



Town of Little Elm  
100 West Eldorado Parkway  
Little Elm, TX 75068  
(214) 975-0406  
[www.littleelm.org](http://www.littleelm.org)

# News Release

FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez 972-623-8836

December 11, 2017

## Shopping locally takes on dual meaning this season

LITTLE ELM (December 11, 2017) Retail spending undergoes its annual hike during the Christmas season, when shoppers traditionally make purchases intended as gifts for family and friends.

The increase in sales helps the communities in which the stores are located, bringing in additional sales tax receipts for towns like Little Elm. These funds are then added to the General Fund, providing money for parks, streets, public safety, library, special events and other programs, relieving the need to depend solely on property taxes for these items.

“Shopping locally is an important message for us,” says Town Manager Matt Mueller. “Benefitting from higher sales tax revenue helps us keep our tax base diversified, easing the tax burden on homeowners.”

Shopping locally also means shopping online, says Economic Development Executive Director Jennette Killingsworth-Espinosa.

“Shopping online in the comfort of home is another way for residents to obtain their merchandise while still adding to our sales tax receipts,” she said. “As long as the merchandise is delivered to a Little Elm address, the applied sales tax is credited to the Town.”

This is the case when the delivery is made to a residence or business within the geographic confines of Little Elm’s town limits.

Mueller says that shopping using either method is a win for Little Elm residents.

“Shopping either at a Little Elm store or online with delivery to a Little Elm address helps keep our budget balanced and varied, mixing property taxes with increased sales taxes, fees and other income,” he said. “That kind of diversity in our budget keeps Little Elm revenue from being largely dependent on property taxes.”

###

**ABOUT LITTLE ELM** – Little Elm is one of the state’s fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm’s population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town’s footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.