

VOTE YES ON PROPOSITION A



WHAT PROPOSITION A DOES: Proposition A authorizes a new city-owned multipurpose arena and entertainment complex at The Shops at Willow Bend that will ultimately bring the Dallas Stars professional hockey team to Plano.

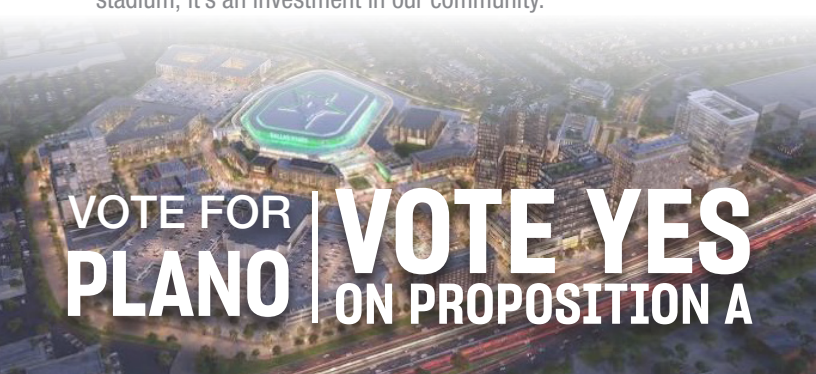
NOT ONE PENNY ON YOUR EXISTING TAX BILL: Proposition A does NOT authorize a property tax. It does NOT raise Plano's sales tax. Nothing is added to what Plano residents already pay in taxes. If there are cost-overruns outside the budgeted project price-tag, the developer pays — not the city of Plano nor its residents.

VISITORS PAY. PLANO OWNS: The arena is paid for entirely by visitors — through taxes on hotel stays, rental cars, arena parking, arena tickets, and the professional teams that play there. But the City of Plano owns it.

WORLD-CLASS ENTERTAINMENT, REAL JOBS: Bringing the Dallas Stars to Plano means more visitors, more spending, and more economic activity for our restaurants, hotels, and stores.

THE STARS FOUNDATION COMES TO PLANO: The Stars Foundation is bringing youth hockey programs, education initiatives, and health and community investment aimed directly at Plano kids to our city.

YEAR-ROUND LOCAL USE: The City of Plano owns the arena and the property, so local school districts and community groups will be able to use it too, for graduations, tournaments, concerts, and community events. It's not just a hockey stadium; it's an investment in our community.



VOTE FOR PLANO | VOTE YES ON PROPOSITION A

WHO ACTUALLY PAYS FOR PROPOSITION A?

Proposition A is **NOT** a tax increase on Plano residents. This proposition provides funds for the arena with five travel-and-event taxes. Here is every one of them:



HOTEL ROOMS:

Up to 2% of the room price, paid by hotel guests. This is still below the state's maximum taxing rate on hotel rooms.



RENTAL CARS:

Up to 5% on short-term rental receipts paid by people renting a vehicle.



EVENT PARKING:

Up to \$3.00 per vehicle charged only at the arena.



EVENT TICKETS:

Up to 10% of the ticket price charged only on admission to events at the arena.



VENUE FACILITY USE:

Up to \$5,000 per game on each member of a major league team that plays a professional game at the arena.

If you don't stay in a Plano hotel, rent a car, or go to an event, **you never pay a cent toward this arena**, and you still get a city-owned building and the city gets **the benefit of increased employment and revenue.**



LEARN MORE AT VictoryGreenPlano.com