



## 2015 Sales Tax Extension Renewal

- Purpose of the discussion, Seeking Board direction for Administration to move forward with a 2015 Sales Tax Extension renewal
- Prior Sales Tax Extensions
  - 1994 1998 2002 2009
- Total Collections all Extensions = \$346,000,000
- Annual Collection – Approx. \$18,000,000



## Timeline

- Charlotte Assembly – October 2013
- Base project list developed from the Assembly
- December – February
  - Prepare updates of past accomplishments
  - Distribute magazine and newspaper inserts – accomplishments and updates of current projects
  - Post signs – existing and/or former projects
  - Speaking engagements – status of current projects



## Timeline

### February 2014 through April 2014

- Conduct roundtable discussions with Community groups, editorial boards
- Suggest including members from previous committees, as well as Charlotte Assembly
- Telephone survey of registered voters, 400 calls
- On-line survey
- Begin Compiling list of projects (focus groups, public, County staff)
- Rank project using matrix
- Budget forecasts revenue expectations
- Develop construction and operational costs



## Timeline

### • April 2014 through May 2014

- Present report to BCC (information from community, staff etc.)
- Present list of suggested projects
- Request BCC direction regarding placing the sales tax extension on the November 2014 ballot
- Request BCC direction regarding the selection of projects



## Timeline

- May 2014 through July 2014
  - Collect additional data from departments on projects
  - Finalize communications plan
  - Determine sub audiences
  - Design and print campaign material
  - Prepare speakers

August 2014 – November 2014 – Execute information campaign



## Board Direction