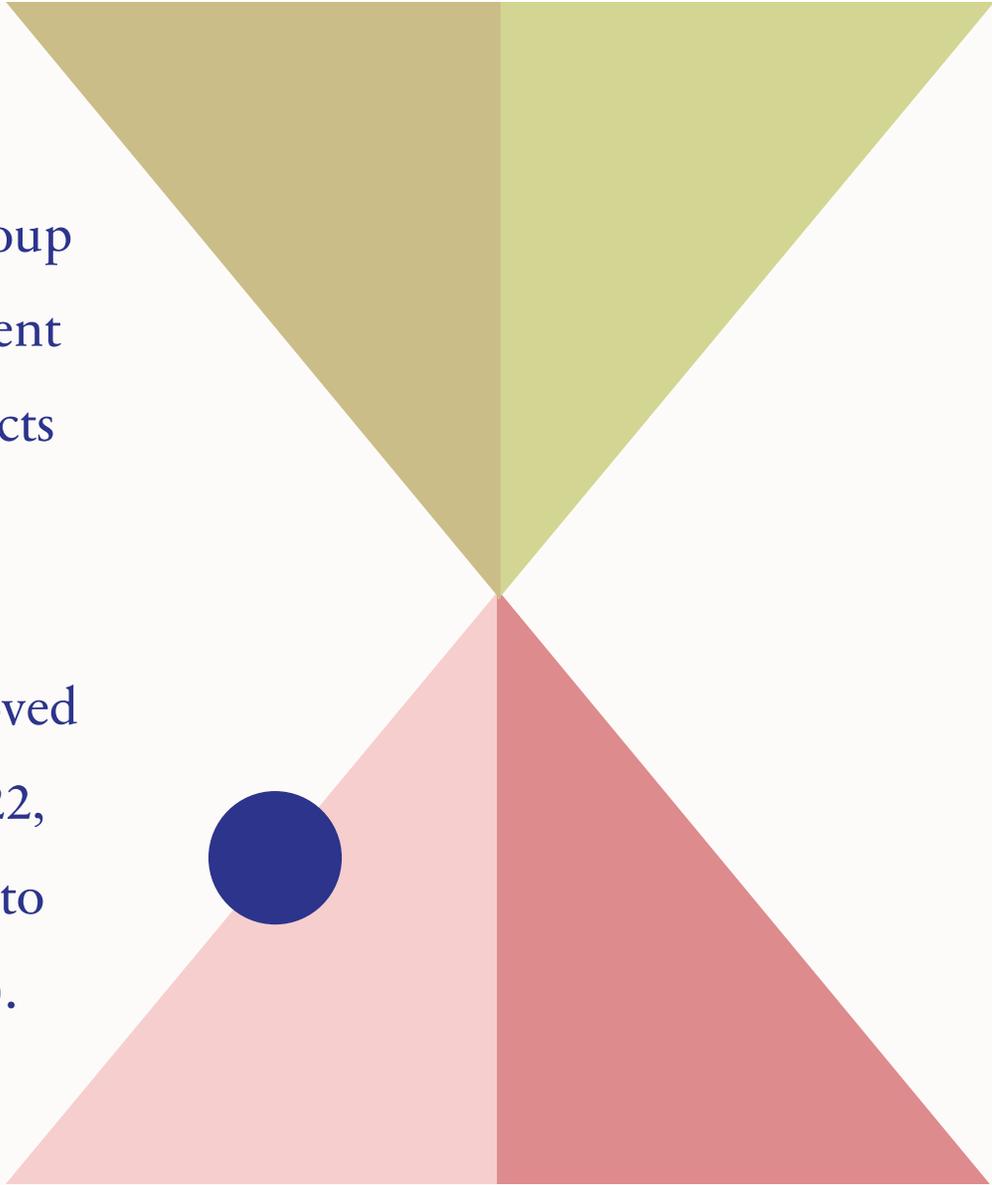




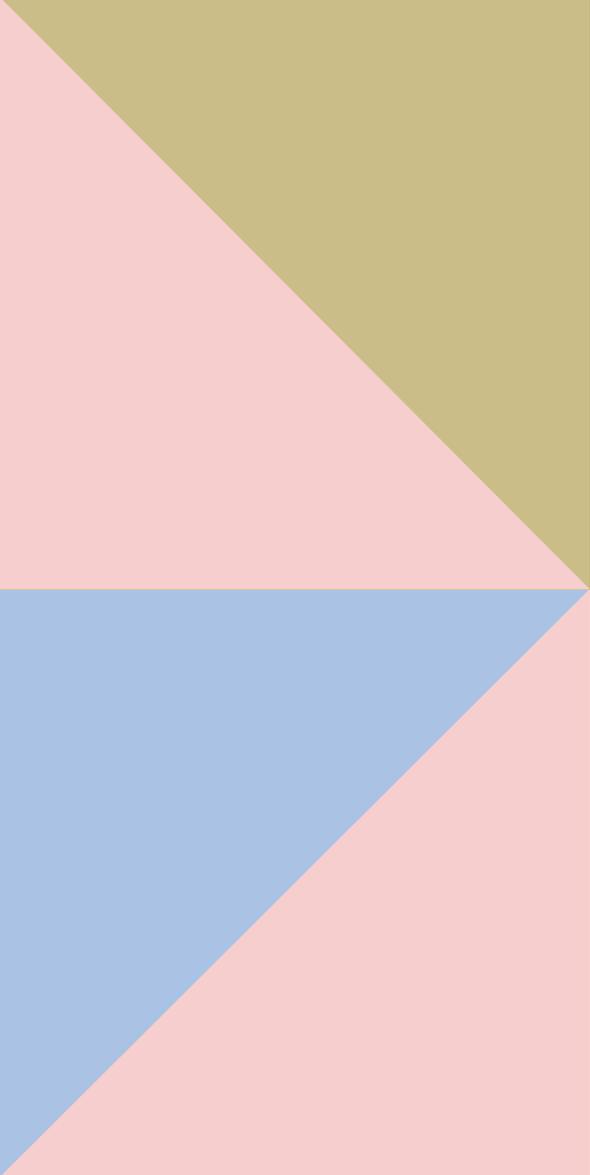
HERNANDO HALF CENT TASK FORCE

November 29, 2022



County Administration formed a working group in late 2021 to evaluate the impact of a half cent sales tax and generate a list of potential projects that could be supported.

Hernando County BOCC unanimously approved an Ordinance and Project List on February 22, 2022 to place a Surtax on the election ballot to support Roads (80%) and Recreation (20%).

