

June 29, 2015

**RE: New NJ Taxpayer's Dollar Demonstrates Need for Property Tax Relief and Reform**

Dear Mayor:

Sometimes a single image says more than many words. We have produced plenty of arguments to support our ongoing struggle for property tax relief and reform. We and our member municipalities have passed resolutions. We and they have sent letters to our State leaders. Together, we have asked questions of candidates for Governor and the State Legislature. We have offered suggestions to those who have won office. Guest Editorials have appeared in all of New Jersey's major newspapers. And in audio and video interviews, we have clearly stated the case.

All of those tactics are important and will be used again. But, sometimes an image can move a heart more surely than a cogent argument can change a mind.

In our search for the right image, we have updated our Taxpayer's Dollar to more clearly demonstrate the need for property tax relief and reform. The latest draft is posted on our website at <http://www.njslom.org/letters/Taxpayer-Dollar-2015.pdf>.

We hope this graphic depiction of New Jersey's chronic over-reliance on the property tax as a source of funding for vital public services will help ordinary citizens better understand the scope of our property tax problem. If you agree, please post a link to the Taxpayer's Dollar on your website. And if you'd like to order copies to share with your citizens, please contact Eric Bielawski at White Eagle Printing at 609-586-2032.

If you have any questions or comments, contact Jon Moran at 609-695-3481, ext. 121 or [jmoran@njslom.com](mailto:jmoran@njslom.com)

Very truly yours,

William G. Dressel, Jr. Executive  
Director