MINUTES OF MEETING
Springfield-Sangamon County Regional Planning Commission
July 19, 2017

1. CALL TO ORDER.

Chairman Val Yazell called the meeting to order at 9:31 AM.

2. ROLL CALL.

Mary Jane Niemann called the roll.

JULY 2017	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2018	FEBRUARY	MARCH	APRIL	MAY	JUNE	COMMISSION MEMBERS
X												Val Yazell, Chairman
												Larry Hamlin, Vice-Chairman
X												Joe Gooden, Secretary
												Mayor Jim Langfelder – K. Davis
X												Andy Van Meter – B. McFadden
X												Alderman Joe McMenamin
												Alderman Andrew Proctor
X												Greg Stumpf – J. Stone
												George Preckwinkle – C. Stratton
												Leslie Sgro – E. McKinley
X												Frank Vala – R. Blickensderfer
X												Brian Brewer – F. Squires
X												Dick Ciotti – G. Humphrey
X												Jeff Vose
X												Kenneth Springs
X												Greg Kruger
X												Eric Hansen

Others

Staff

Molly Berns
Ethan Hendricks
Shannan Karrick
Steve Keenan
Mary Jane Niemann
Emily Prather
Norm Sims
Erik Thulien

3. MINUTES OF MEETING.

Chairman Yazell asked if there were any additions or corrections to the minutes of the June 21, 2017, Regional Planning Commission meeting. There were none. The minutes were accepted as mailed.

4. MINUTES OF THE EXECUTIVE POLICY BOARD.

There was no meeting of the Executive Policy Board.

5. REPORT OF OFFICERS.

Chairman Yazell stated that she is pleased to serve as chairman for the 2017-2018 and looks forward to going great things.

6. REPORT OF THE EXECUTIVE DIRECTOR.

A. Factors Affecting Local Sales Tax Revenue– Sims introduced Eric Thulien, a summer intern, with the Planning Commission, who prepared a report, Factors Affecting Local Sales Tax Revenue. Thulien then summarized the information brief via a power point presentation. The information brief and power point presentation are attached.

Commissioner Joe McMenamin asked if he could share a copy of the information brief with the city's Budget Director. He felt that it would be helpful for long term revenue planning.

7. CORRESPONDENCE.

There was no correspondence.

8. PUBLIC HEARING.

There was no one who wished to address the Commission.

9. COMMITTEE REPORTS.

Land Subdivision Committee (LSC) – There were no projects to be reviewed and acted upon by the Planning Commission this month:

For informational purposes, Molly Berns then summarized one project, within the City's subdivision jurisdiction, that was reviewed by the Land Subdivision Committee at their July 6, 2017 meeting. This project does not require action by the Regional Planning Commission:

Sherwood Subdivision – 1st Plat – Lot 3 – Partial Plat of Vacation

Berns stated that the development was located at 34 Nottingham Road, the corner of Robinhood Lane and Nottingham Road. She noted that the owner would like to construct a two car garage that extends into the platted setback, so part of the plat needs to be vacated that was platted many years ago. Berns noted that the Land Subdivision Committee recommended approval.

10. UNFINISHED BUSINESS.

There was no unfinished business.

11. NEW BUSINESS.

A. Appointment of Members of the Land Subdivision Committee

Chairman Yazell stated that as this is the Commission's first meeting of the new program year, it is necessary that appointments to committees be made, including those to the Land Subdivision Committee, a standing committee. Based upon recommendations made by Commission staff, and her understanding that these individuals have stated their willingness to serve, Yazell made the following nominations:

Member	Representing
Gregg Humphrey, Chairman	Sangamon County Water Reclamation District
Nate Bottom, Vice-Chairman	Springfield Dept. of Public Works
Michael Johnson	CWLP-Water
Matt McLaughlin	Springfield Building & Zoning Dept.
Elliott McKinley	Springfield Park District
Chris Cole	Springfield Fire Dept.
Brad Bixby	CWLP-Electric
Brian Davis	Sangamon County Highway Dept.
Andrew Bodine	Springfield Dept. of Public Works
Steve Hall	Sangamon County Public Health Dept.
Trustin Harrison	County Zoning Administrator
Karen Davis	Springfield Office of Planning and Economic Development
Kenneth Springs	Citizen Member
Dean Graven	Citizen Member

Commissioner McMenamin noted that there would be a vacancy as Karen Davis would be leaving the Office of Planning & Economic Development at the end of the month. Sims noted that that Lauren Gibson substitutes for Karen Davis at times and noted that a replacement representative would have to be made on the Regional Planning Commission as well since Davis represents Mayor Langfelder. Sims noted that he has reached out to the Mayor's office regarding the upcoming vacancy on both the Land Subdivision Committee and Regional Planning Commission.

Commissioner Frank Squires moved to concur with the above nominations to the Land Subdivision Committee. Commissioner Joe Gooden seconded the motion and the vote was unanimous.

Sims thanked those who served on the Land Subdivision Committee.

12. SPECIAL ANNOUNCEMENTS.

Chairman Yazell reminded the Commission that Executive Director Sims is scheduled to provide his annual report at the August Planning Commission meeting.

13. ADJOURNMENT.

There being no further business, Commissioner McMenamin moved to adjourn. The motion to adjourn was seconded by Commissioner Gooden and the meeting adjourned at 9:55 AM.

