

"Make no little plans.
They have no magic to
stir men's blood and
probably themselves
will not be realized."

Daniel Burnham
Architect & Urban Designer

LC REBOUND

An Investment to Strengthen & Secure Our Future





Voting YES for LC REBOUND

WILL NOT INCREASE TAXES

**TAX RATE WILL STAY AT ITS
CURRENT RATE**

LC REBOUND PROJECTS ARE PROTECTED BY COVENANT

Below language will be used in covenant adopted by Council

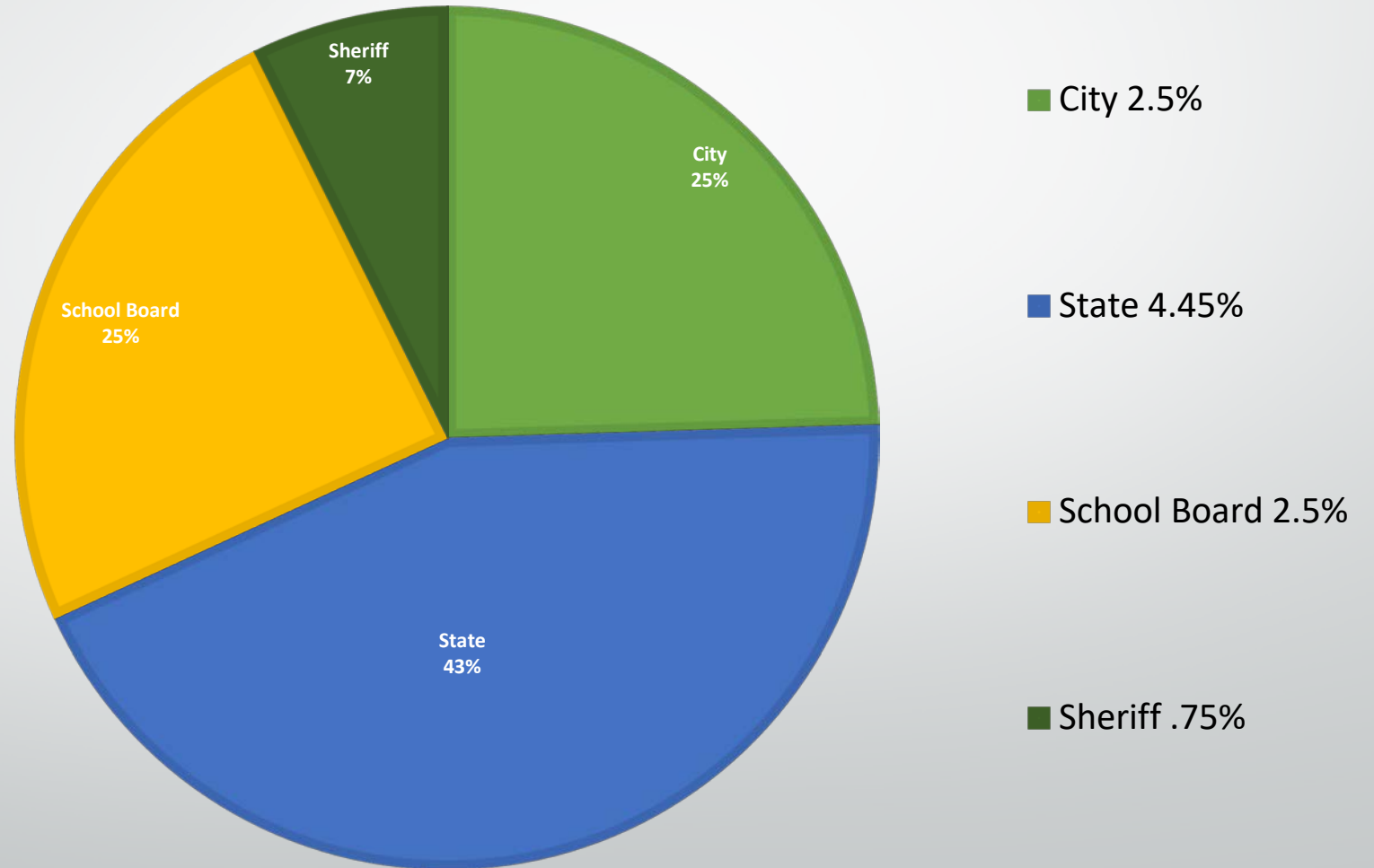
- “No material modification shall be made which eliminates any project specifically listed or which deprives the City's electorate of any substantial rights guaranteed hereunder, except in the event it is later determined by a two- thirds (2/3) vote of the assembled City Council after public hearing”
- “Prior to any such modification or elimination of listed projects within a specific expenditure category designated for proposed public infrastructure projects as listed on Appendix A, the City will publish a notice of intention describing the proposed change, the reasons therefor, and the date, time, and place at which any interested person may appear to object or be heard”
- “In the event that any modification would necessitate a reallocation of funds to a project or expense outside any designated expenditure category described in Appendix A, such transfer of funds could only be accomplished as a result of, and pursuant to, the authority of a supplemental authorizing election”

If the Council needs to move money from one project to another or change the scope of a project, it will require a 2/3 vote of the Council

If the Council needs to move money from one project to another or change the scope of a project, it will also require additional notice to the public above and beyond normal requirements

If the Council wants to spend bond money on a previously unidentified project, this will require another vote of the people

Local Sales Tax Rate is 10.2%





- What sales tax rate do LC Citizens pay **right now**?

- 10.2%

- What sales tax rate will LC Citizens pay if LC REBOUND **passes**?

- 10.2%

- What sales tax rate will LC Citizens pay if LC REBOUND **fails**?

- 10.2%

After Hurricane Rita, City voters approved a \$90M bond proposition...

