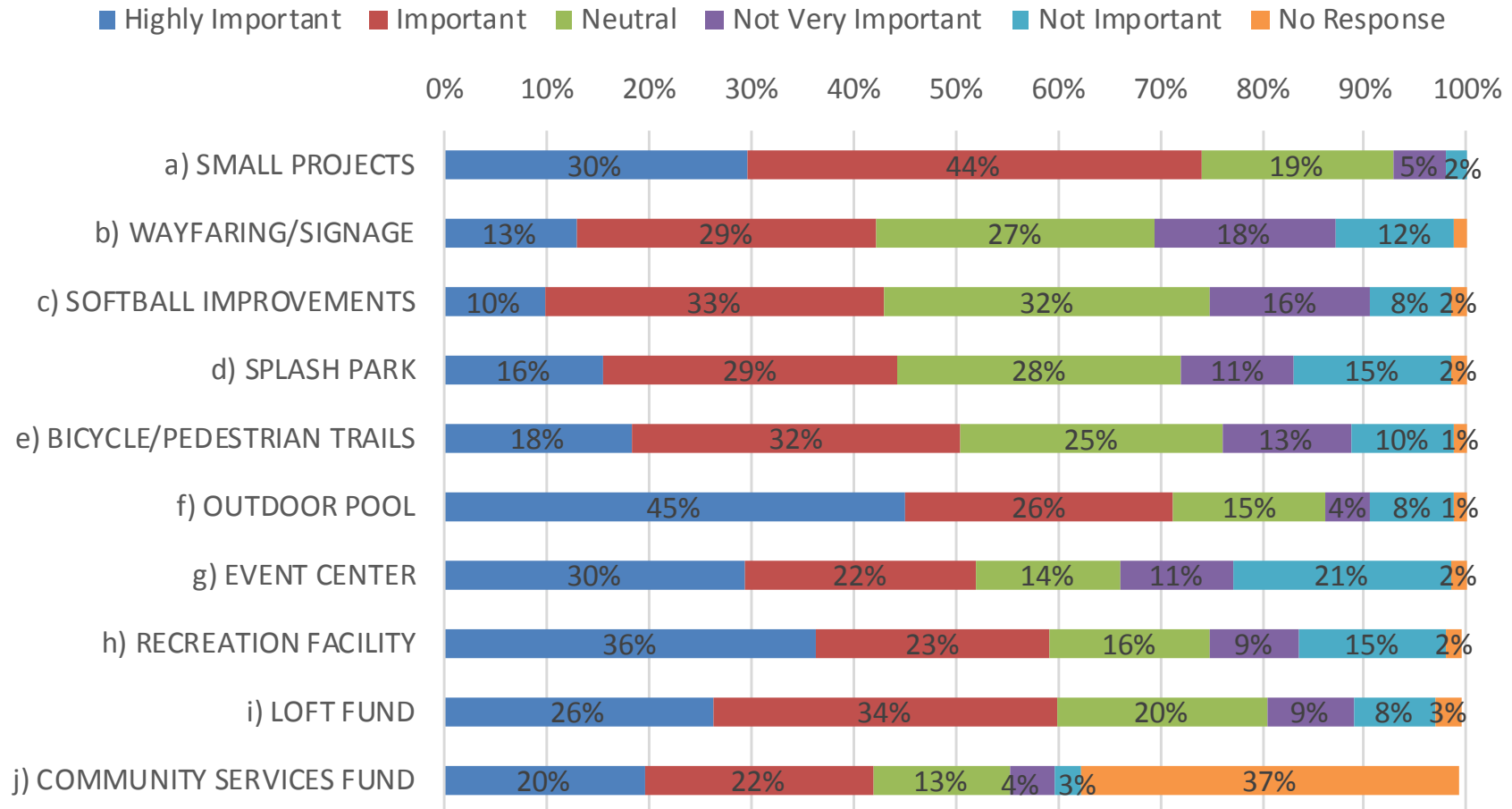


First Impression – Q. 3

What is your initial reaction (your first impression) of this proposal?