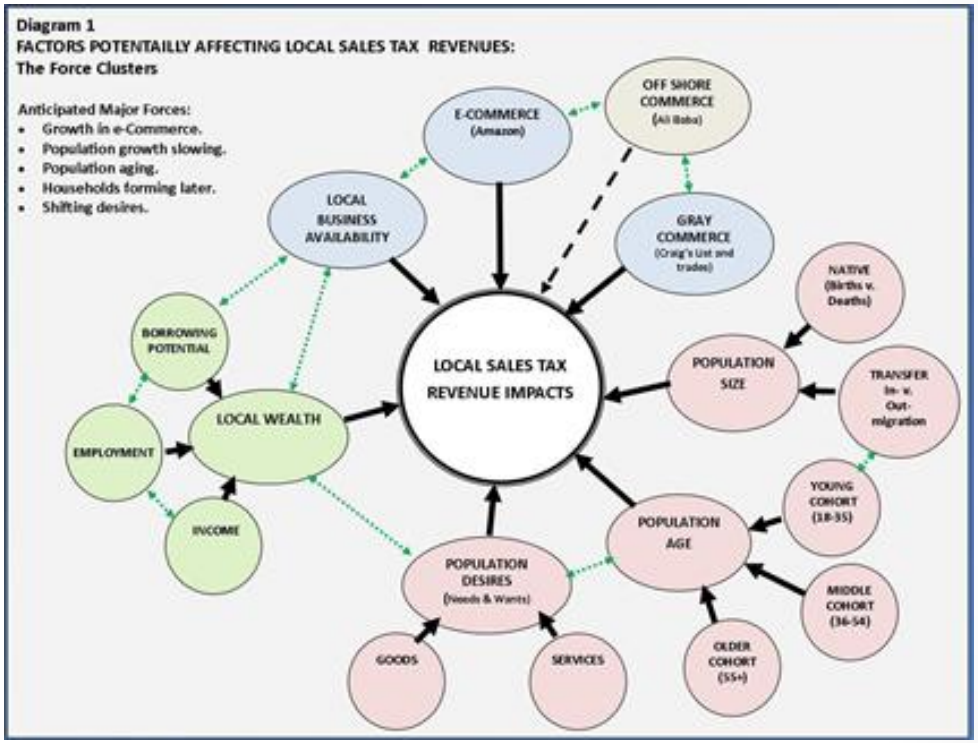
Respectfully Submitted,

MJN
Mary Jane Niemann
Recording Secretary

Factors Affecting Local Sales Tax Revenue

Potential Factors-Three Major Categories

- Consumer Purchasing Power
- Marketplace-based
- Demographic-based

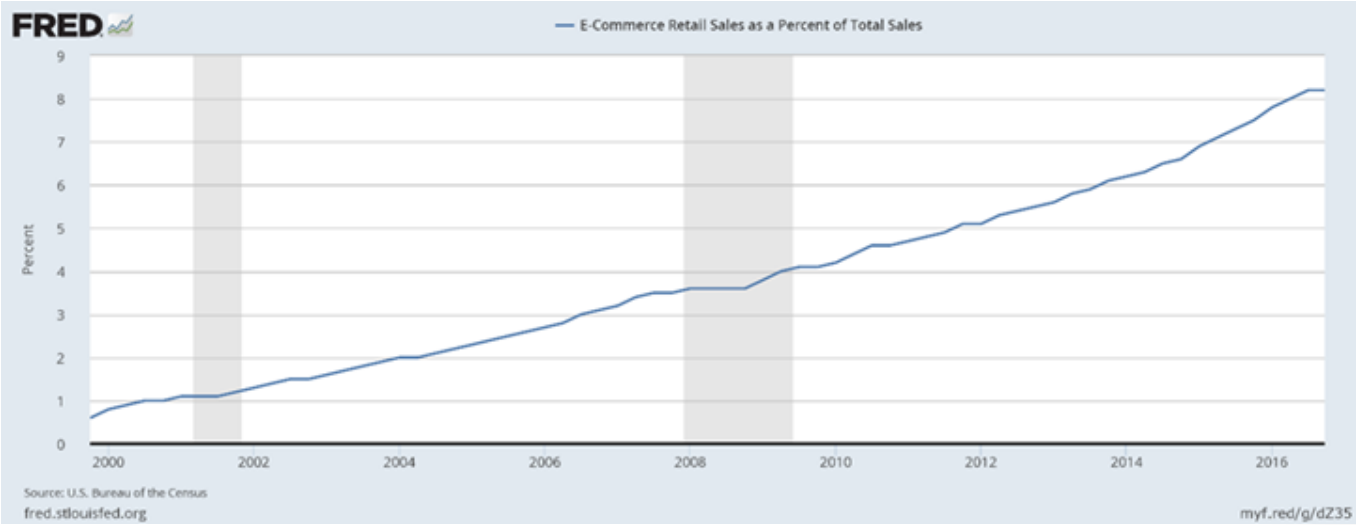


Relevant Factors

- E-commerce
- Population Growth
- Population Age
- Income

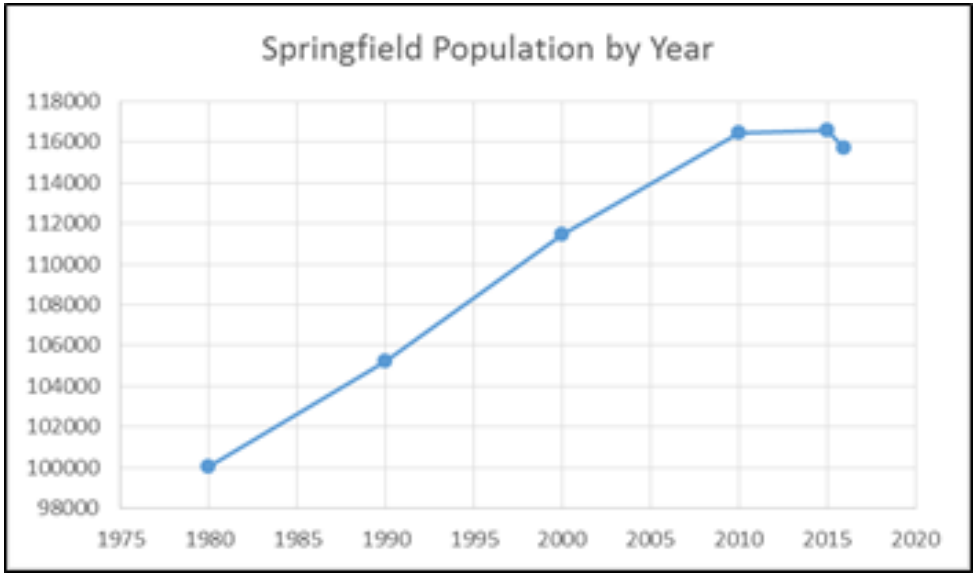
E-commerce

- **Important because Springfield does not collect a local sales tax on e-commerce transactions**
- **Currently makes up 8.5% of all retail sales, will reach 13.5% in 2021 at current rate**



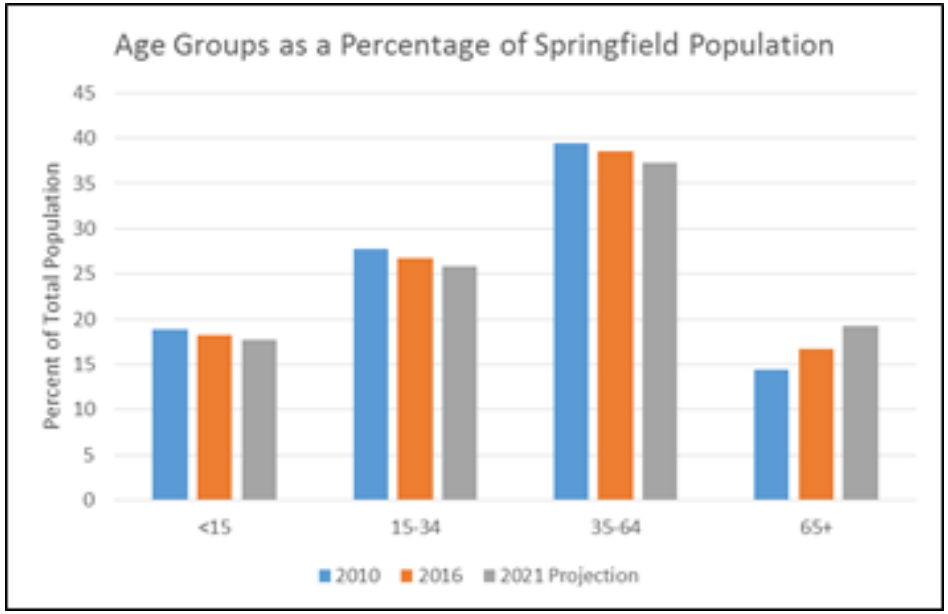
Population Growth

- **Falling population leads to falling demand, oversupply, and falling prices**
- **Population fell by -0.6% in Springfield over last 6 years, compared to 4.7% growth for the U.S.**



Population Age

