



PENNY FOR PINELLAS

May 18, 2017

Building a Better Pinellas

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Objective

Seek Board support for proposed projects and categories for Penny IV

Framework

- What is the Penny for Pinellas?
- Proposed Projects and Categories
- Next Steps
- Board Questions and Feedback

What is the Penny for Pinellas?



A 1-percent sales tax
building a better Pinellas
since 1990

Penny Facts



1%

sales tax paid by everyone who spends money in the county.

1/3

is paid by tourists and seasonal visitors.



Not a new tax; Penny has been in effect since 1990.

Penny Facts

Not collected on essentials, such as groceries or medications, and only applied to first \$5,000 of a single purchase.



Stays local

The Penny is collected in Pinellas and stays in Pinellas.

Penny Facts

Investments without property tax

Annually, the Penny generates the equivalent of 2.4 mills of property tax
(\$286 for average home in Pinellas)



\$

Leverages funding from other sources, including state and federal grants

Funds long-term, capital investments in
roads, bridges, trails, parks, land, public facilities,
public safety equipment,
water quality and others.

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Penny IV Projection (2020-2030)

Countywide Investments	11.3%	\$225M
Jail & Court Facilities	3.0%	\$60M
Economic Development		
Capital Projects and Housing	8.3%	\$165M
Balance Split County/Municipalities	100.0%	\$1.8B
County	51.8%	\$915M
Municipalities	48.2%	\$853M
Total Estimated Revenue		\$2.0B



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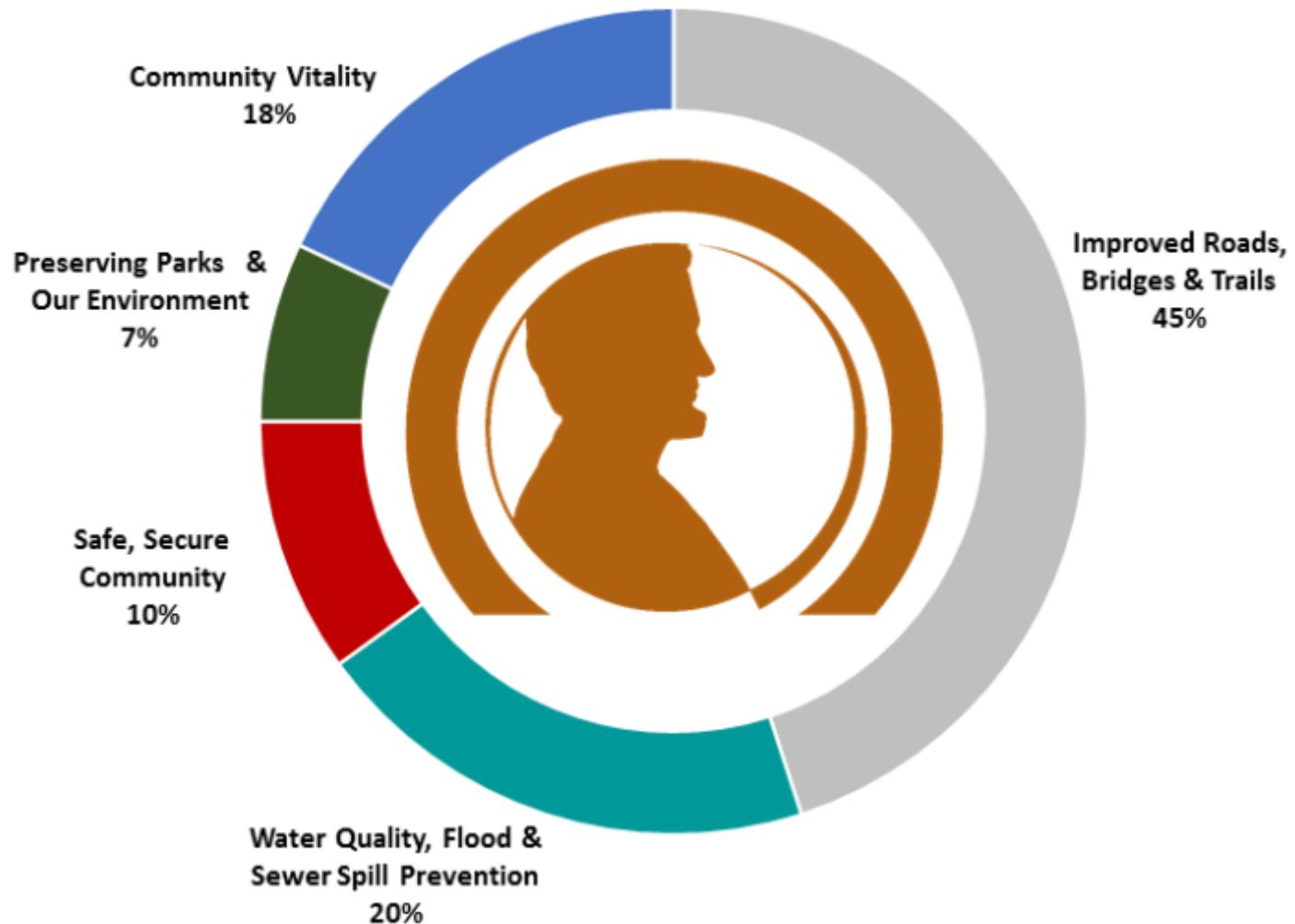
Additions to Proposed Categories/Projects from May 4th Meeting:

