

**Our Kids Are Worth It!**

**VOTE YES on Soda Tax**



**Our Kids are Worth It!**

**Philadelphia's Tax on Sweetened Beverages to fund Pre-K and Rebuild our Child Play and Learning Public Spaces**



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# Campaign Timeline

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**2013 - Statewide Pre-K for Pa Campaign Launched; Creating Demand for Public Investment**

**2014 – Campaign for Governor – Pre-K is a top tier issue**

**2014-2017 – \$100 million in new state dollars for Pre-K**

**2015 – Pre-K Ballot Question Test Voter Support – 80% yes votes**

**2016 – Mayor’s Race - Pre-K is a top tier issue; winning candidate committed to funding universal Pre-K**

**February, 2016 – Mayor’s 1<sup>st</sup> Address to Council Proposes Soda Tax for Pre-K**

**April, 2016 – Mayor and Council joint Commission defines Universal Pre-k and Identify Financing Options including Sweetened Beverage Tax (<http://www.phila.gov/universalprek/Documents/Recommendations%20Report.pdf>)**

**June, 2016 – Council Imposes Soda Tax**

**January, 2017 – January enrollment of 1<sup>st</sup> 2000 slots begins**



**VOTE YES on Question #4**  
**for Universal Pre-K**      **MAY 19th**

**Because all kids  
deserve the best  
early education**



## In 2015 We Showed the Political Capital Gain

- 124,000 voters voted “yes” on ballot question four, the most votes in favor of a ballot measure since 2007.
- More people voted in favor of Universal Pre-K than five of the primary candidates for Mayor combined! Got nearly as many votes as the Mayoral Primary winner
- The Ballot measure 4 won approval in every ward in Philadelphia, garnering more than 90% of the vote in some.

SMOKES AND COKES?

**NOT A  
PHILLY  
GROCERY  
TAX**



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**A Soda Tax  
is Worth It!**

Creates 1,200 Family  
Supporting Jobs

**VOTE  
YES on  
Soda  
Tax**



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# What did we get ?

## Philadelphia's Sweetened Beverage Tax

- 1.5 centers per ounce
- Applies to all sweetened beverages and syrups, sweetened concentrates use to make a beverage regardless of whether the sweetener is sugar or a diet sweetener
- The tax is collected from distributor, defined as any person who sells sweetened beverages to a retail store or restaurant/bar

## Soda Tax Makes History



Supporters cheer City Council's passage of the levy on sugar-sweetened and diet drinks, a win for Mayor Kenney. DAVID GARZANO / Staff Photographer

Phila.'s 15-cent per ounce levy on many drinks is the first such tax in a U.S. city.

By Tricia L. Nadolny  
STAFF WRITER

Looking to raise millions for a bold expansion of early childhood education, Philadelphia City Council on Thursday approved a 15-cent-per-ounce tax on sugar-sweetened and diet beverages, the first such tax imposed in a major U.S. city.

The 13-4 vote put to bed months of speculation and at-times-bitter negotiations, but also ensured that the national spotlight will stay turned on Philadelphia for months, if not years.

Critics quickly vowed a court challenge. And as the city introduces the unprecedented levy — and its economic and public-health effects come into view — experts, advocates, and legislators will surely be watching closely.

Mayor Kenney, who can count this as the first major political victory of his term, called it a start to “changing the narrative of poverty in our city.”

“It’s been generations we’ve been going downhill with our kids in our neighborhoods,” Kenney said. “And it’s going to take some time to get us back. But this is the first step back.”

The tax will hit thousands of products — essentially anything bottled, canned, or from a fountain with either sugar or artificial sweetener.

See **SODA TAX** on A12

**INSIDE**

- ▶ Health advocates hail the vote. **A12.**
- ▶ How the tax could affect a variety of beverages. **A12.**
- ▶ Council also passes a \$4.2 billion budget. **B1.**

**11 WAYS TO DITCH THE TIE**  
For Father's Day, some novel ways to celebrate Dad.  
DO THIS | W6

**BRITISH M.P. IS SLAIN**  
NATION+WORLD | A8



**POP ART BACK ON ITS FEET**  
LOCAL NEWS | B1

**BUSINESS**  
**End is near for Sports Authority**  
Its Cherry Hill store closes Sunday. The retailer plans to shutter all locations. **A15**

**HOME+DESIGN**  
**Time to review tax abatements**  
The one-size-fits-all tax abatement adopted in 2000 is overdue for fine-tuning. Inga Saffron writes. **D1**

**SPORTS**  
**Gambling on the Eagles' core**  
General manager Howie Roseman is betting that long-term contracts to key players will lead to a Super Bowl. Mike Sisti writes. **D1**



### SRC gives transgender students choices

Policy covers restrooms, pronouns, and more.