- **Consumption over the span of an individual's life is hump-shaped**
- **Peak consumption years are 35-64**
- **Two important cohorts: Baby Boomers and Millennials**



Baby Boomers

- Studies show elderly spend more as a percentage of income on healthcare, other services
- The previous largest generation, Baby Boomers, born 1946-64, are increasingly reaching retirement age

Millennials

- Those born between 1981-1996, the new largest generation
- Entering peak consumption years, have the largest purchasing power
- Studies suggest millennials also spend more as a percentage on services, driven by social media

What's Important About Services?

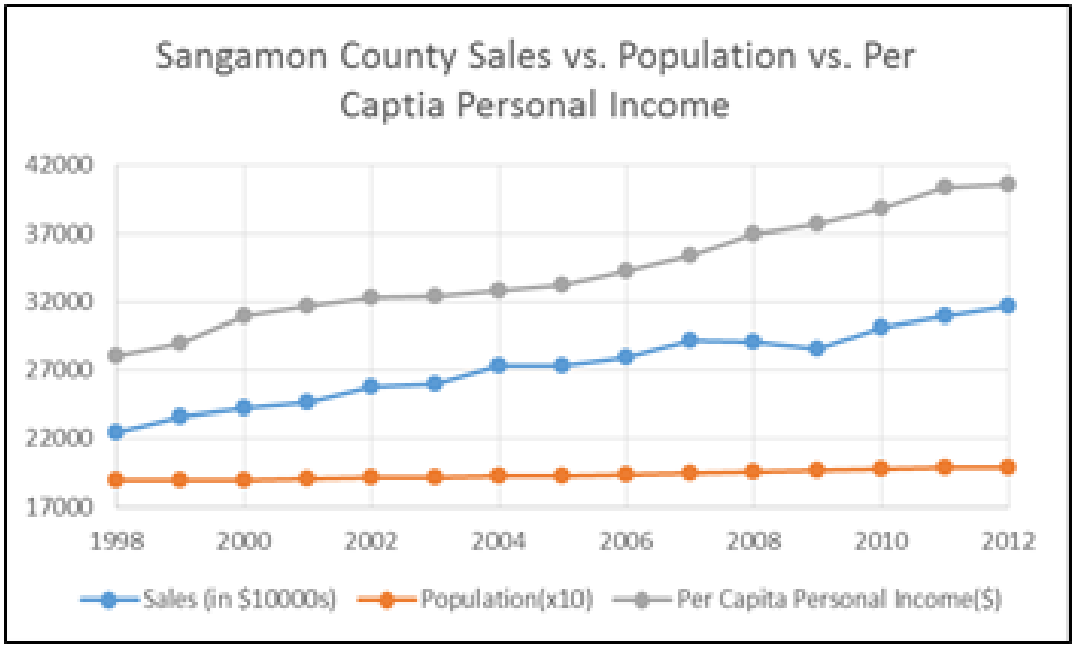
- Illinois sales tax base narrow relative to other states
- Only tax 17 services compared to national average of 56
- So as more consumption shifts to services, less sales are taxed