With inflation, \$90M in "today's money" is \$123M



Enterprise Blvd. Extension



Bord du Lac Enhancements



SEED Center



E. McNeese St. Extension



Marina



Downtown Ryan St. Streetscapes

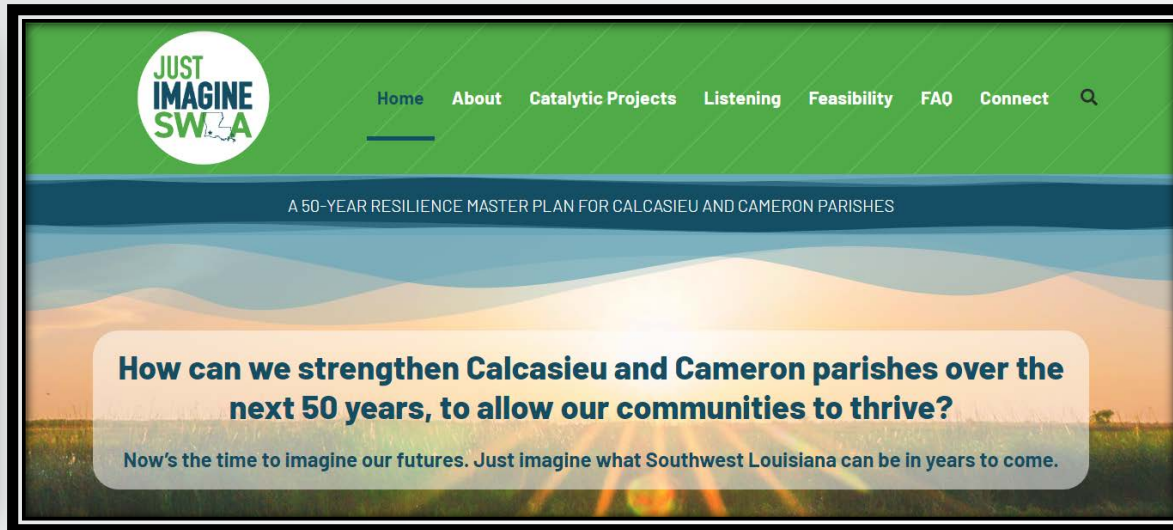
A Few Projects from the \$90M Bond

- Debt from \$90M bond proposition will be paid off soon. This opens up capacity for LC REBOUND projects.

Goals of LC REBOUND

- Keep tax rate the same
- Improve aesthetics of the City
- Invest in hard infrastructure
- Enhance quality of life
- Spark economic growth & diversity
- Increase tourism
- Expand workforce development
- Invest in our youth & family-friendly/fun activities





— Why did the Community Foundation Southwest Louisiana decide to create a resilience master plan? ▾

- The Foundation received a generous donation from Angela and David Filo of \$2.5 million to facilitate a master plan for Calcasieu and Cameron Parishes.
- This donation allows Southwest Louisiana to connect Hurricane Laura and Delta recovery efforts to a comprehensive vision of what our broader region could look like over the next 30-50 years.



Through a process that took over a year, 1,700 people participated in Just Imagine SWLA, providing over 4,000 comments and suggestions

Just Imagine SWLA proposed 11 catalytic projects





MID-CITY NEIGHBORHOOD TRANSFORMATION (QUALITY HOUSING FOR ALL)

Mixed-income housing is the best practice for transforming neighborhoods and creating quality housing that increases choices for everyone. Older subsidized housing is redeveloped into high-quality housing to serve a mix of low-income, workforce, and market-rate individuals and families. All families live in identical high-quality homes and enjoy beautiful amenities.

A mixed-income housing approach can help a neighborhood compete for HUD's \$40-\$50 million Choice Neighborhoods Implementation Grant, leveraging over \$200 million of additional investment to a neighborhood in five years. This approach is being explored for the Lake Street area between I-210 and W. Sallier Street.

LC REBOUND addresses 8 of the 11 catalytic projects proposed by Just Imagine SWLA



MCNEESE AREA RESILIENCE DISTRICT

McNeese State University is a valuable anchor for SWLA. The Contraband Bayou project that is under construction will enhance resilience and provide access to the water, as the first phase of the Bayou Greenbelt. The LNG Center of Excellence, retail center renovations, new student housing, and a road diet for Common Street would have economic development benefits while enlivening the edges of campus. A Resilience District would tie multiple projects together and target available funding.



NELLIE LUTCHER DISTRICT

Enterprise Boulevard can become a new cultural destination district and gateway for economic development along the I-10 corridor. New and existing dining, entertainment, and cultural uses will attract people who are traveling along I-10 as well as residents looking for a creative and vibrant district. Streetscape improvements to Enterprise Boulevard and Broad Street would connect from Downtown to the Nellie Lutcher District to North Lake Charles.



WATERFRONT DEVELOPMENT

The region's waterfronts are an untapped asset for quality of life and economic development. Exciting new projects like the Port Wonder Children's Museum and Nature Center and a new Crying Eagle Brewery restaurant will activate the lakefront. Making a transformative public investment in a continuous public edge from the Lake Charles Civic Center, across the new I-10 bridge, to Westlake would connect over 4 miles of pedestrian promenades with vibrant restaurants, recreation, and entertainment activating the waterfronts.



CHENNAULT/SOWELA RESILIENCE DISTRICT

Chennault and SOWELA are planning to invest in bringing more jobs and businesses to the area, enhancing parking lots, and building new educational buildings. Sewer, water, and road upgrades are needed to support new development. A resilience district for Chennault and SOWELA would encompass multiple projects and help make infrastructure upgrades eligible for funding. In the future, the Chennault/SOWELA Resilience District could be a destination with restaurants, housing, and destinations to serve students and employees at Chennault and SOWELA.



STRONG DOWNTOWNS

Walkable, active downtowns are vibrant locations for nurturing new and existing small businesses, jobs, and services. They also foster cultural identity and offer spaces for community gatherings and festivals. This project offers a toolkit for strengthening the downtowns in SWLA with walkable streets, stormwater management, drainage, active infill uses, and public spaces for gathering and celebration.



COMMUNITY RESILIENCE HUBS

The safety of residents during and after disaster events continues to be a critical need for SWLA. Resilience hubs are community-serving facilities that support residents, coordinate communication, distribute resources, and enhance quality of life. In emergencies, Community Resilience Hubs would provide places for food and water distribution, shelter, charging, cooling, and disaster response coordination. During non-disaster times, these facilities can serve as community buildings for gatherings and recreation. Parishes can start by identifying existing facilities, publicly-owned land outside of the Special Flood Hazard Area, and each community's specific needs to develop a customized strategy.