By Mensah M. Dean  
STAFF WRITER

Without debate, the Philadelphia School Reform Commission adopted a policy Thursday night that immediately allows transgender students to, among other things, be referred to by their pronoun of choice; use their bath-

### TERROR IN ORLANDO



### Obama honors victims in Fla.

President Obama and Vice President Biden visit a memorial to the victims of the Pulse nightclub massacre in Orlando. Story, **A4.**

On the lookout, but for what?

# Revenues

**Tax imposed as of February 20, 2017**

**Total Projected Revenue from the Tax - \$89 million a year –current expected revenue \$72 million annually**

**Total Revenue Tacking Close to Estimate Amount for Pre-K - \$65 million per year**

**At full-scale will fund 6,500 slots annually and support provider TA and workforce training of the ECE labor force**

# Philadelphia Pre-K

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- Any child ages 3-5 years old
- No income requirements
- Providers selected based on PA QRIS – STAR 3 or 4, Head Start, NAEYC accreditation, lower quality providers given 18 months to reach STAR 3 with TA
- Providers were selected based on quality, stability, and location (with a bias toward high poverty census tracts that have a shortage of high quality childcare/prek)
- Standard \$8,500 payment, per child, school day/school year
- Providers are paid via contract for a specified slot level

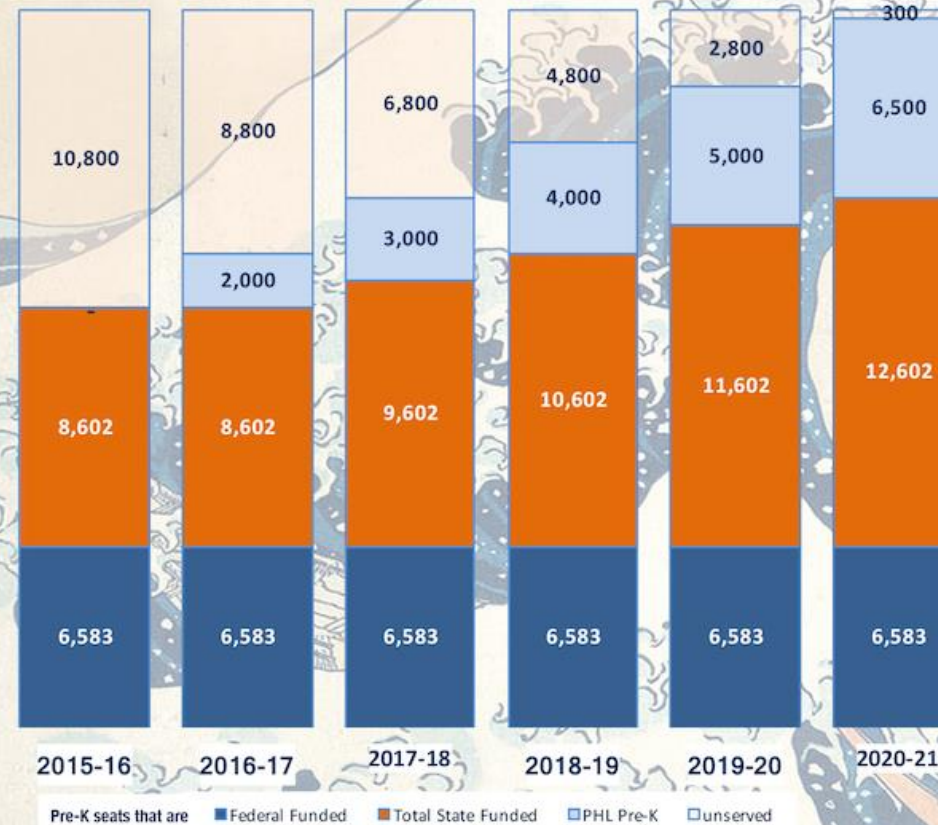




# Phila Mayor Visiting Dozens Of New Pre-K's

# A Rising Tide of Integrated Funding

## Philadelphia Legislative Delegation: Momentum for School Readiness Rides with You



PHL Pre-K will create 6,500 seats by FY '21, funded by the soda tax.

Annual growth in state funding is critical to the success of PHL Pre-K, funded by the soda tax.

State funded portion includes PA Pre-K Counts, PA Head Start Supplemental Assistance, and subsidy for child care rated STAR 3 or 4 for preschool-aged children.

Assumes 80% uptake rate for children at risk (300% poverty) and level funding for Federal Head Start