Local Income

- Studies show a 1% increase in per capita personal income leads to a 0.93% increase in sales tax revenue
- Springfield had a per capita personal income of $32,293 in 1999 (in 2015 dollars) compared to $30,063 in 2015
- Median household income fell from $54,533 in 1999 (2015 dollars) to $49,868

Local Income

- **If incomes remain flat to slightly falling, Springfield will see an obvious loss in sales tax revenues**



Conclusions

- Sales tax revenue is dependent on spending
- All of these factors lead to a reduction of spending on taxable goods
- As technology improves, one can assume e-commerce purchases will become an even larger share of total retail sales
- As the population ages, a higher percentage of consumption will be on services

Conclusions

- Population stagnation/decline leads to weak demand and falling prices
- If personal income remains stagnant, sales tax revenues will continue to fall
- An increase in the sales tax rate would be misguided, and met with negative public feedback
- A wider tax base should instead be considered

Information Brief

SSC RPC Springfield-Sangamon County Regional Planning Commission

JULY 1, 2017

Factors Affecting Local Sales Tax Revenue

Assessment of Forces in Springfield, Illinois

Key Findings:

The SSCRPC found:

- **E-commerce sales, which make up 8.5% of all retail sales and growing, cause a loss in sales tax revenues at the local level because e-commerce sites do not collect local sales tax**
- **Falling population in Springfield will lead to an oversupply of goods and thus falling prices, causing a loss in sales tax revenues**
- **Elderly individuals tend to consume less as a whole, and a higher percentage of their consumption is on services, fewer of which are taxed than hard goods**
- **Millennials are becoming the generation with the most purchasing power, and they tend to spend a higher percentage of their income on services than previous generations**
- **Per capita personal income and sales tax revenues are very closely correlated, and incomes in Springfield have been flat for many years**

Prepared by Erik Thulien
SSCRPC, Economic Studies Intern
University of Illinois-Springfield

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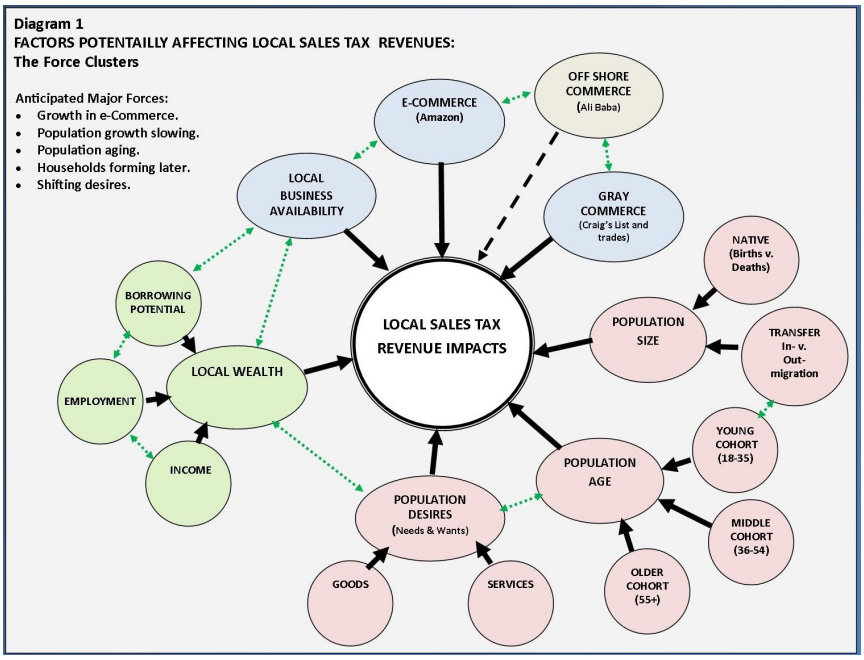
Sales tax revenue is a critical component of many municipal budgets. According to 2014 State and Local Government Finance data, sales tax collections in Illinois make up about 13.8% of local government tax collections (U.S. Census Bureau), so any losses in this area will need to be addressed if current programs and services are to remain.

However, various communities, including Springfield, are experiencing falling sales tax revenues (Hansen, 2017). The most commonly cited reason for Springfield's sales tax revenues falling below projections is consumer hesitancy to make purchases. This hesitancy is seen as being due to the State's budget deadlock, proposed changes in the state employee pension and medical plans, and the possibility of a strike by the state's largest public employee union. All three of these factors can reduce local consumer purchasing, and most likely have some effect. But since other communities are also reporting declines in retail purchasing, the SSCRPC thought it important to identifying any other — even more fundamental and lasting — factors that might lead to static or declining sales tax revenues, using Springfield as the basis of study.

Factors Potentially Affecting Revenue Decline

The effort began with an initial identification of factors that could potentially affect retail purchases at the local level, resulting in the loss of sales tax revenues. This initial assessment is shown in Diagram 1, below, and provides the basis for the analysis described in this *Information Brief*.