BAYOU GREENBELT

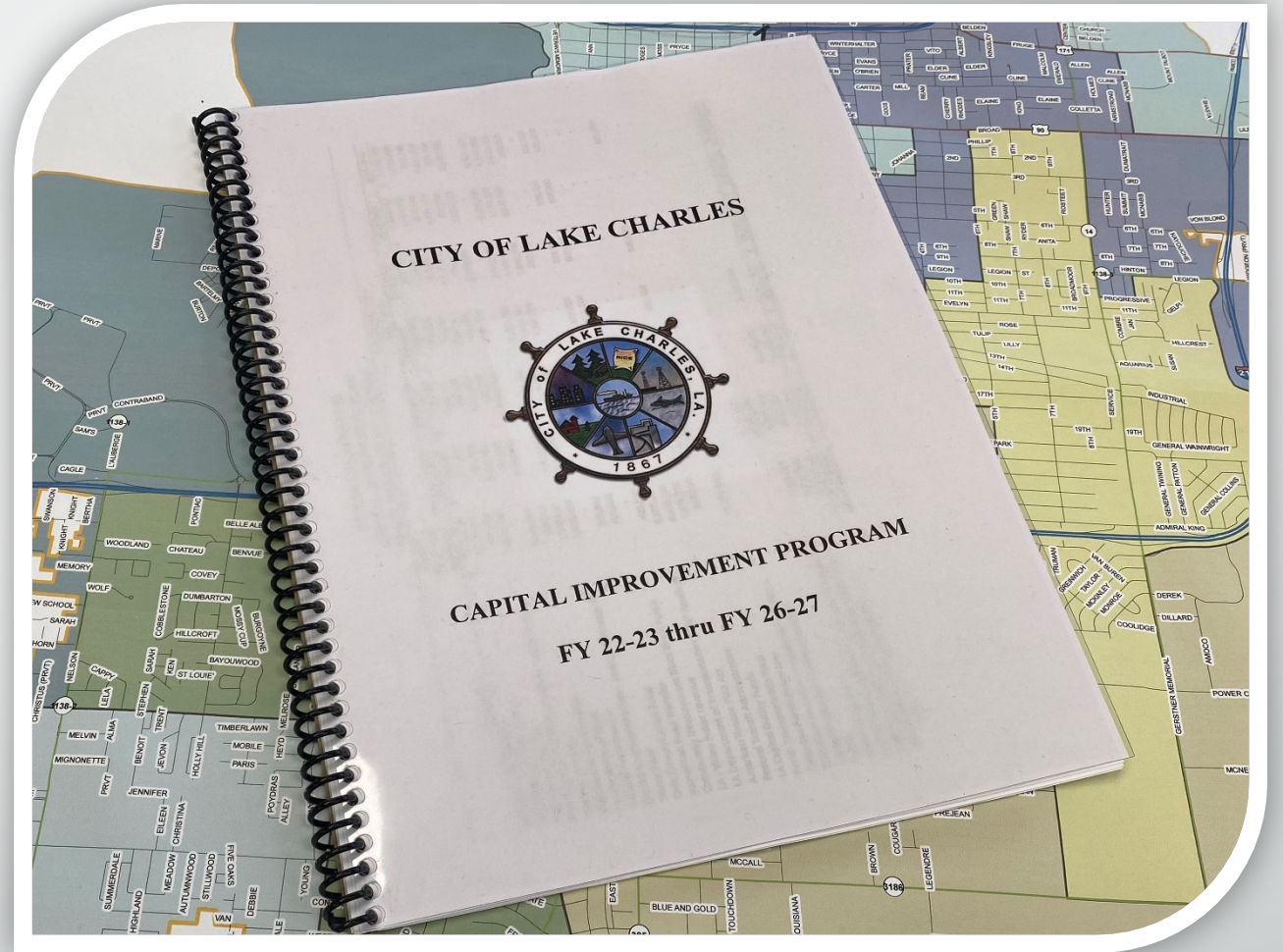
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CALCASIEU PARISH
HURRICANES LAURA
AND DELTA

LONG-TERM COMMUNITY RECOVERY PLAN

AUGUST 2021



LC REBOUND addresses
multiple recommendations and projects within CPPJ Long-Term Community
Recovery Plan & City's Capital Improvement Program

Most Aggressive Drainage Improvement Program in City's History is Already Underway

- Drainage Improvement Program began in 2017
- Storms of 2020 & 2021 forced a more expedited approach and Council approved \$20M in drainage debt/spending in mid-2021
- All new road projects within LC REBOUND include drainage upgrades



HARD INFRASTRUCTURE PROJECTS

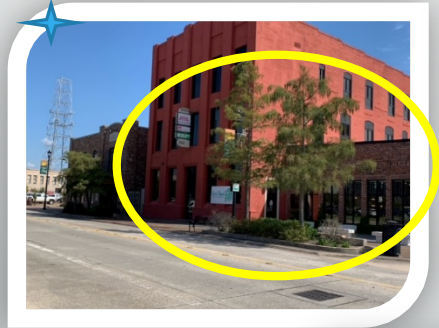
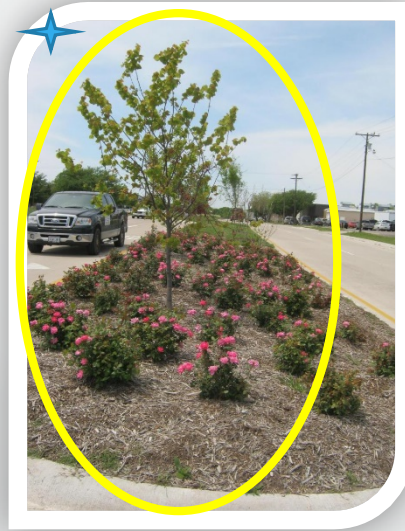


Voting **YES** for
LC REBOUND
will allow the
following projects
to happen

Mid-City Ryan St. Beautification



- Improve aesthetics from West Sallier to McNeese St.
- Replacing concrete with greenspace improves drainage
- Economic development
- Tree plantings/landscaping enhancements
- Decorative pavers at intersections
- Signage enhancement incentive