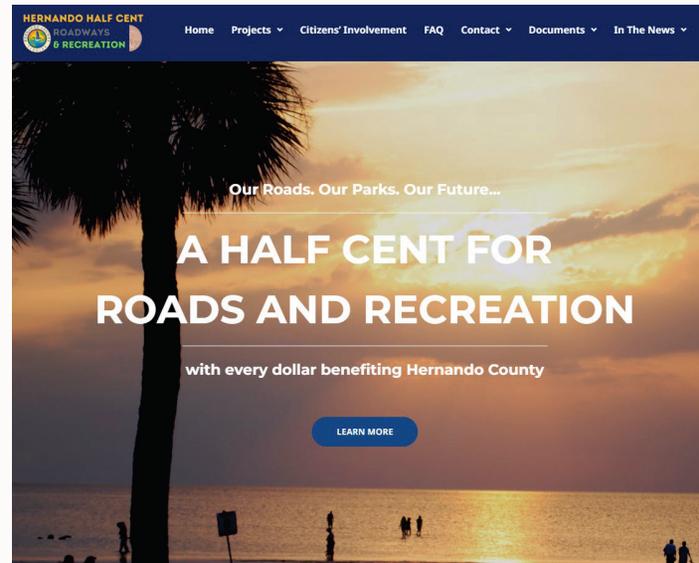


COMMUNITY SURVEY

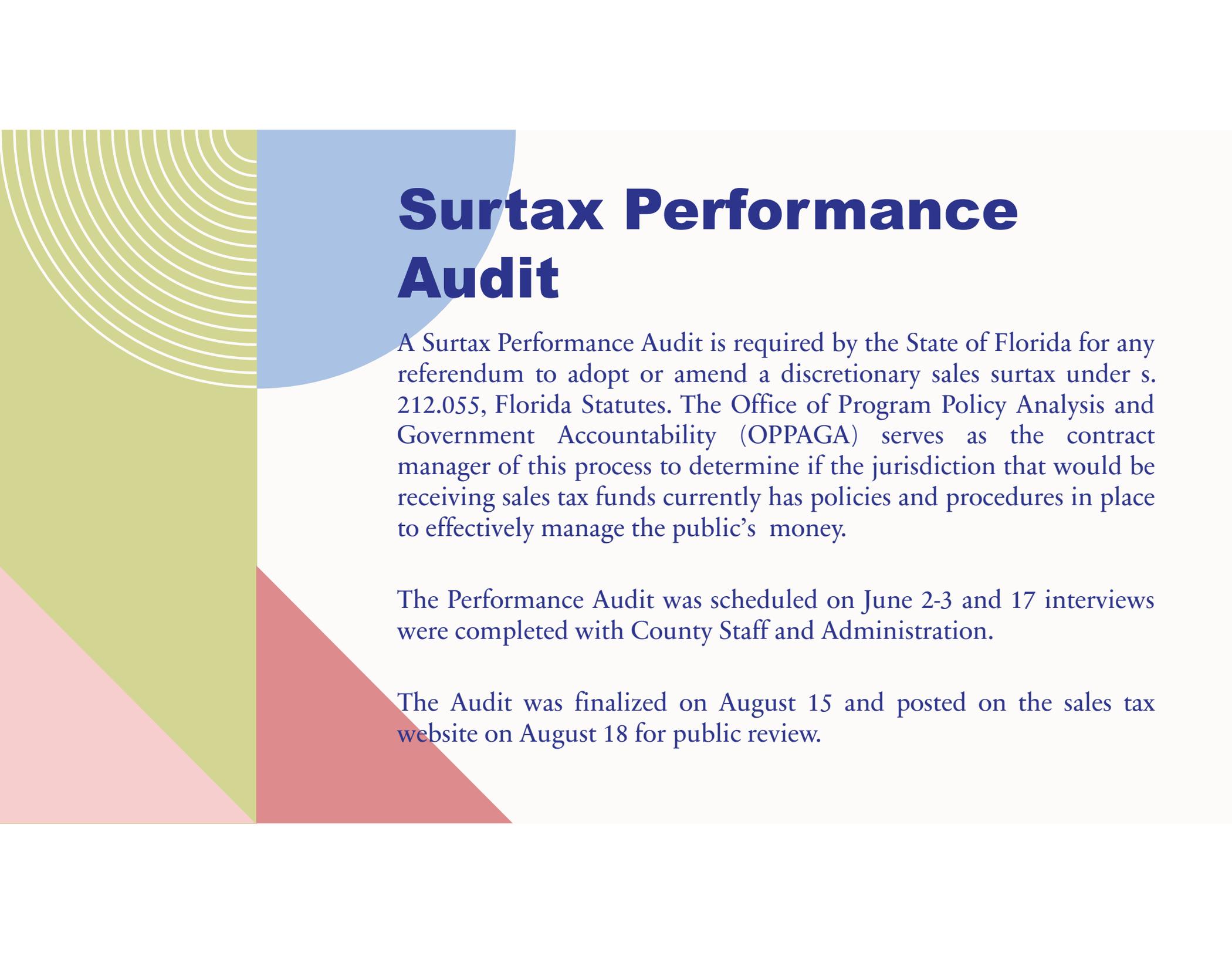
A public survey was released to gauge awareness and support of a proposed sales tax referendum in January 2022. Participants were given the opportunity to rank proposed projects on individual preference.