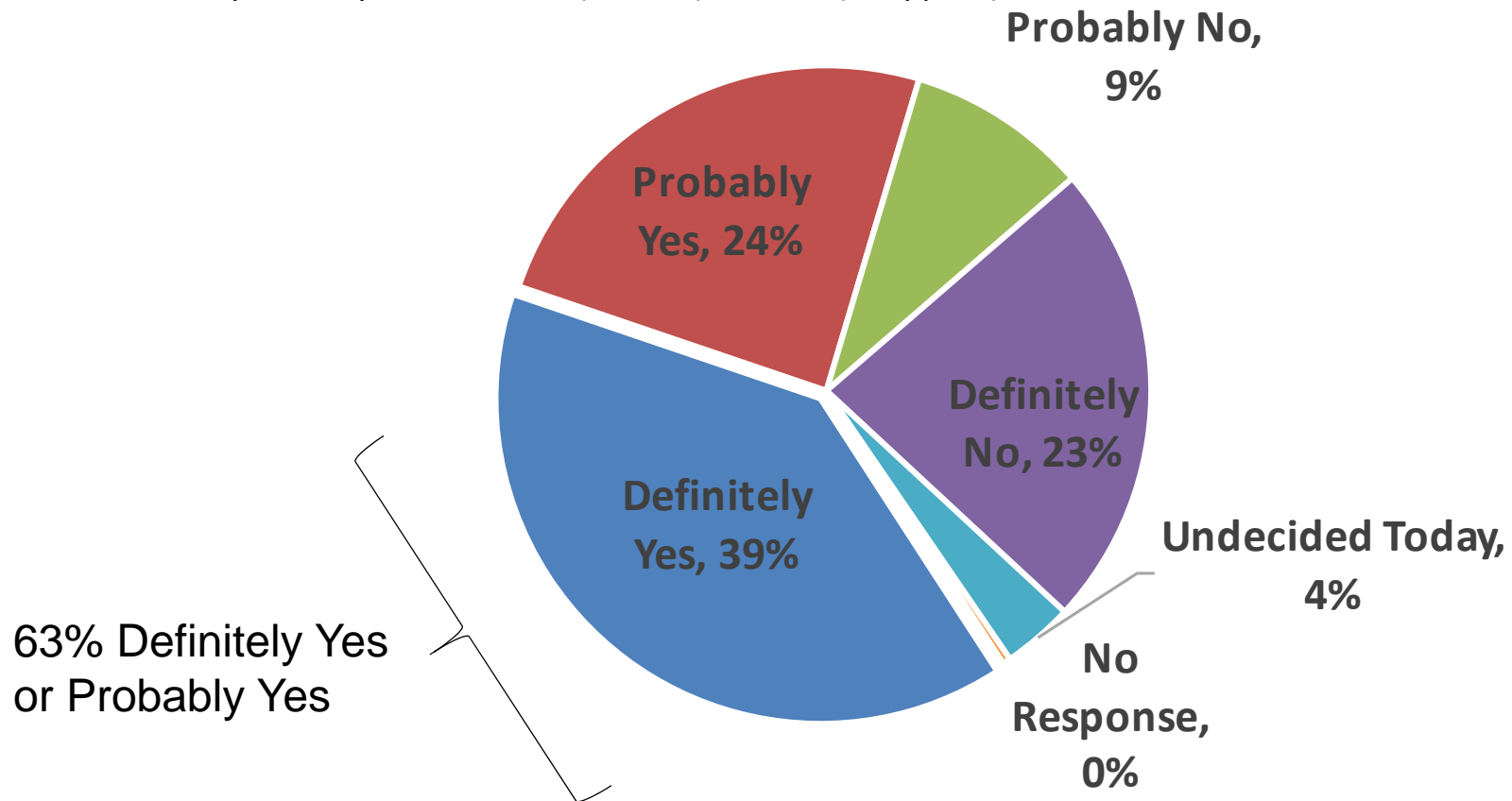


Funding Priorities – Q. 4



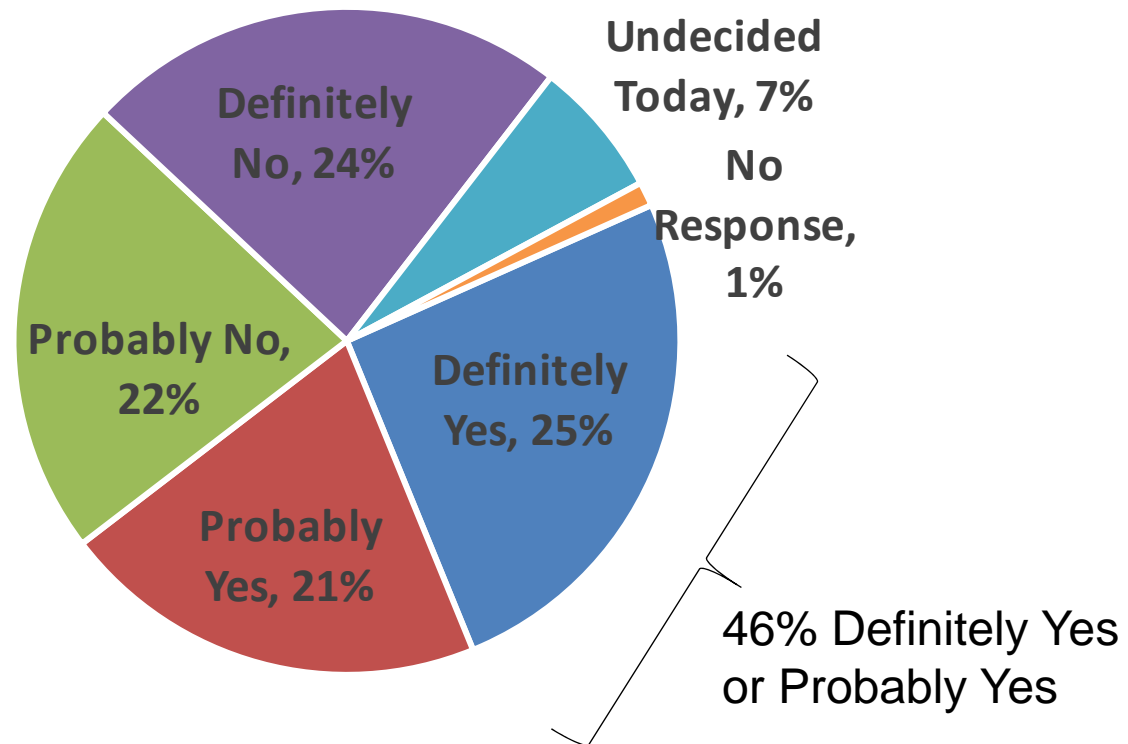
Support for Proposed Sales Tax – Q. 5

A 1.5 cent sales tax would generate enough revenue to fund all the projects you prioritized in Q4. If an election were held today, would you vote “YES” (in favor) or “NO” (to oppose)?