The Forces

As Diagram 1 indicates, the forces that could affect retail sales are seen as falling into three force "clusters". The first is made up of three elements associated with local consumer purchasing power and the reason often given for a decline in consumer purchasing in Springfield: consumer hesitancy. Consumer purchasing in a locality is intuitively related to local wealth; that is, it assumes that localities with greater wealth generate more consumer purchases — and therefore sales tax revenues — than those with less wealth. As disposable income is expected to increase with increases in personal wealth, the SSCRPC found this to be a logical supposition.

Three forces were seen as predominately making up this cluster of forces: income, employment, and borrowing potential. The SSCRPC also found this supposition to be intuitive.

The relevance of income to purchasing was previously discussed, and in this regard it is important to note that previous work by the SSCRPC (Sims, 2015, pp. 33-39) found that workers in Sangamon County had experienced stagnant or declining personal and household income growth beginning in 1990 and continuing through 2010, with household income in 2010 being slightly less than that in 1990 in constant dollars.

Employment is also seen as a force affecting purchasing, and is one of the common reasons given for Springfield's sales tax decline. As one might expect, those without jobs or fearing that they might lose the one they have, are less likely to make purchases than those with employment and more secure in their employment.

The final factor in this cluster is borrowing potential. This is particularly relevant to the making of large purchases, such as homes and automobiles, but even more associated with the establishment of households and starting families. Establishing households often comes with the purchases of major household goods — such as appliances — and households with children require additional consumer spending. Previous work by the SSCRPC found that a slowing of household growth may be associated with increased outmigration and other demographic changes that will be addressed below.

The second cluster of forces the SSCRPC thought relevant are marketplace-based ones.

Many have addressed the impact of e-commerce (e.g., Amazon.com) as a likely factor in local sales tax decline as they replace local businesses in the marketplace. While some e-retailers are now collecting sales tax, they typically only collect state sales tax, not local.

Along with e-commerce, the SSCRPC also believes that two other forces may be marginally at work. The first is what will be called here Gray Commerce. This involves person-to-person purchases through sites such as Craig's List or the Facebook Marketplace, and even those that provide bartering and swapping services, such as SwapStyle.com, Zwaggle.com, and FreeCycle.com. While the current impact of sites such as these is only minimal, and some purchases — such as those for automobiles — provide for taxation, they do have an effect on local retail sales and are therefore considered a factor worthy of further study.

The SSCRPC also includes off-shore, foreign commerce sites, such as AliBaba.com, as a potential replacement for local store purchasing. There has been little study of the impact of sites such as AliBaba because it is new, has tended more toward wholesale — business-to-business — purchasing, and its growth appears to be slowing (Cadell, 2017). If this trend remains, off-shore e-commerce sites may not offer much competition for brick-and-mortar stores in the foreseeable future, and thus have little effect on local sales tax revenues at this time. However, this factor may be one to watch, so is included as an outlier in the cluster.

We also include in this cluster the factor of local business availability. Again it is intuitive that if the local marketplace does not include retailers offering particular goods for local purchase, these purchases will be made in other places, including through e-commerce.

Finally, the SSCRPC concluded that various demographic forces affect retail purchasing, potentially reducing sales tax revenues.

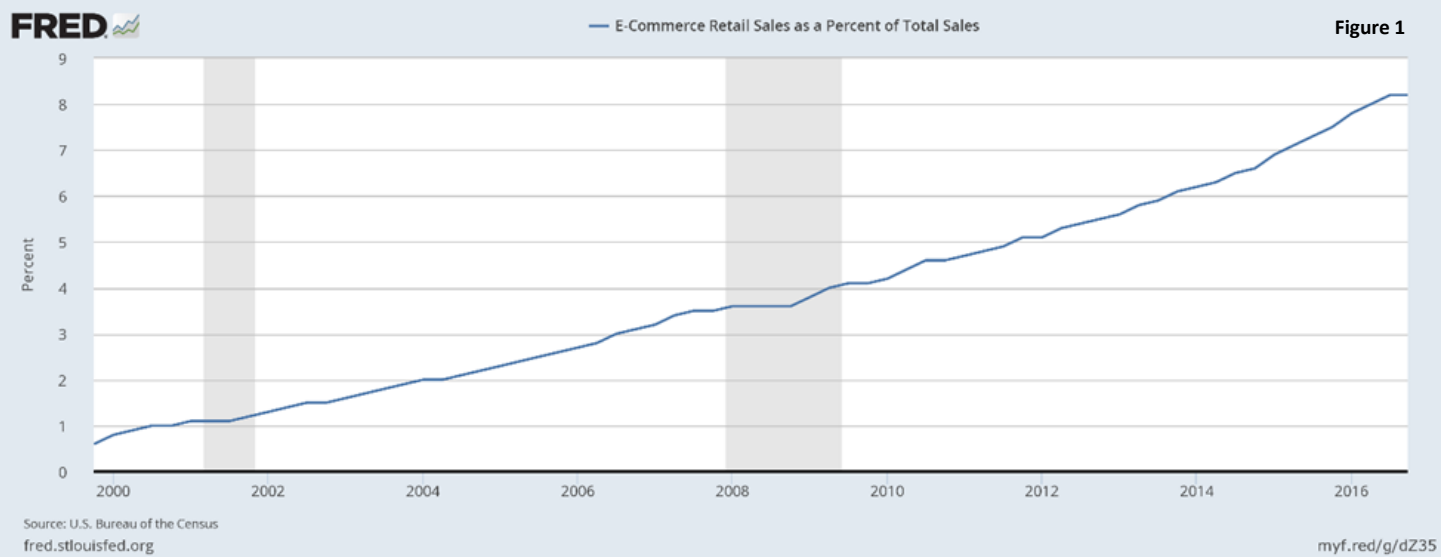
The size of the population is pertinent here, as the larger the population, the greater the customer base. Some researchers are even of the opinion that local population growth alone can account for a large portion of local economic growth. (Berry, 2014; Doherty, 2010; Fernandez-Villaverde, 2001).