820 visitors to the survey site
340 responses

www.hernandohalfcent.com



A website was designed by County staff and went live on April 29. This site provided education to the community on how the sales tax process works, why the sales tax option was being considered, and detailed information, pictures, and videos on each project approved by the Board.



Surtax Performance Audit

A Surtax Performance Audit is required by the State of Florida for any referendum to adopt or amend a discretionary sales surtax under s. 212.055, Florida Statutes. The Office of Program Policy Analysis and Government Accountability (OPPAGA) serves as the contract manager of this process to determine if the jurisdiction that would be receiving sales tax funds currently has policies and procedures in place to effectively manage the public's money.

The Performance Audit was scheduled on June 2-3 and 17 interviews were completed with County Staff and Administration.

The Audit was finalized on August 15 and posted on the sales tax website on August 18 for public review.

PUBLISHED MATERIALS

61,000 mailers sent with Hernando
County Utility bills in June

4,500 flyers

13 banners

12 signs

24 posterboards

COMMUNITY PRESENTATIONS

County staff responded to several requests from community organizations and stakeholders for a presentation or informational booth to provide education on the proposed sales tax.

35 public presentations

Including Hernando Builders Association, City of Brooksville, Kiwanis, Chamber of Commerce, several HOA groups, Rotary, youth sports events, and Founders' Day event.

SOCIAL MEDIA INTERACTIONS

17 VIDEOS

**266 VIEWS ON
YOUTUBE**

**40 SOCIAL MEDIA
POSTS**

1,479 LIKES

221 SHARES

All social media posts have
reached 110,246 people.

**14,255
ENGAGEMENTS**

The post engagements are
interactions from citizens
who are actively watching
the content in the posts by
watching videos and
clicking on website link.

Aquatic Center and
Anderson Snow Park
both got the most
traction and were by far
the most viewed videos
on social media.

APPROVED ROAD PROJECTS

County Line Road
Widening-
Project not funded

Lockhart Rd. Widening
(SR 50 to Dashbach St.)-
Project not funded

Barclay Avenue
Widening-
Design is funded

Kettering Rd
Widening (SR 50 to
Power Line Rd.)-
**Project not
funded**

Sunshine Grove Rd
Widening (Ken
Austin Pkwy to
Hexam Rd.)-
**Project not
funded**

Anderson Snow
Road/Corporate Blvd.
Improvements -
Design is funded

Congestion
Management projects-
**Recommendations
will be made in
future budget
years as needed**

APPROVED RECREATION PROJECTS

Weeki Wachee Preserve-not an approved CIP Project

Aquatic Center- not an approved CIP Project

Anderson Snow Splash Park- \$ 2 million construction CIP project in 2023 using all impact fees

Anderson Snow Recreation Center- \$100K design CIP project in 2023; \$2 million construction CIP project with undesignated funding source

Anderson Snow Sports Field Expansion- not an approved CIP Project; Phase 3 of the Master Plan

New Dog Parks (east and west side)- not an approved CIP Project

Kennedy Park Improvements- CIP Project for playground replacement in 2023

Ernie Wever Park Improvements- 2023-2024 CIP projects for field design and construction and soccer field lighting; CIP project for playground and shop replacement in 2025.

Lake Townsen Fishing Pier Replacement- CIP project for design in 2025; CIP project for construction in 2026.

Sensitive Lands Public Access Improvements- Fickett Hammock trailhead CIP project in 2024; Cypress Lakes trailhead bathroom design CIP project in 2024, construction CIP project in 2025

FINANCIAL IMPACT

As of November 1, the County has spent \$10,196.46 on the sales tax initiative.

FINAL REFERENDUM RESULTS

YES-For the ½ cent sales tax
45.14% 35,017 votes

NO-Against the ½ cent sales tax
54.86% 42,551 votes

Unofficial results reported on 11/14/22

THANK YOU

We would like to thank the members of the Sales Tax Referendum Task Force for their efforts in this initiative. There are many other staff members throughout our organization who supported these efforts as well.