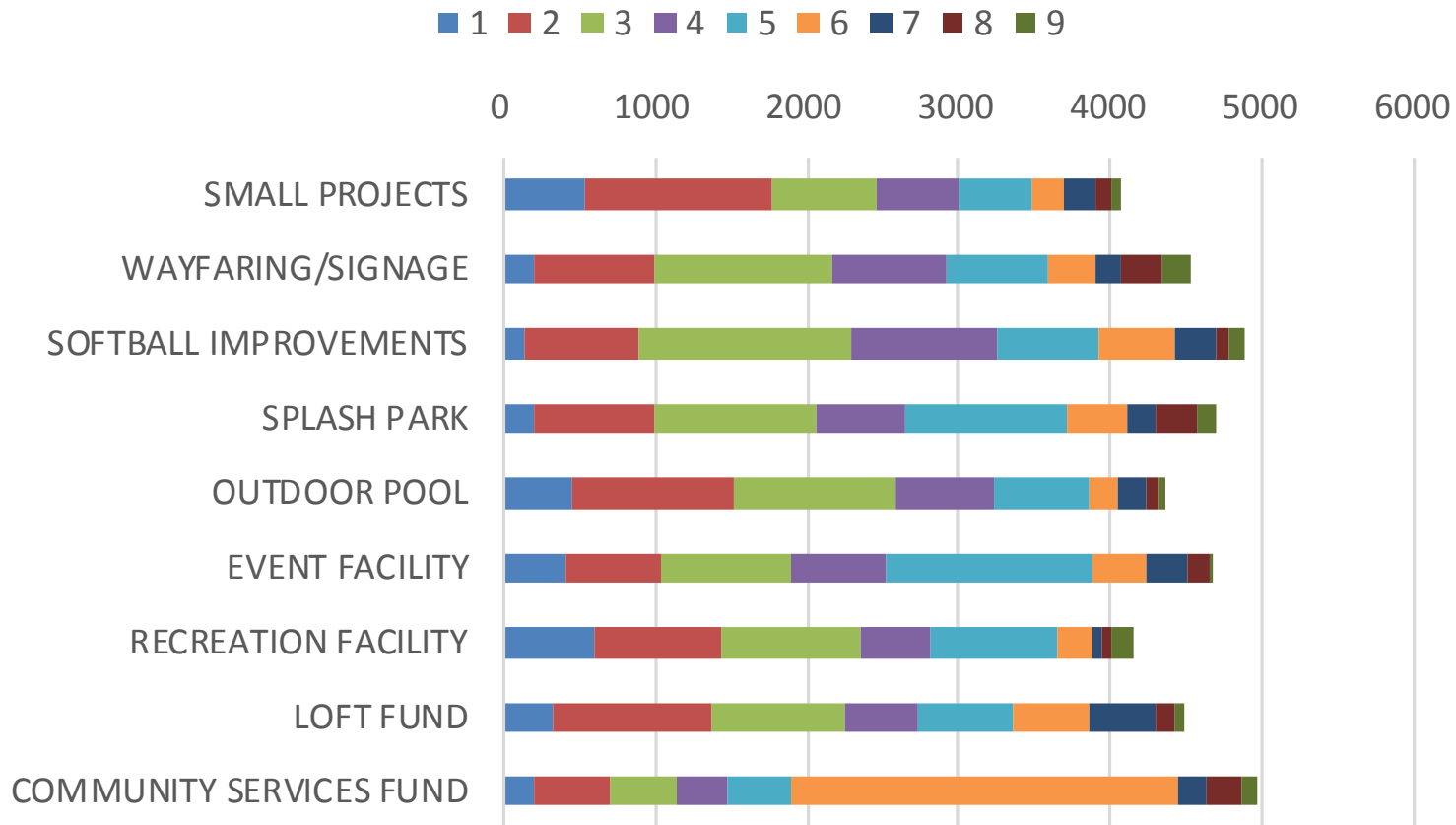


Support for Proposed Sales Tax without Recreation Facility – Q. 6

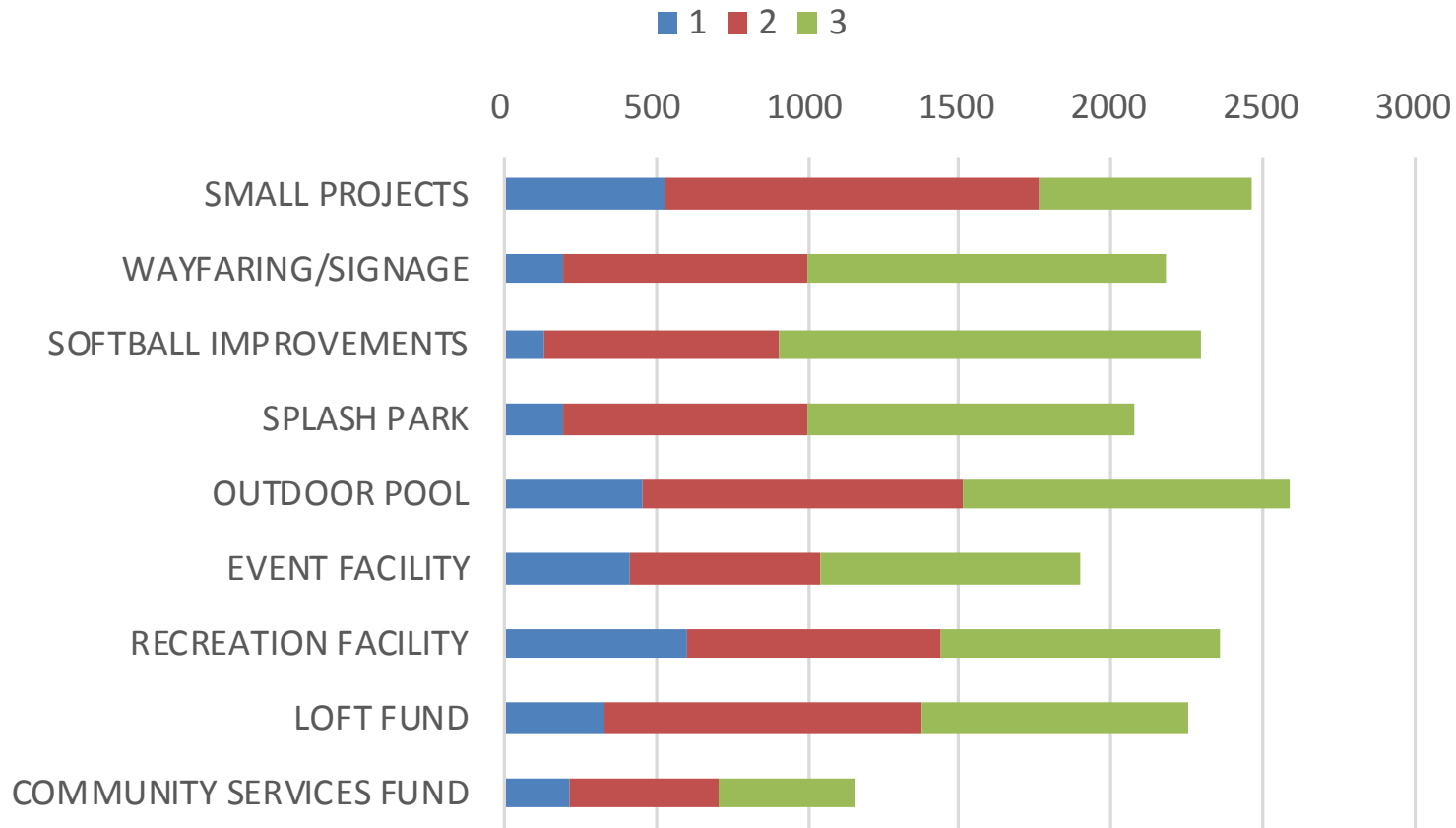
If an election were held today and the Recreation Facility was NOT included in the plan would you vote “YES” (in favor) or “NO” (to oppose) for a 1.0 cent sales tax?