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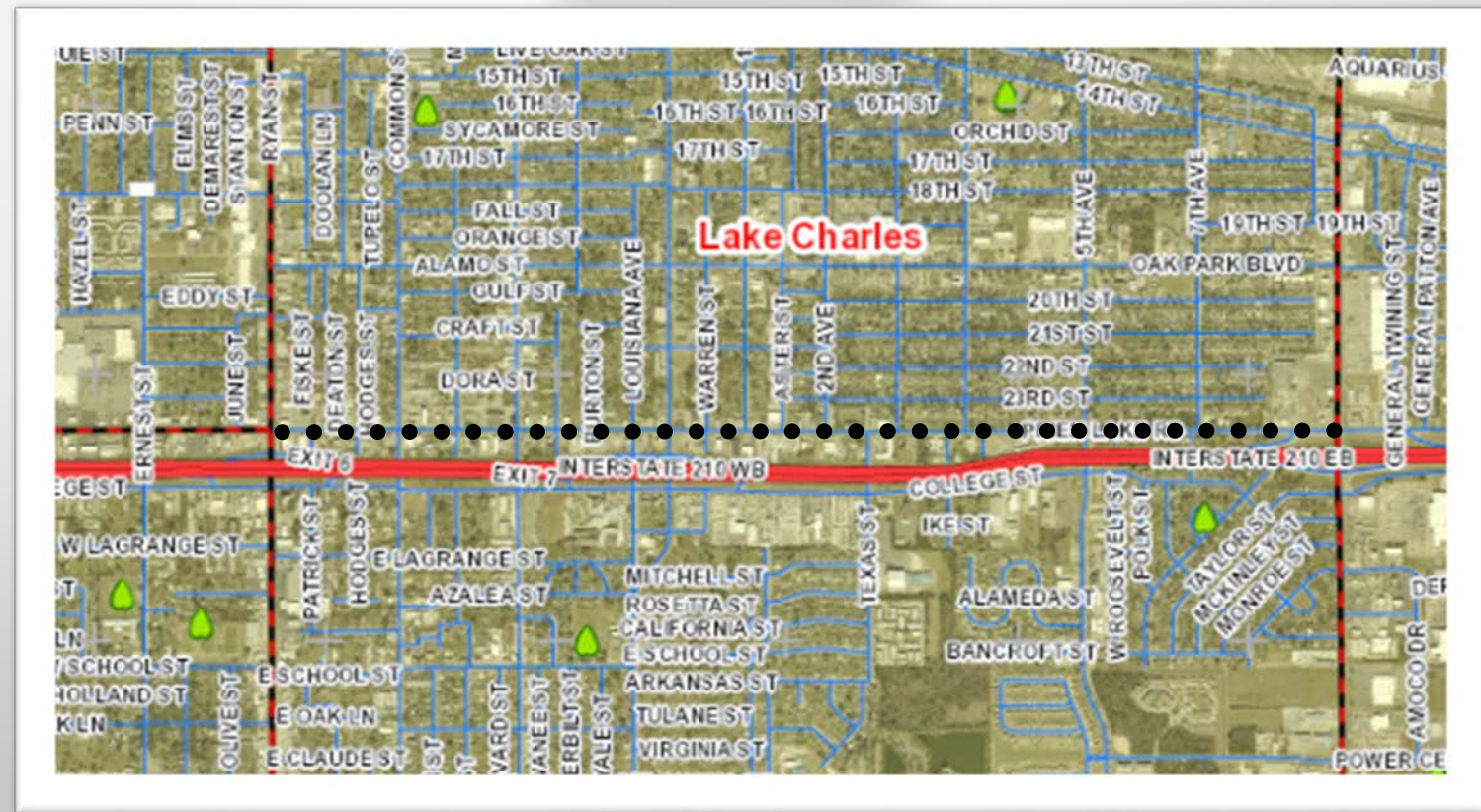


Estimated Total Project Cost \$4M

These are examples. Final design for this project will rely on citizen input.

Prien Lake Rd. Beautification

- Improve aesthetics from Ryan St. to Hwy. 14
- Replacing concrete with greenspace improves drainage
- Economic development
- Tree plantings/landscaping enhancements
- Decorative pavers at intersections
- Signage enhancement incentive



