

Sales Tax Education & Outreach Initiative



ST. LUCIE WORKS

Today's Presentation

- Sales Tax Summary
- Education conducted & coming soon
- Call to action
- Website demonstration



The Surtax Summary

- \$1.2 billion projected infrastructure backlog county-wide
- Board voted to let the voters decide on 20-year, 0.5 cent
- Roads, water quality, sidewalks, & public safety is the reason
- ALL local governments are working together on these issues
- Estimated 80/20 split – paid by residents/tourists
- If approved it sunsets in 20 years
- Citizen's Oversight Committee mandated by ballot language
- It's **No. 7** on the November 8, 2016 ballot



Surtax Details

- For water quality, public safety, sidewalk & road projects
- Currently 6.5% sales tax
- Applies only to first \$5,000
- Sunsets after 20 years
- **Cannot be used for salaries/administration**
- Estimated Annual Revenue = \$15,576,076
- Leverages other funding sources including Bonds



Outreach & Education

To date

- Multiple public presentations
 - CBC, BOCC, Chamber, EDC, Realtors, NBA, Cities, HOA Presidents
- Creating the consistent story
 - Presentations & materials
- Cities/County coordination
- Polling/surveying
- Website development & roll-out

Coming Next

- Speakers Bureau
 - County and Cities, HOAs, neighborhoods, groups, organizations, faithbased
- Educational mailer to voters
- Inserts to employees
- Editorial Board
- SLCTV
- Citizen Oversight Committee



Call to Action

- Develop a speakers bureau and reach out to City residents, groups, organizations
- Assist in paying for mailer – City Share= \$9K
- Inform city employees – rack card insert
- Establish the structure of Citizen's Oversight Committee, if successful
- Discuss the benefits with your residents



Educational Materials

Do you want...

Cleaner Water?

More Sidewalks?

Better Roads?

Learn More at SLCHalfCent.org
Half-Cent for St. Lucie

Flyer

How Will the Half-Cent Sales Tax Be Used?

The proposed half-cent sales tax is to address an estimated \$1.2 billion backlog of water quality, road construction and reconstruction, public safety and sidewalk projects in St. Lucie County – this includes \$600 million in the unincorporated county and \$645 million in the cities of Port St. Lucie and Fort Pierce.

An estimated \$15.5 million annually will be shared by St. Lucie County, Fort Pierce, Port St. Lucie and St. Lucie Village. **Every dollar will be spent on local projects.**

The half-cent increase will **expire after 20 years.**

Tourists and visitors to St. Lucie County will contribute an estimated 20% to the revenue.

Funds will be used for water quality, road and sidewalk projects. **Not for salaries or new positions.**

These projects will create construction-related **local jobs.**

For more information email us at pio@stlucieco.org or visit us online at SLCHalfCent.org

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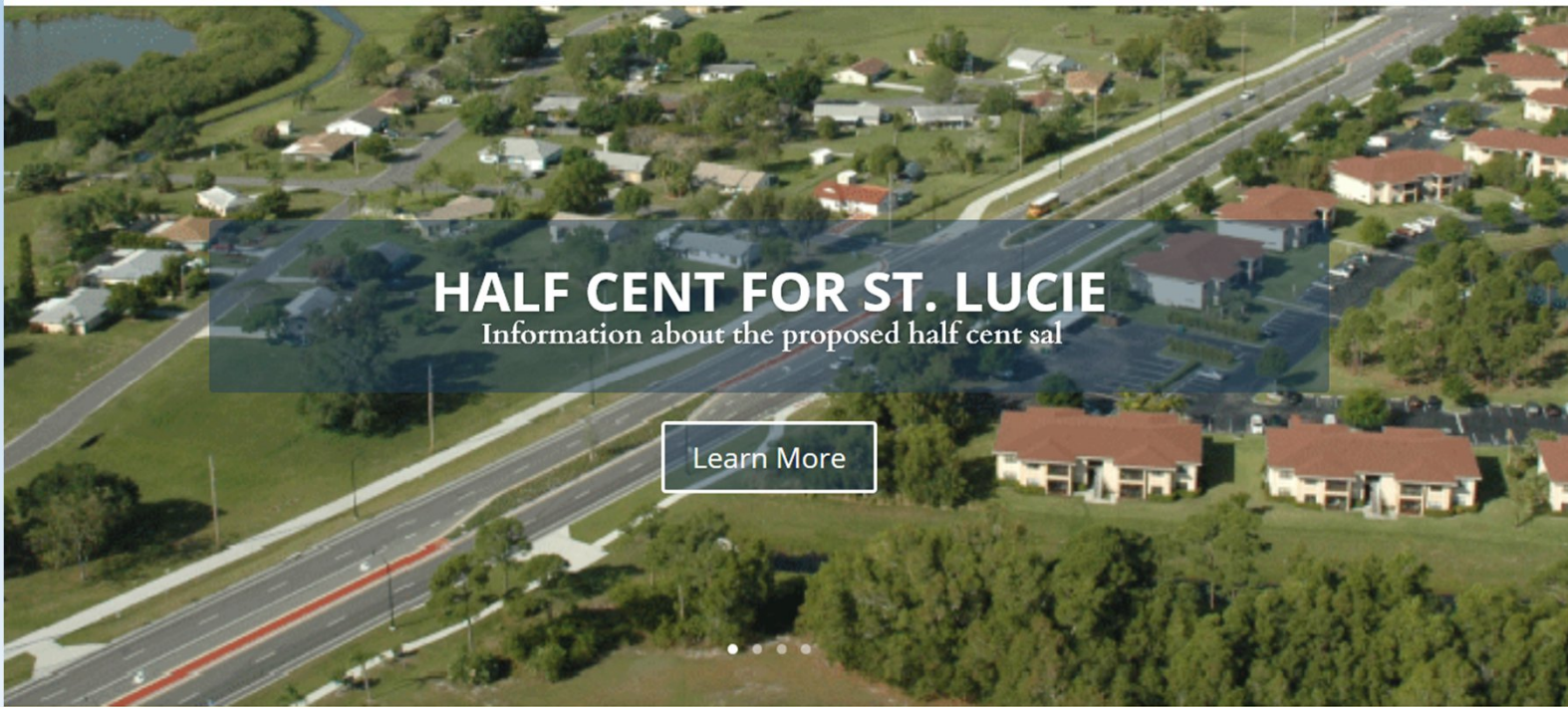
Learn More at SLCHalfCent.org
Half-Cent for St. Lucie

Rack Card



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HALF CENT FOR ST. LUCIE

Information about the proposed half cent sal

[Learn More](#)

ABOUT THE SALES TAX

Thank You!

ST. LUCIE WORKS