Grand Plan Components Order of Importance – Q. 7

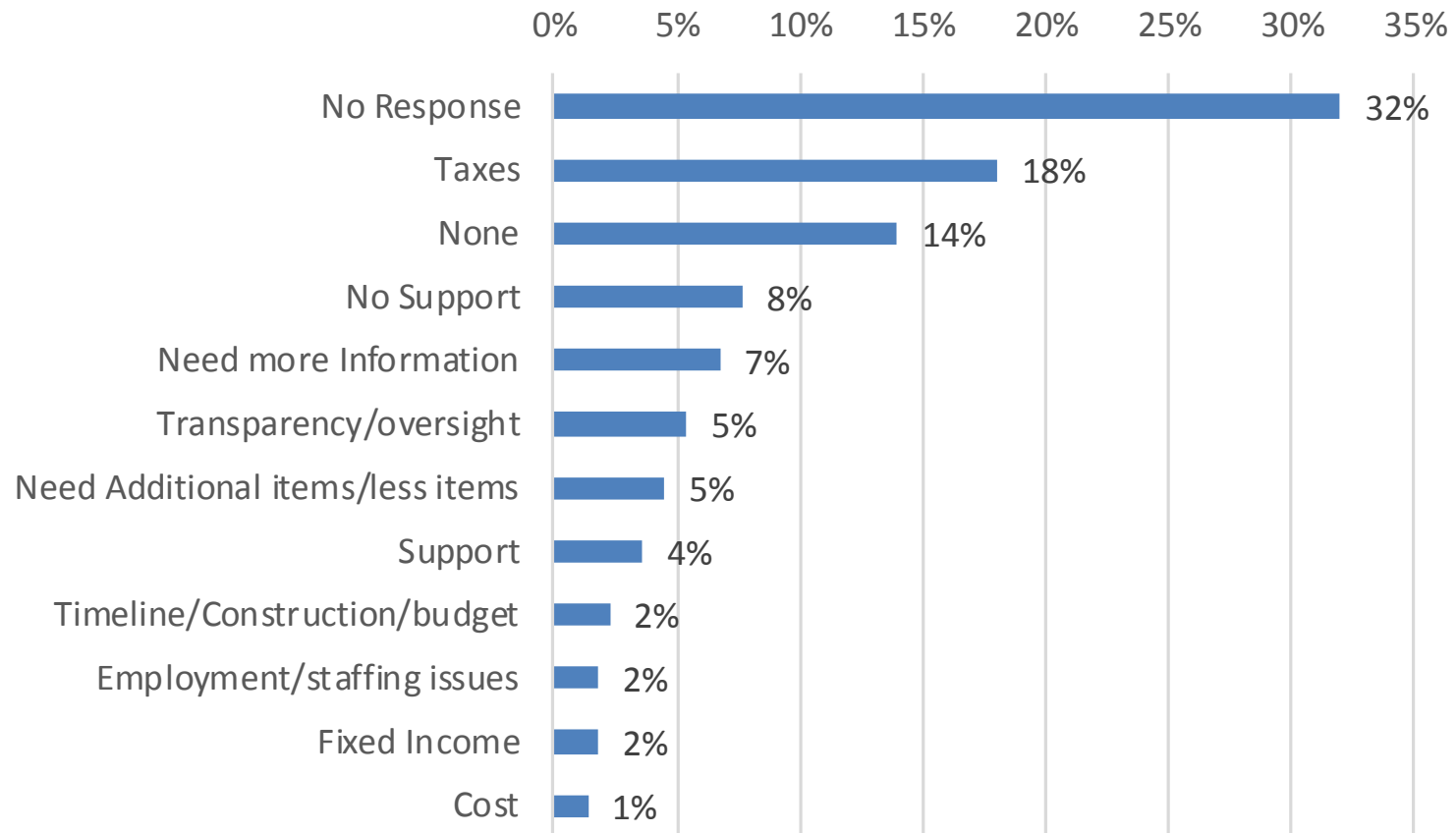


Grand Plan Components Order of Importance – Q. 7 – Rated Top Three



Concerns – Q. 8

What are your concerns or what would you like to know about the proposed tax increase?



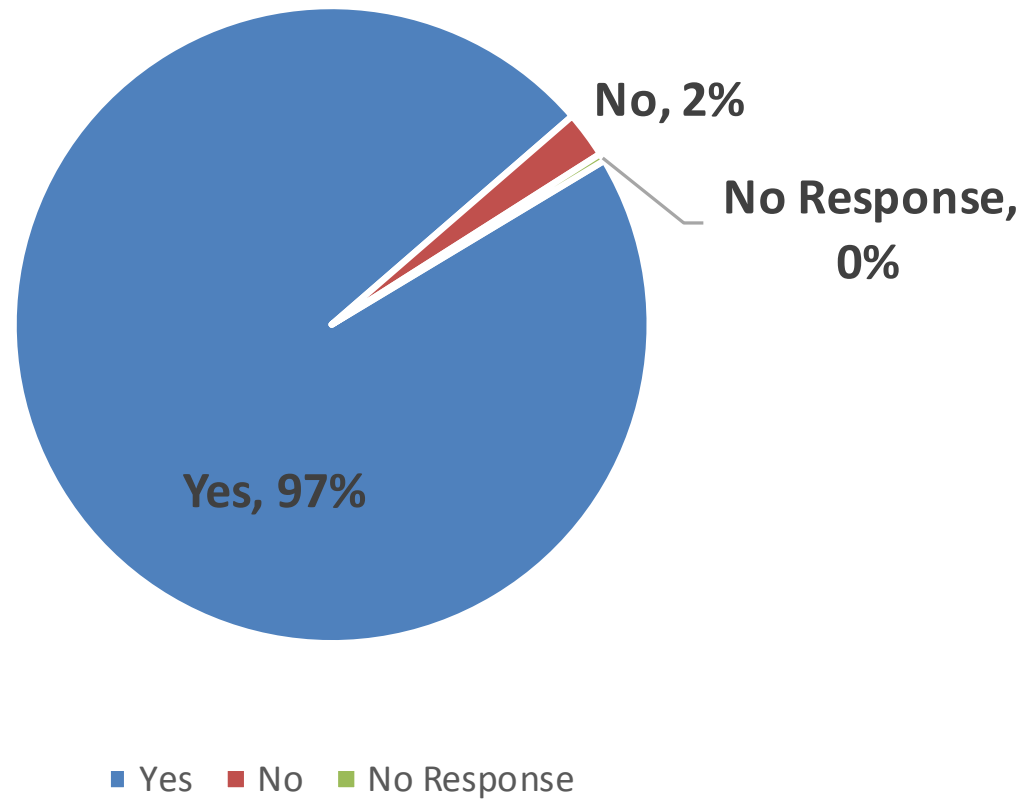
Concerns – Q. 8

What are your concerns or what would you like to know about the proposed tax increase?