- Conceptual Proposed Allocation Percentages
- Roads, Bridges, Trails/Major County Roads:
 - 102nd Avenue from 113th Street to 137th Street
- Roads, Bridges, Trails/Local Roads:
 - Anclote Road
- Community Vitality/Community Centers, Libraries, Recreational Facilities:
 - High Point Recreation Facilities (in coordination with City of Largo)

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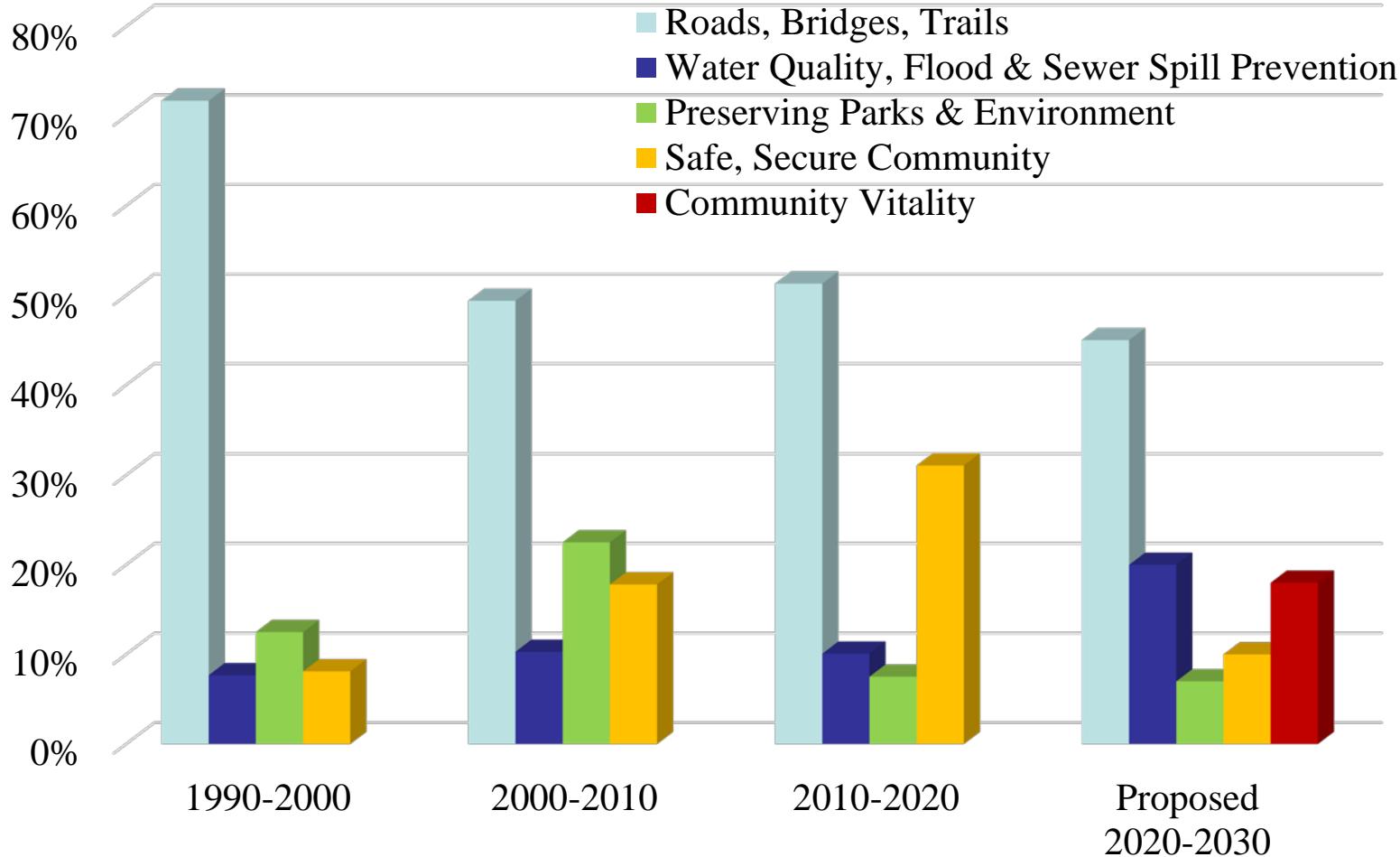
Proposed County Distributions by Category

2020-2030



NOTE: Excludes countywide investments/Courts & Jail allocation.

Building a Better Pinellas (1990 - 2030)



NOTE: Excludes countywide investments/Courts & Jail allocation.



Next Steps and Timeline

Ongoing – Public education and outreach events; Speakers Bureau

June 2017 – Municipalities submit executed interlocal agreement

July 18, 2017 – Authority to advertise the public hearing on ordinance with ballot language and BCC action on the interlocal agreement

August 1, 2017 – BCC considers ordinance with ballot language

Late September – Early October, 2017 – Ballots mailed

October 8 – November 5, 2017 – Early Voting (7 days/week at three Supervisor of Elections offices)

November 7, 2017 – Referendum on Penny renewal for 2020-2030

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