

PROPOSITION A

OVERVIEW

Prop A is a unique opportunity to renovate and revitalize two of Dallas' biggest attractions for travel and tourism – Fair Park and the Kay Bailey Hutchison Convention Center Dallas (KBHCCD). Prop A would add a dedicated “tourist tax” (a 2% increase in the hotel occupancy tax) to fund \$1.5 billion in construction and extensive renovations. The tourist tax would be paid by guests who stay overnight in Dallas hotels and motels. Dallas residents would receive the benefits of modernizing these venues but would pay no increase in property or sales taxes.

This opportunity is projected to create 50,000+ jobs, modernize Fair Park with \$300 million worth of improvements and repairs, double the capacity and expected revenue of the KBHCCD with a \$1.2 billion investment in the expansion, and ensure that Dallas is competitive in its efforts to attract the best performers, events and conventions to these improved venues.

This tourist tax mechanism was formerly used to fund construction of the American Airlines Center and allowed the City of Dallas to completely pay off the debt 15 years earlier than expected.

FAQs

What is Prop A?

Prop A enables the City of Dallas to raise money through a 2% increase in the hotel occupancy tax. The window of opportunity is narrow because the state legislation that allows passage of this increase, known as the Brimer Bill, will expire in September 2023.

The improvements to Fair Park, Dallas' 277-acre Art Deco National Historic Landmark, were approved in 2020. The master plan includes \$300 million in renovations to the Automobile Building, the Centennial Building, the Band Shell, the Music Hall, the Coliseum, and the Cotton Bowl.

Plans were approved in February 2022 for \$2 billion for a revitalized Convention Center District that will connect the KBHCCD to neighboring entertainment districts and create a destination for visitors and locals alike. It also paves the way for linking parts of southern Dallas to Downtown with a walkable deck over I-30 to connect to the Cedars District.

When can I vote?

Here are the important dates to know about the November election:

- Last day to register to vote is Oct. 11, 2022.
- Request for Vote-by-Mail must be **received** by Dallas County Elections Department by Oct. 28, 2022 (not postmarked).
- Early Voting is Oct. 24, 2022 – Nov. 4, 2022.
- Election Day is Nov. 8, 2022. Mailed ballots must be received (not postmarked) by 7 p.m. on Election Day, Nov. 8, 2022.

Prop A will appear at the very end of the ballot after the higher profile races at the top.

EARLY VOTING: OCT 24 – NOV. 4. ELECTION DAY IS NOV. 8