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Victory Mail



- Maintain financial discipline
- Protect public safety, roads, parks and libraries
- Champion bayfront improvements
- Support local businesses and jobs
- Serve us responsibly, honestly and fairly

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**ryl Cox**

# Re-elect Mayor Cheryl Cox

**...in a sea of financial and political turmoil.**



## Mayor Cheryl Cox inherited a city on the verge of fiscal crisis.

- ▶ A councilmember was accused of corruption



## But her budget discipline is now paying off for the residents of Chula Vista.

- ▶ The city is on the path to recovery



When Cheryl Cox was elected mayor, Chula Vista was on the wrong track. Past City Councils had mortgaged our city's future, gambling on a never-ending stream of money from new development and relying on one-time revenues to pay for on-going expenses.

To get back on track, she led the City Council in making tough cost-cutting choices by implementing hiring freezes, consolidating departments, and restructuring employee contracts. Just as families must balance their checkbooks, our city must also balance its budget.

Our city government is now smaller and more sustainable. The stage is set to rebuild reserves. Chula Vista is now positioned to attract and retain businesses, put people to work, and continue moving forward.

Cheryl led efforts to revitalize and redevelop older neighborhoods, and promoted green building standards, mixed-use development, walkable neighborhoods, and University Park and Research Center planning. The bayfront's overhead transmission lines have been removed and development will be kept away from environmentally sensitive areas.

Re-elect **Mayor Cheryl Cox**