The age of the local population was also seen as having an effect. This is largely due to younger people establishing households (and paying for the associated costs) while older people have already done so or may even be downsizing. Older groups also purchase fewer capital goods but increase their expenditures for services of various kinds over time. This represents a change in what the different demographic groups desire for their spending, with most services (including medical care) not being subject to sales tax.

It is also important to understand that these forces are dynamic, making trends more difficult to assess. For example, those associated with employment and income can change much more quickly than those related to the marketplace or demographics, though those can change over time as well. The gaining influence of e-commerce over the past few years is indicative of such dynamic marketplace change.

And they are also difficult to assess in that they can be interrelated. For example, younger populations can influence local wealth in that they are beginning their careers and may not have the same incomes, employment opportunities, or even borrowing potential as older populations, leading to fewer retail purchases that result in lower sales tax revenues. Diagram 1 includes arrows to illustrate just a few of the ways in which the factors might be inter-related.

The research question was to determine if these forces might be driving sales tax decline in Springfield, and if any of the forces are so fundamental as to continue such decline into the future.



As the SSCRPC previously studied the regional economy in relationship to a number of economic forces (Sims, 2015), this *Information Brief* will not address the larger economy but instead provide an overview pertaining to four factors identified in the cluster of forces and seen as particularly relevant to local sales tax revenue decline: e-commerce, population growth, population age, and income.

E-commerce as a Factor

As e-commerce continues to grow as a percent of total retail sales, sales tax revenues will fall as Springfield does not collect a local tax on such sales.

For years the impact of e-commerce on state and local sales tax revenues has been debated. As Figure 1, above, shows, e-commerce accounted for about 8.5% of all retail sales in the United States in 2016. About 93% of e-commerce sales are business-to-business transactions and about 5% are business-to-consumer transactions (Bruce et al., 2009). The business-to-consumer sales represent those most often affecting local sales tax revenues.

However, e-commerce's share of total retail sales has been growing steadily since 2000, when it made up just 0.8% of total retail sales. If e-commerce continues to grow at the current rate shown on Figure 1 above, it will make up about 13.5% of total retail sales by 2027. This assumes that the growth in e-commerce does not accelerate. At least one retail consultant reports that since 2010, while overall retail sales in the US grew generally between 2% and 3% overall, e-commerce sales grew around 15% each year. For example, e-Commerce sales of apparel/accessories grew to 15.2% of all apparel/accessories sales during this period (Conwell & Brown, June 2017).

To put this in additional context, Amazon's growth alone in apparel sales increased to 6.7% of market share in 2015, and this is likely to increase to 11% by the end of this year. This means that Amazon is expected to replace Macy's as the largest apparel retailer in the US sometime in 2017 (Conwell & Brown, June 2017).

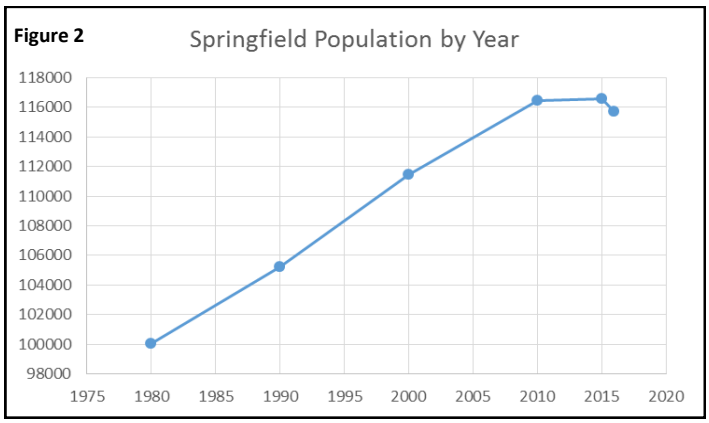
Illinois did not start taxing e-commerce sales until 2015. Every time an e-commerce purchase is made in Illinois, the consumer pays the 6.25% state sales tax. However, consumers purchasing online from Springfield are not required to pay the 2.25% Springfield sales tax on top of that, so Springfield is not seeing as much revenue from those sales as the city would if the sales were made at a brick-and-mortar retailer.

The trend is clear in regards to e-commerce becoming a larger part of total retail sales, however, this is not the only driver of falling sales tax revenues.

Population Growth as a Factor

Along with e-commerce, changes in the local population, both in size and age, will present new challenges to sales tax collections.

As indicated previously, population size has a clear effect on consumption, and thus sales tax revenues. As explained by John Maynard Keynes, a falling population leads to falling demand and thus an oversupply of goods, which in turn leads to falling prices. Since sales taxes are charged as a percentage of the price the item was sold for, falling prices will lead to falling sales tax revenues.



The population growth in Springfield has flattened in recent years and actually fell last year. Figure 2, on the previous page, shows historic Census data indicating a distinct trend of declining population in Springfield in recent years.

As Dr. Keynes tells us, when businesses serve fewer consumers, demand falls and thus prices fall as well.

Springfield's population growth has been relatively static over the past decade but estimates for recent years is now showing this decline to be palpable. In 2010 the population was 116,444, and in 2016 it was estimated to be 115,715, representing a -0.6% decline over the past six years, compared to a 4.7% growth for the nation as a whole over the same time period according to U.S. Census data (2016).

