

The video shorts produced for ESPLOST were designed to give voters a glimpse into the successes of former ESPLOSTs and to remind them to vote in the upcoming referendum. While we cannot tell people HOW to vote, we can remind them of all the things we have been able to do with ESPLOST in the past. Our board members passionately shared the successes of ESPLOST projects in their districts and highlighted some needs that still exist. ESPLOST provides revenue that funds our capital improvement and construction projects. These shorts served to remind voters of the promises we made when we put the project list out and how we kept those promises. Every dollar that comes from an ESPLOST is one less dollar citizens have to pay in property taxes. We needed to remind voters that the ESPLOST is funded in large part by visitors to our area. As a popular tourist destination, this translates into almost 40% of the ESPLOST revenues. In addition, the ESPLOST program allows local builders and contractors from mechanical and electrical to plumbing and landscaping to benefit from the sales tax. Local Minority and Women Owned Businesses (LMWBs) benefit by having a chance to grow their business and gain experience. The impact on the local economy is substantial and these videos gave our board members a chance to tell the story. This video is featured on our district YouTube channel and has been shared on district social media platforms including Facebook, Twitter, and LinkedIn. The vote is being held next week - so no outcome achieved yet - but we're hopeful!