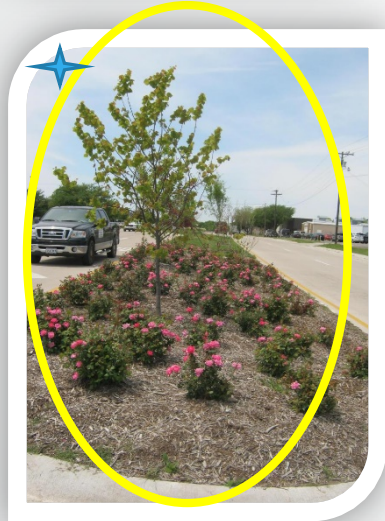
Estimated Total Project Cost \$2.25M



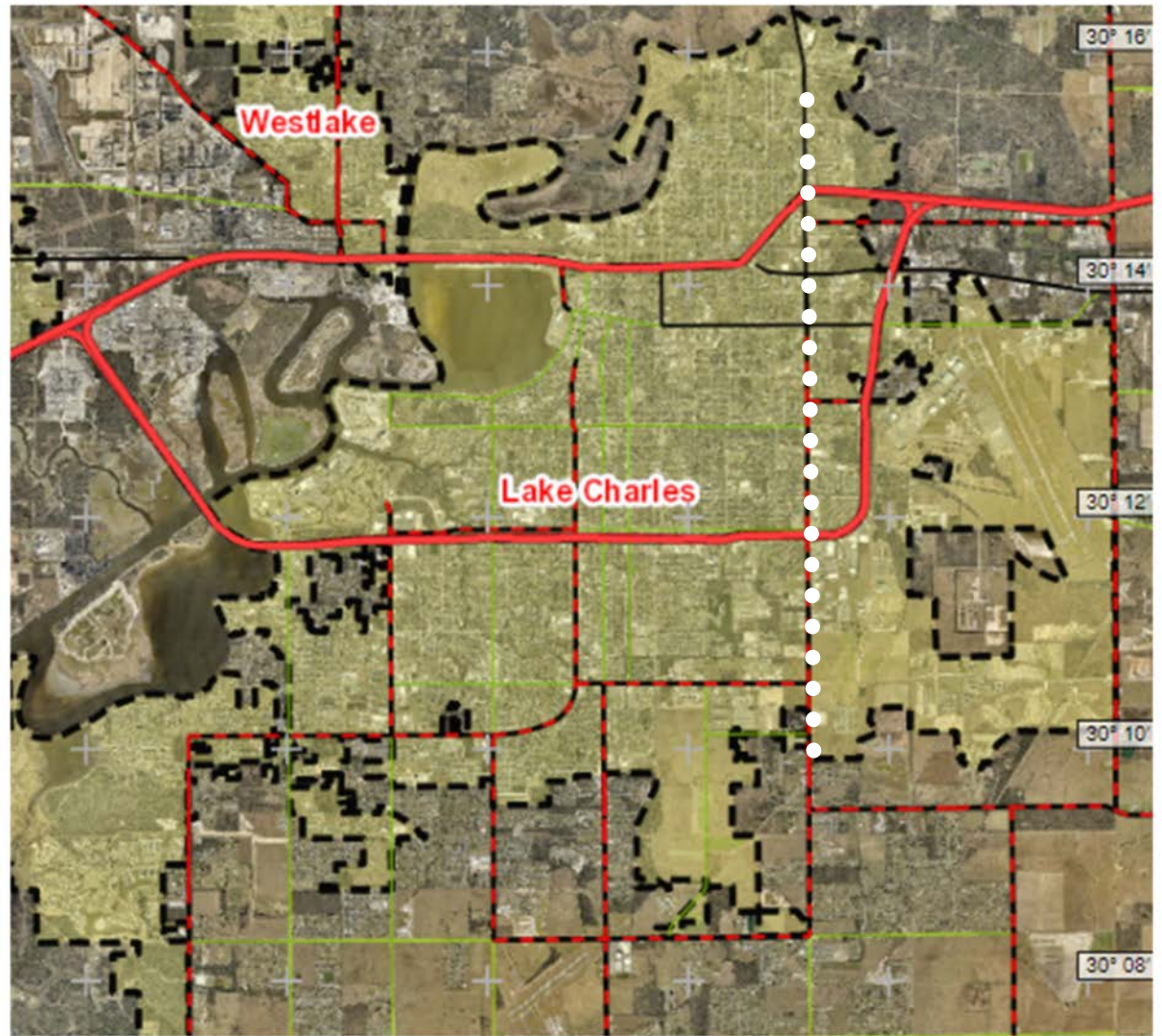
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Hwy. 14 Resurfacing & Beautification

- State has resurfacing project planned for Hwy 14. Perfect timing for City to enhance this project
- Improve aesthetics from Power Centre Pkwy. to Fitzenreiter
- Replacing concrete with greenspace improves drainage
- Economic development
- Tree plantings/landscaping enhancements
- Decorative pavers at intersections
- Signage enhancement incentive



Estimated Total Project Cost \$14M
City's Portion \$4M



Additional Funding Partners:
State DOTD

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Signage Enhancement Incentive

- Pilot program
- Many existing signs need to be replaced
- Rebate to encourage updated signage, improve aesthetics, eliminate visual litter & eliminate blight
- Standards will be set forth by Planning Department

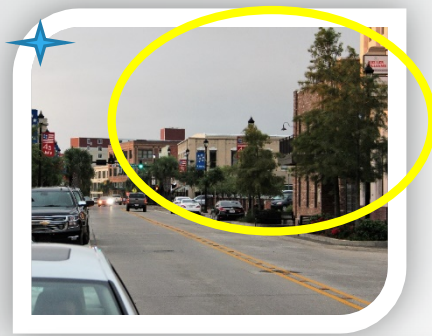


Imagine transforming signs on the left to look like signs on the right



Sen. J Bennett Johnston Beautification

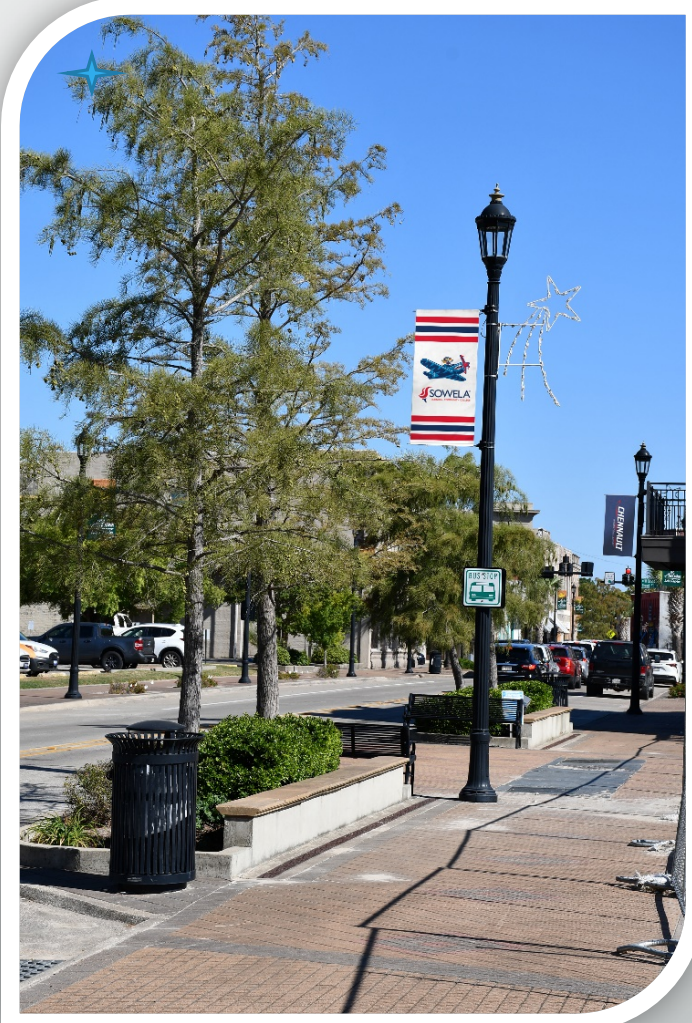
- Improve aesthetics from I-210 to Merganser St.
- Replacing concrete with greenspace improves drainage
- Improve gateway to Chennault/SOWELA
- Tree plantings/landscaping enhancements
- Decorative pavers at intersections



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JUST IMAGINE SOWELA



Estimated Total Project Cost \$250K

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I-10 Beautification & Blight Elimination

- Improve aesthetics along I-10 corridor
- Eliminate pockets of blight
- Improve gateway to City
- Tree plantings/landscaping enhancements
- Placemaking



Estimated Total Project Cost \$500K



These are examples. Final design for this project will rely on citizen input.