Related to population loss and its affect on retail sales, a case can be made that the loss of population in Springfield may be somewhat off-set by the growth in population of surrounding 'collar' communities such as Chatham, Sherman and Rochester. The belief is that while population may decline in Springfield, it is simply shifting to these other communities, and their residents will continue to make purchases in Springfield, reducing loses in the city itself. While this may be true, it is off-set by two other factors.

First, previous work by the SSCRPC (Uden, 2015) found slowing population growth for the county in general, with the county's population growth dropping by about 50% since 1970 and the urbanized area only increasing by 2.1% since 2000. This is representative of slow, if not flat, regional growth. Other analysis using US Internal Revenue Service data found out-migration from the county exceeding in-migration since 2011 (SSCRPC, Oct. 2015), exacerbating the problem. To the extent that residents of collar communities still shop in Springfield, they do not represent additions to the population that would result in noticeable sales tax revenue gains.

And second, to the extent that these outlying residents should be considered in assessing impact of population on sales tax revenues, as these communities have grown they have also developed their own retail establishments, leading to additional possibility of decline in Springfield revenues.

In either case, the effect on Springfield's sales tax revenues is not a localized one and is seen as largely minor in comparison to the larger effects of overall population change affecting Springfield as well as the county as a whole.

And as population growth in Springfield slows, it is also getting older, adding an additional demographic force affecting sales tax revenues.

Population Age as a Factor

As Figure 3 shows, Springfield's population is getting older, and that trend is not exclusive to Springfield.

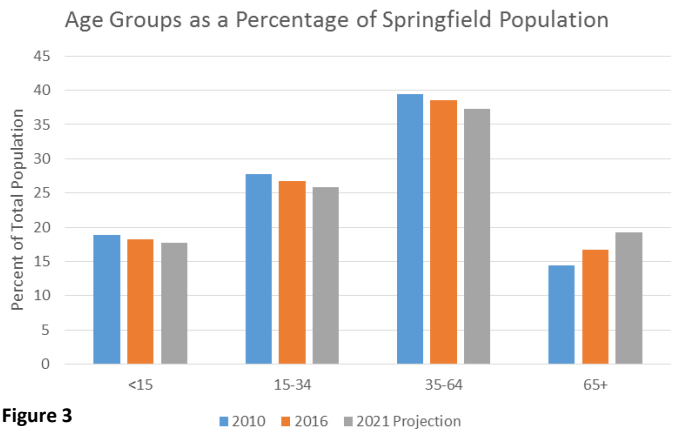


Figure 3

According to U.S. Census data, the percentage of persons aged 65 and older grew by almost 2% for the nation as a whole from 2010 to 2015, a trend that is projected to continue (U.S. Census Bureau, 2016). And population age is likely to affect local sales tax revenues in the coming years.

Felix (2013) found that consumption over the span of an individual's life is hump shaped, being lowest while individuals are young and old, and highest in the middle years. Individual consumption peaks at the ages of 35-64. At the early end of this age range, people are typically settled into higher paying jobs/careers, have recently started families, and are buying houses. They are purchasing items for their homes and their children, as well as for themselves. On the later end of the age range, people have typically reached their peak earnings and are consuming more due to their increased disposable income.

This brings us to the effect that two large generational groups will have on sales tax revenues in the coming years: Millennials, entering the peak consuming years Felix addresses and therefore having the most purchasing power, and Baby Boomers, who are entering the later end of the purchasing curve.

Analysis by Sjoquist and colleagues (2017) suggests that the aging population will have an effect on sales tax revenues. Upon studying the *Consumer Expenditure Survey*, they found that as people age, they tend to spend more as a percentage of their income on healthcare. Thus, a considerable portion of their income they would have otherwise spent on consumption is "squeezed out." Additionally, this research found that older individuals spend a higher percentage of their income on services.

As more Baby Boomers — those born between 1946 and 1964 — reach retirement age, and the youngest Boomers were 53 this year, consumption on taxable goods will fall as the elderly spend less as a whole, and spend a higher percentage of their income on such untaxed items as healthcare and services, leading to falling local sales tax revenues.

However the Millennials are not likely to be a panacea for slowing Baby Boomer consumption. In the coming years the Millennials — those born between 1981 and 1996, and who are 21 to 36 years-of-age this year — will reach peak consumption age. They became the largest generational group in

2015 and will have the largest purchasing power of any generation in the years to come. But similar to their seniors, evidence suggests that Millennials also spend more on services and less on retail goods than previous generations, further leading to falling sales tax revenues.

Millennials bring with them an entirely different set of purchasing habits than did their predecessors. For example, Thompson (2017) explains that millennials spend far more on services than previous generations. This is because they are seeking out more experiences rather than goods; whatever they can find that will make the most attractive social media post. Thompson explains that this generation is driven by "FOMO," or the "fear of missing out" (the increased need to attend events so as to not miss out, and create popular social media posts), far more than any other generation. Essentially, Thompson explains that Millennials are less materialistic.

Where previous generations used tangible things like expensive clothing and nice cars as symbols of status, Millennials use social media posts defined by fantastic looking experiences for such a purpose. And as Millennials spend more on services, the narrow tax base in Illinois is a factor that will cause revenues to fall.

