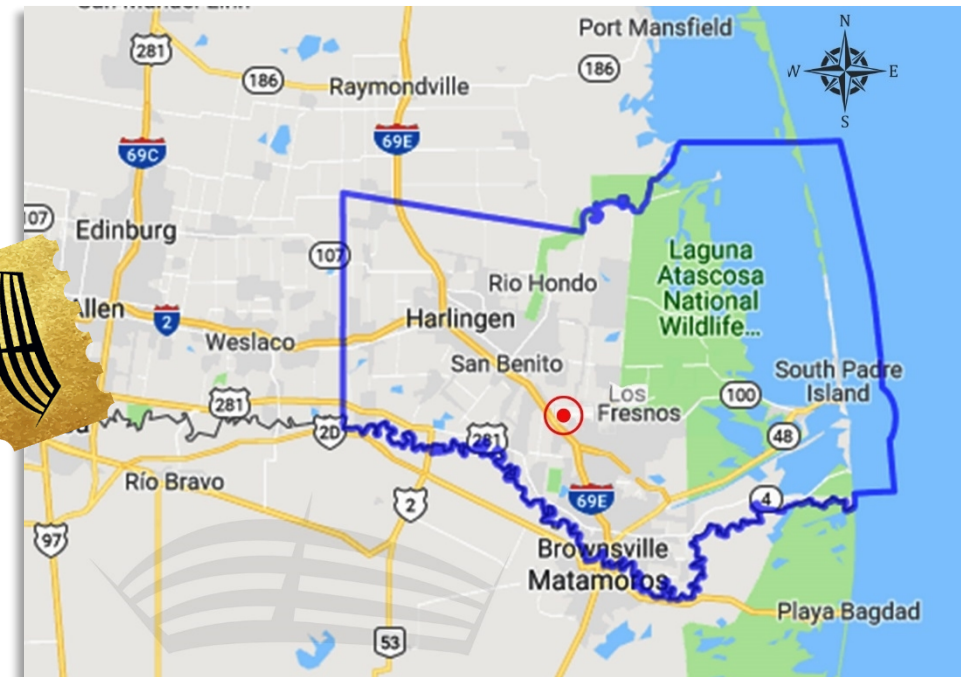




**A Golden Opportunity For Cameron County**

# Cameron County Visitor/ Venue Project

- **Feasibility Study:** Supports a successful project
- **Venue Use:** Multi-purpose, Entertainment, Concerts, Sports Arena, Community Events, Graduation Ceremonies, etc.
- **Area Impacted:** All of Cameron County, the RGV and Northern Mexico
- **Funded By:** A Visitor's/Venue Tax
- **Timing:** A Proposition for this project is on the ballot for the November 2<sup>nd</sup> General Election



# Venue Project Benefits

- **No Cost** to Local Taxpayers
- Funded and paid for by a **Visitor Tax** (Hotel/ Motel Occupancy Tax/ Car Rental)
- New Jobs Created
- Increased Visitors and Tourism to Cameron County
- Increased Economic Impact to the County
- Project Build Out Investment of \$1.3 Billion
- Enhance Quality of Life in Cameron County



## Venue Project Uses

Arena / Auditorium / Theater / Conference Space / Sporting Events / Concerts /  
School Graduations / Rodeo's / Community Events / Hunting/Fishing Expos



# Venue Project FAQ's

- **What is a Visitor/Venue Tax?**– A Hotel/Motel Occupancy Tax added to the bill on a hotel stay
- **Who Pays The Venue Tax?**– Visitors staying at a Hotel/Motel or renting a vehicle
- **Will The Visitor Tax Increase My Property Tax?** – **NO!** This is **NOT** a Property Tax and **will NOT be added to your property tax bill**
- **Where is The ARENA to be Located?:** Close to the intersection of I-69E and Highway 100

CAMERON COUNTY VENUE PROJECT BALLOT LANGUAGE

PROPOSITION A

FOR

“Authorizing Cameron County, Texas to provide for the renovation, planning, acquisition, development, construction, equipment, and expansion of a multipurpose arena and convention center and any related infrastructure, and to authorize the use of the existing hotel occupancy tax at the rate of two percent of the price paid for a room in a hotel located in Cameron County, Texas, to authorize the use of the existing short term motor vehicle rental tax at a rate of five percent on the gross rental receipts from the rental of motor vehicles in Cameron County, Texas, and to impose an admissions tax at a rate not to exceed ten percent on the price each ticket sold as admission to an event held at the Cameron County Arena Development Project, for the purpose of financing the venue project. If approved, the maximum hotel occupancy tax rate imposed from all sources in Cameron County, Texas would be 17% of the price paid for a room in a hotel.”

AGAINST

# Nov. 2 Ballot

Pol. Adv. Paid for by Jorge Ibarra





# We've Done This Before!



Amphitheater & Event Center / South Padre Island



South Texas Eco-Tourism Center / Laguna Vista

# Let's Do It Again!

