



Legislation Details (With Text)

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Title: Polling Results for Dedicated Sales Tax for Arts & Culture and Other Uses

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Attachments: 1. 19-5348 ArtsInitiative Summary.pdf, 2. 19-5348 ArtsInitiative Presentation Final.pdf

Date	Ver.	Action By	Action	Result
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Title:
Polling Results for Dedicated Sales Tax for Arts & Culture and Other Uses

Summary

ACTION:

Receive a report from Mousumi Sarkar of Well World Solutions on the polling results performed in March 2019 on community perspective on a proposal to increase the local sales tax by a quarter (1/4) cents to fund arts and culture, as well as other County programs

Staff Contact: Dena R. Diorio, County Manager

Presentation: Yes

BACKGROUND/JUSTIFICATION:

On February 12, 2019 the Board of County Commissioners received a report from the Arts and Science Council (ASC) proposing that the County consider placing a referendum on the ballot to levy an additional quarter cents sales tax. The sales tax would generate approximately \$50 million per year. The ASC is proposing that \$20 million be allocated to funding arts and cultural programs and institutions throughout the county and the remainder allocated to other purposes.

To gauge community sentiment for the proposal, the Charlotte Regional Business Alliance Foundation contracted with Well World Solutions to poll County residents. The poll included

1,000 residents, both land line and cell phone, in both English and Spanish. The poll included general questions about whether the respondent supported 1) an increase in the local sales tax, 2) allocating the additional sales tax for arts and culture, and 3) what other purposes might be appealing. Respondents were also asked about their thoughts on allocating the remaining \$30 million to either public libraries, parks and green spaces, pre-kindergarten, or teacher pay. The poll also gauged community sentiment on whether the funds should be managed by a non-profit or government entity.

PROCUREMENT BACKGROUND:

NA

POLICY IMPACT:

N/A

FISCAL IMPACT:

N/A