Mid-City Enterprise Blvd. Beautification

- Improve aesthetics from 12th St. to Prien Lake Rd.
- Landscaping enhancements
- Decorative pavers at intersections

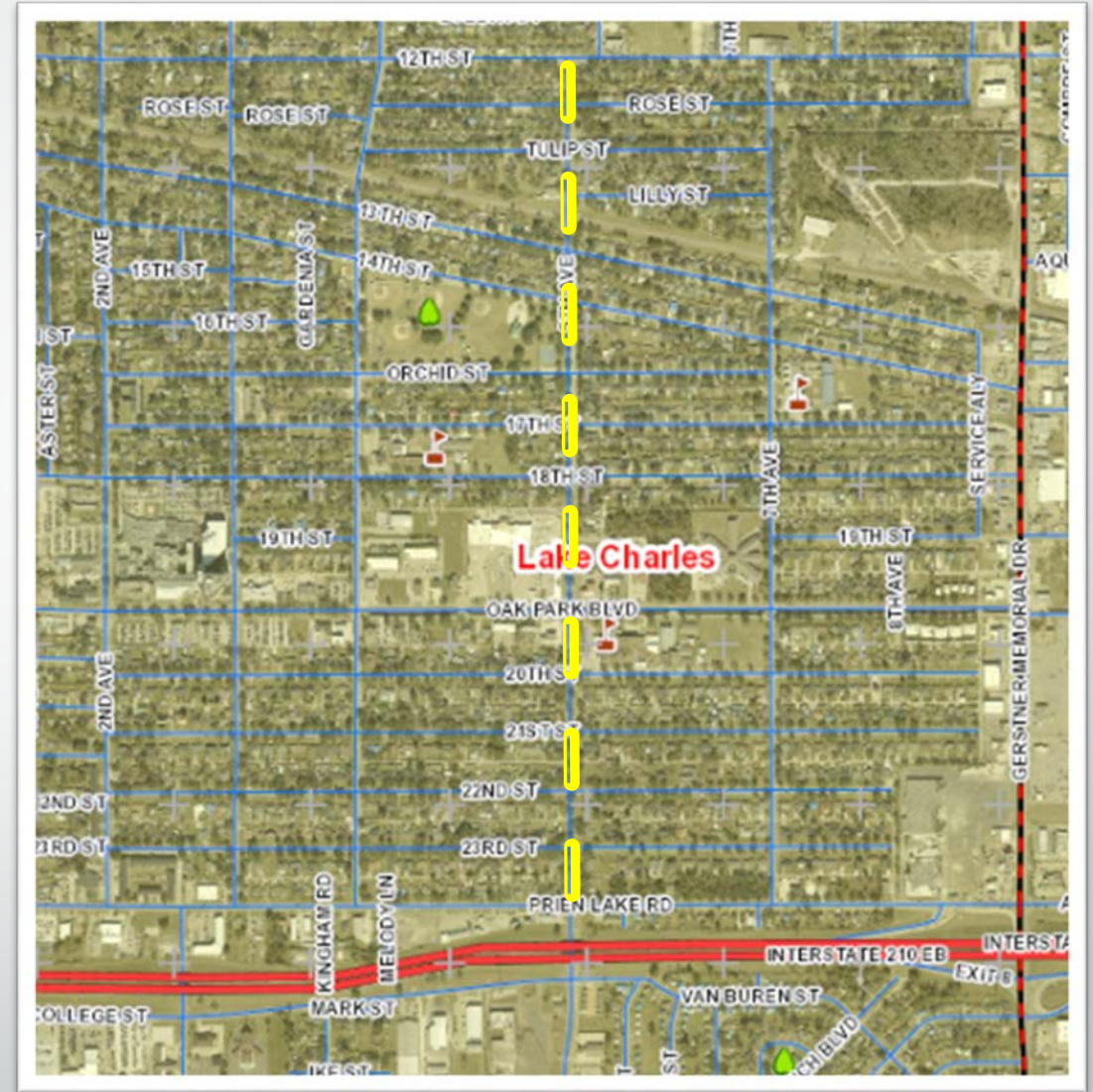


Estimated Total Project Cost \$500K

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Mid-City 5th Ave. Beautification

- Improve aesthetics from 12th St. to Prien Lake Rd.
- Landscaping enhancements
- Decorative pavers at intersections



Estimated Total Project Cost \$500K

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LA Ave./Enterprise Blvd. Intersection Improvements

- Improve aesthetics
- Landscaping enhancements
- Better traffic flow
- Enhanced safety

Estimated Total Project Cost \$250K





Country Club at Two Lanes



Country Club Rd.

- Includes drainage upgrades
- 4 lanes from University to Nelson
- 3 lanes from Nelson to Ihles

Estimated Total Project Cost \$50M
 City's Portion \$15M



Additional Local, State & Federal Funding Partners

West Sale Rd.