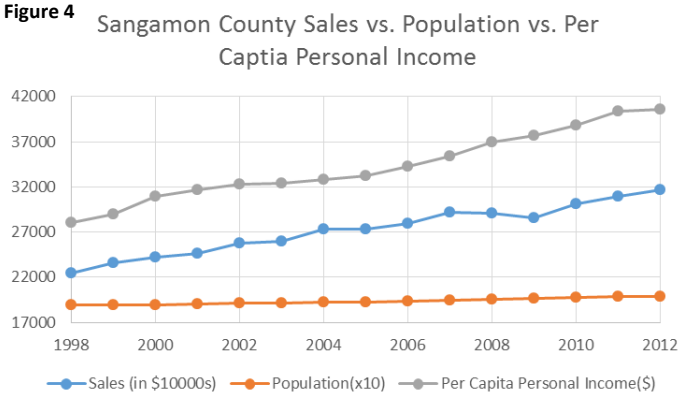
The state's tax base is considered narrow as only 17 services are taxed compared to the national average of 56 (Sepeda-Miller, 2017). So as consumption shifts towards services, the tax base becomes narrower and less revenue can be raised. As Figure 3 on the previous page showed, the only age group that is projected to grow as a percentage of the population over the next five years is the 65 and older cohort; those who are of retirement age. As this trend continues, a higher share of total consumption in Springfield will go to services, and less to hard goods. According to projections for Springfield from ESRI, the share of the population who are 65 and older increased from 14.4% in 2010 to 16.7% in 2016, and is projected to reach 19.3% by 2021. This aging has clear implications for sales tax revenues arising from the purchase of goods, and if the purchasing habits of the Millennials remain as they appear to be now, they will not make up for this loss in retail goods consumption.

Local Incomes as a Factor

We mentioned previously that many of the factors related to the effect that population, marketplace and local wealth have on sales tax revenues are inter-related. The components associated with local wealth will likely broaden the sales tax revenue problem for, as was mentioned previously, incomes in Springfield have not risen when adjusted for inflation in several years.

A study by Friedlander (1973) found that a 1.0% increase in personal income leads to a 0.93% percent increase in sales tax revenue. Given the correlation between the two variables, it follows fairly intuitively that if income in Springfield is flat to slightly falling, the city will see an obvious loss in sales tax revenue. According to US Census data (2016), the median household income has actually fallen from $54,533 in 1999 (in 2015 dollars) to $49,868 in 2015. Per capita personal income has also fallen from $32,293 in 1999 (again in 2015 dollars) to $30,063 in 2015. The graph in Figure 4 shows total sales for Sangamon County, population, and per capita personal income. Although the data is only listed until 2012 and is for the county as a whole, it is important to note the slope and correlation between per capita personal income and sales. This supports the findings of Friedlander and colleagues, and has clear implications for falling sales tax revenues in Springfield.

Figure 4



This finding may also be supported by data related to the city's *spending potential.* ESRI provides data on spending potential, defined as the amount spent in a certain area relative to the rest of the country. Springfield has a spending potential of 87. With the U.S. average being 100, Springfield is well behind the national average when it comes to spending, leading us to believe that lagging income growth is an additional factor in sales tax revenue decline.

Per capita personal income is a key predictor in sales tax revenue and if incomes continue to stagnate, or even fall slightly, Springfield will see further losses in sales tax revenue. As previously mentioned, this factor is also related to population aging.

Conclusions

Sales tax revenue is dependent on spending. Since taxes are applied as a percentage of the dollar amount spent, the more money that is spent means more sales tax revenue. All of the factors mentioned in this report tie together because they all lead to a reduction of spending on taxable goods.

As consumption shifts more heavily to online purchases, less purchases will be made at local stores that can be taxed. One might also consider that as technology improves and online purchases become even more convenient (for example, Amazon "dash buttons" allow a consumer to push a button to purchase a product and have it automatically shipped to their door), e-commerce will likely grow faster as a share of total retail sales.

Additionally, as the population gets older and Millennials gain purchasing power, a higher percentage of consumption will be spent on services rather than hard goods, and very few services are taxed in Illinois.

Population growth stagnation or decline also leads to falling spending, as weaker demand leads to oversupply and thus falling prices. The trend of population decline is likely to continue, as a 2014 Pew study finds that Millennials are starting families later than previous generations ("Millenials in Adulthood").

And finally, the correlation between personal income and sales tax revenue indicates that the falling incomes in Springfield will lead to a fall in sales tax revenue.

Proposed increases in sales tax rates are slightly misguided, and will likely be met with negative public feedback as indicated in a recent survey of Springfield residents (SSCRPC, 2016). Instead, a broader tax base should be considered. As spending on services increases, levying a tax on more services likely has more revenue raising potential than de-incentivizing consumption on taxable goods by making them more expensive.

Springfield must take measures in the coming years to attract young people to boost the population. Emphasis on local Universities can help attract more students, many of whom would likely stay in Springfield after graduation to work. An influx in skilled workers can also help boost wages in the city. Additionally, investment in improving public spaces is necessary, as millennials seek out beautiful places to live to create better social media content. The city can also make an effort to attract more events, such as bands and concerts to Springfield, as millennials spend much of their income on experiences, can boost tourism and sales for the city. Lastly, Springfield must invest heavily in improving public schools, so people are more willing to start their families in Springfield, which will create a large boost in spending.

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ABOUT THE COMMISSION

The Springfield-Sangamon County Regional Planning Commission (SCRPC) serves as the joint planning body for Sangamon County and the City of Springfield, as well as the Metropolitan Planning Organization for transportation planning in the region.

The Commission also works with other public and semi-public agencies throughout the area to promote orderly growth and redevelopment, assisting other Sangamon County communities, special districts, and public non-profits with their analytic, evaluative and planning needs. Through its professional staff, the SSCRPC provides overall planning and analysis related to land use, housing, recreation, transportation, economics, environment, and special projects.

The Commission has 17 members including representatives from the Sangamon County Board, Springfield City Council, special units of government, and six appointed citizens from the city and county. The Executive Director is appointed by the Executive Board of the Commission and confirmed by the Sangamon County Board.

ADVISING + PLANNING + EVALUATING + LEADING

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