- **46%: No Response/None**
- **18%: Tax Issues**
 - The impact on citizens
 - Cost is prohibitive. Will do more shopping in Metro area and not purchase vehicles.
- **8%: No Support**
 - What this town needs is revenue. This plan is not going to bring that.
 - Pool by Interstate & truck stops very unsafe. Signage in a small town is silly. Anyone local knows that.
- **7%: Need more Information**
 - Where might the new facilities be located.
 - Assurance that most of the revenue is generated by tourists
- **5%: Transparency/Oversight**
 - How fund will be distributed and project prioritized.
 - That the monies go directly to the voters choices.
- **5%: Need Additional Items/less Items**
 - I want to be sure that walking trails are included.
 - Not enough housing now. What's helping there?
- **4%: Support**
 - I think all of the proposals are equally important and I will push for all of them.

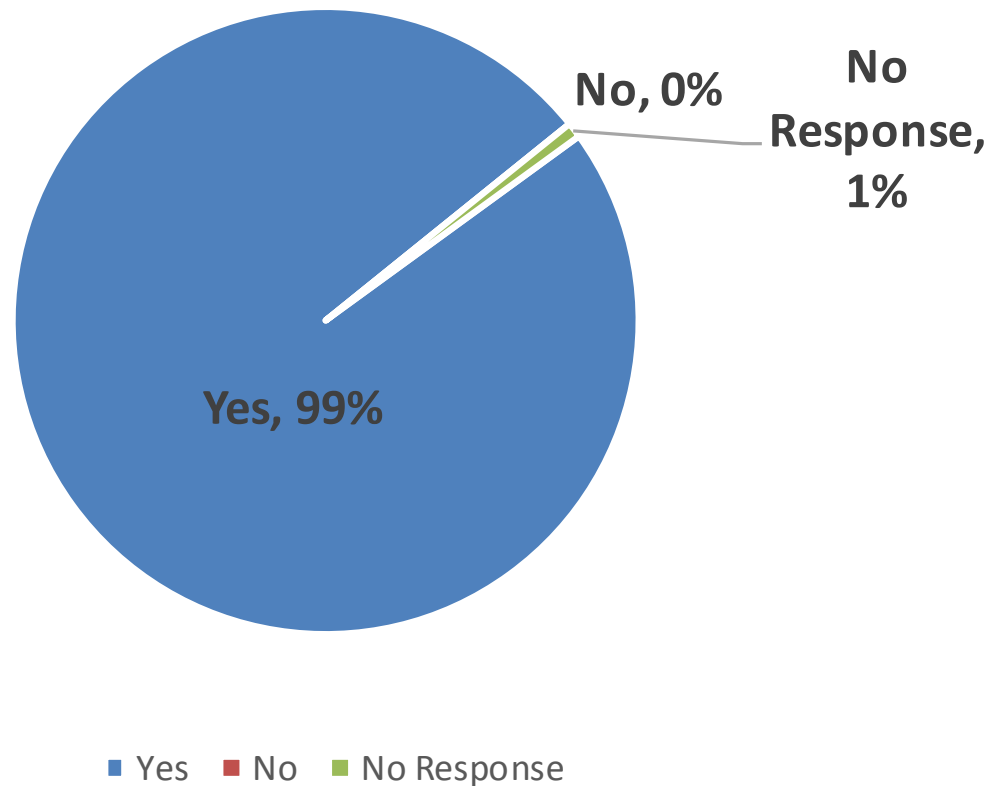
Resident of Limon – Q. 9

Do you live within the Town of Limon limits?



Current Registered Voter – Q. 10

Are you currently a registered voter?



Conclusions

- Survey respondents are quite familiar with The Grand Plan. 76% answered as knowing A Lot or Some about The Plan.
- Support for the 1.5% proposed is higher than the 1.0% proposal, at 63% versus 46% respectively.
- Small projects, outdoor pool and recreation facility are most popular.
- Concerns are pretty standard compared to other surveys in Colorado. Respondents are worried about higher taxes, project transparency and other competing needs.

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