- Reconstruction from Ryan St. to Lake St.
- Includes drainage upgrades
- Sidewalks
- Support McNeese expansion & complement the LNG Center of Excellence
- Enhanced McNeese student interaction with surrounding businesses
- Student/pedestrian safety

Estimated Total Project Cost \$11M



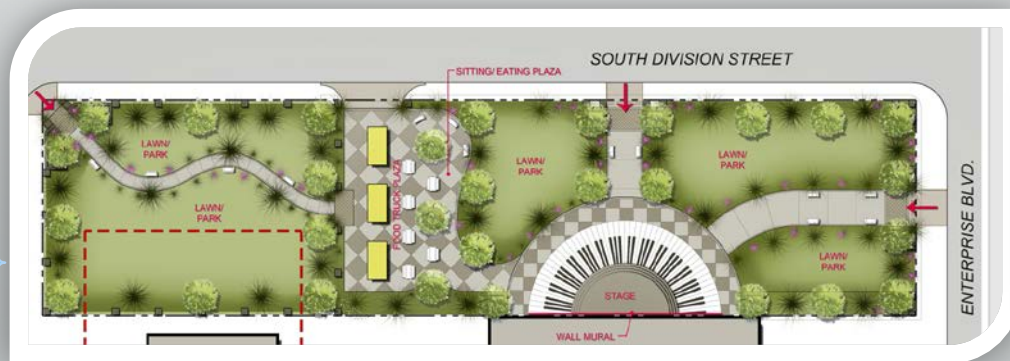
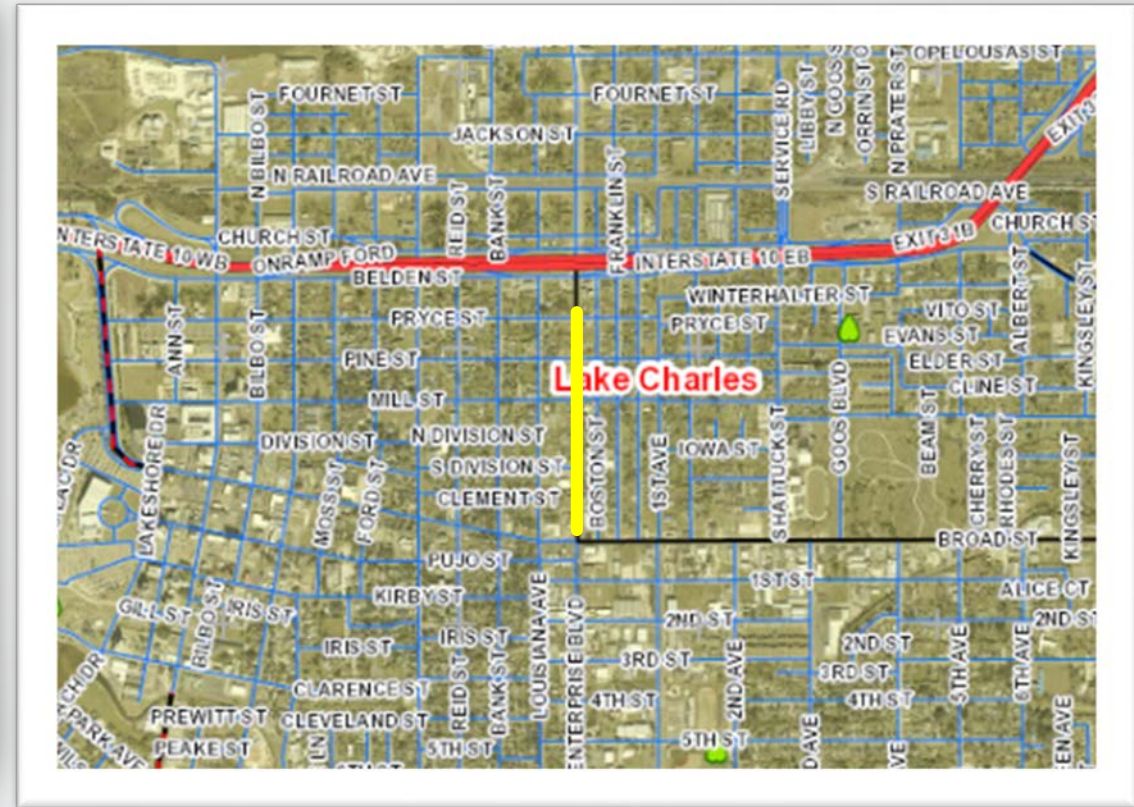
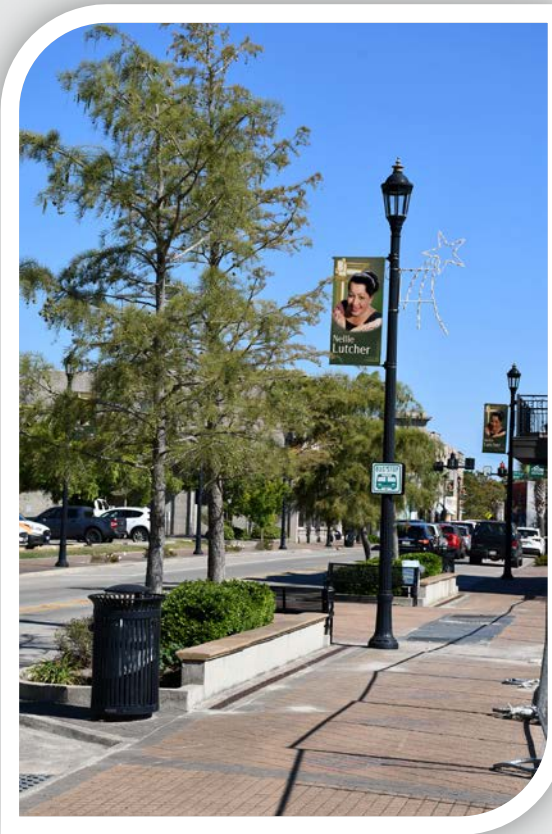
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Nellie Lutcher Parkway Streetscapes

- Includes drainage upgrades
- Enterprise Blvd. from Broad St. to Pryce St.
- Replacing concrete with greenspace improves drainage
- Tree plantings/landscaping enhancements
- Replicating Downtown Ryan St. aesthetics
- Complement the Nellie Lutcher Memorial Park



