



Cobb Special Purpose
Local Option Sales Tax
(SPLOST) Renewal:

1%

Cobb existing SPLOST
renewal, no new tax

\$1.15B

for county + city
projects over six years

25-30%

estimated share visitors
will contribute

6%

sales tax rate stays the
lowest in the state

LEARN MORE

cobbbusinessalliance.com

ON THE BALLOT NOVEMBER 3

SPLOST Funds Projects That Move Cobb

WHAT SPLOST RENEWAL WILL FUND



REPAIR roads, fix potholes, and build sidewalks



BUILD fire stations and modernize 9-1-1 systems



EXPAND libraries and senior services



FIX bridges and implement traffic calming measures



IMPROVE parks and recreation centers, create trails
and green spaces



MODERNIZE emergency gear, public safety facilities

ELECTION DAY: NOVEMBER 3 | EARLY VOTING: OCTOBER 13-30



COBB SPLOST RENEWAL

KEEPS PROPERTY TAXES LOW • KEEPS LOWEST SALES TAX IN STATE •

KEEPS VISITORS CONTRIBUTING 25%-30% OF REVENUE FOR CAPITAL PROJECTS



TOP 10

THINGS TO KNOW ABOUT COBB SPLOST

- 1. ROAD AND BRIDGE PROJECTS:** *The project list includes resurfacing worn streets and repairing bridges, culverts and drainage systems before failures become more disruptive and expensive.*
- 2. INTERSECTION AND SCHOOL-ZONE SAFETY:** *The project list includes adding signals, roundabouts, traffic-calming measures, school-zone upgrades, sidewalks and safer pedestrian crossings.*
- 3. FIRE AND 9-1-1 IMPROVEMENTS:** *The project list includes building new fire stations, modernizing 9-1-1 emergency systems, and improving city fire facilities and equipment.*
- 4. TRANSPORTATION AND TRAFFIC FLOW:** *The project list includes improvements to signal timing, transportation technology and key corridors.*
- 5. VISITOR AND COMMUTER CONTRIBUTIONS:** *People who shop, dine, work or visit Cobb contribute to SPLOST revenue. Economists estimate that nonresidents provide 25% to 30% of SPLOST revenue.*
- 6. PAY-AS-YOU-GO FUNDING INSTEAD OF HIGHER PROPERTY TAXES:** *SPLOST revenue provides pay-as-you-go funding for the listed projects, reducing the need to rely solely on property taxes or long-term borrowing. Matching 1% SPLOST revenue would require a 40% property tax increase.*
- 7. COBB'S 6% SALES TAX RATE STAYS:** *Under the renewal, Cobb's total sales-tax rate would remain at 6%, the lowest rate in the state.*
- 8. OVERSIGHT AND ACCOUNTABILITY:** *SPLOST funding is allocated to the defined project list, with an independent citizen oversight committee, regular audits and public reporting on spending.*
- 9. LIBRARIES, PARKS AND COMMUNITY SPACES:** *The project list includes improvements to libraries, senior services, parks, trails, recreation centers, aquatic facilities and other public spaces.*
- 10. PROJECTS ACROSS COBB COUNTY:** *The plan includes countywide investments as well as nearly \$355.5 million for projects selected by Cobb's seven cities.*



See all the projects & learn more at
COBBBUSINESSALLIANCE.COM



- ✓ Funds infrastructure projects without raising property taxes
- ✓ Maintains lowest sales tax in state
- ✓ Generates 25%-30% of SPLOST revenue from visitors

SPLOST RENEWAL ON THE BALLOT

Early voting: October 13-30 | Election Day: Tuesday, November 3