

6TH PENNY TAX

PROPOSITION #10

DOWNTOWN IMPROVEMENTS



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This proposition would utilize 6th Penny Funding to **improve and maintain infrastructure such as roads, parking, curbs, and gutters within Downtown Cheyenne. Additionally, funds would be utilized for enhancing the Downtown District through lighting and alleyway enhancements, utility improvements, and to operate and maintain the Depot Plaza.**



WHY IS PROPOSITION #10 SO IMPORTANT?

The Downtown District is the heart of the Cheyenne community. It is the hub of economic, social, and cultural development.



91%

of Cheyenne and Laramie County Residents agreed that efforts should actively work to improve Downtown Cheyenne. (Laramie County Tourism Master Plan)

68%

of Visitors surveyed listed "Experience Downtown" as their top activity to do in Cheyenne (Laramie County Tourism Master Plan)

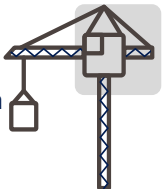


An improved Downtown District attracts visitors and potential businesses, which drives economic improvement for the entire community.



WHY VOTE YES?

Proposition 10 directly addresses a major development area identified for improvement by our residents.



est. construction costs

+4%

per year

Addressing these issues now ensures the most cost effective means for improving the area.

Taxpayer cost:
\$1 per every
\$100 spent on
non-food items

compared to the overall long-term community payoff (worth millions)



If you don't invest in your community, who will?