Estimated Total Project Cost \$10M



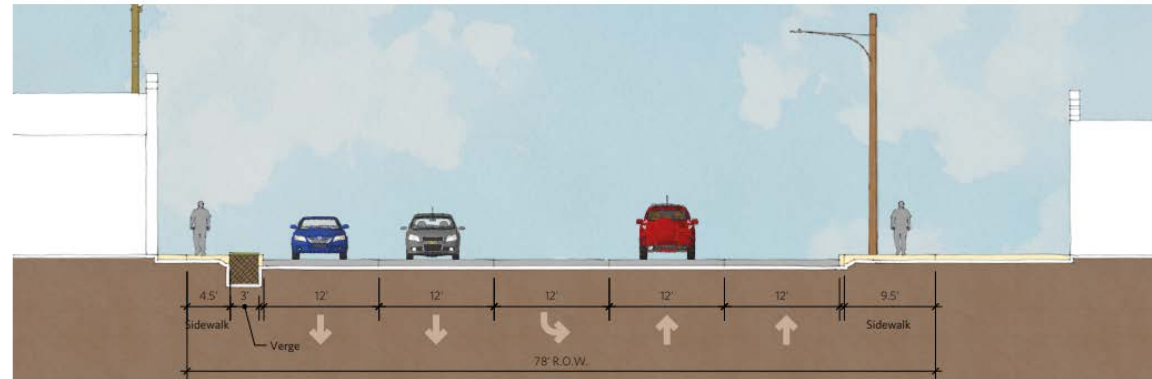
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JUST IMAGINE SWLA

Nellie Lutcher Parkway Streetscapes

ENTERPRISE BOULEVARD SECTIONS



JUST IMAGINE SWLA / RESILIENCE MASTER PLAN / LAKE CHARLES STREET SECTIONS



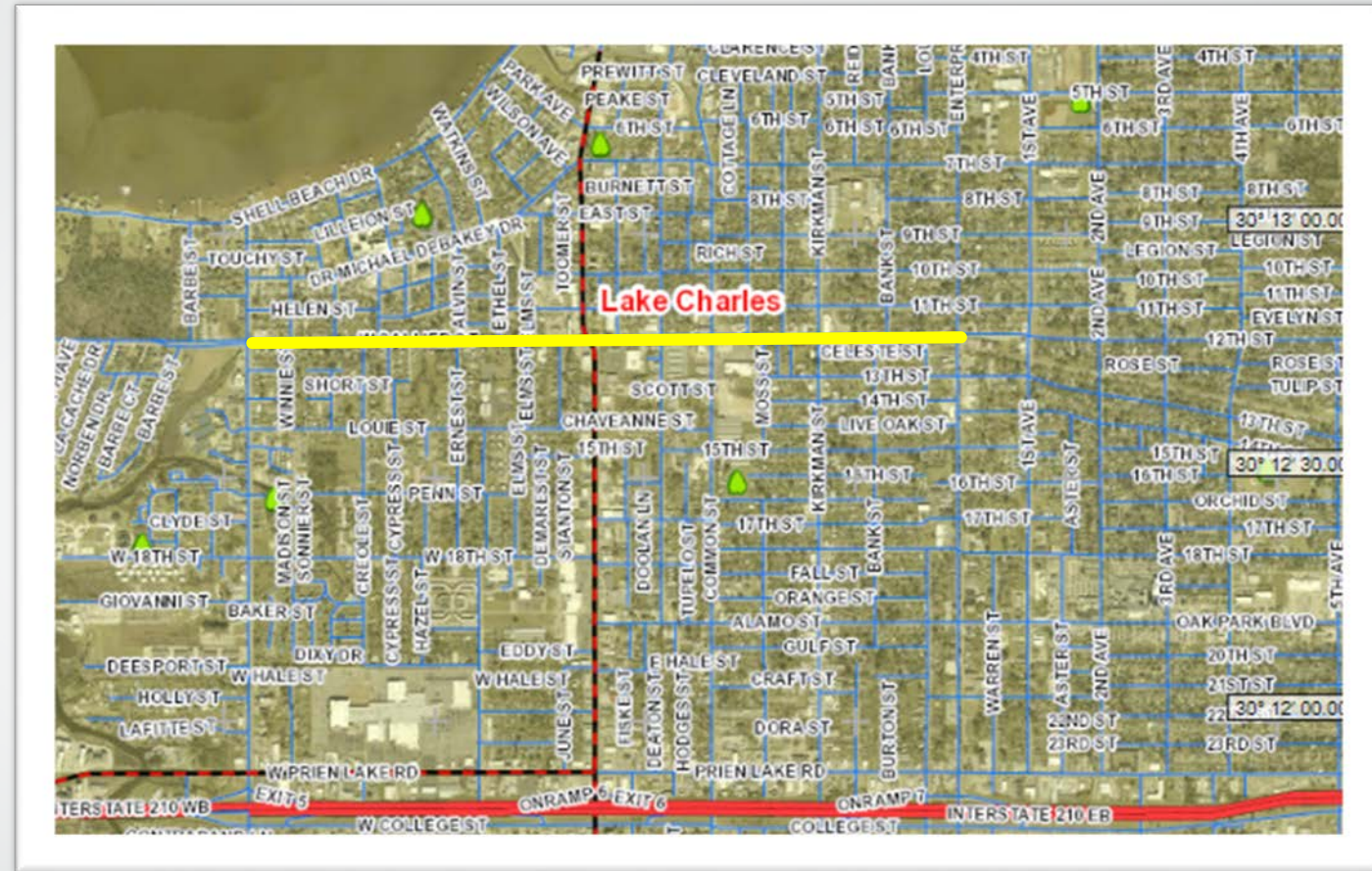
Images from Just Imagine SWLA



West Sallier/12th St.

- Reconstructing from Lake St. to Enterprise Blvd.
- Includes drainage upgrades
- Tree plantings/landscaping enhancements
- Intersection upgrades at West Sallier/Ryan St.
- Address safety concerns due to railroad
- Designated bike lane
- Connect with Nelson Rd. Extension Bridge & create new gateway to Downtown & Mid-City

Estimated Total Project Cost \$25M



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Enterprise Blvd. Extension Completion & Bike Trail

- Better connection to Downtown
- Economic development
- Includes drainage upgrades
- Tree plantings/landscaping enhancements
- Pedestrian-friendly
- Family-friendly/fun activities
- Eco-tourism



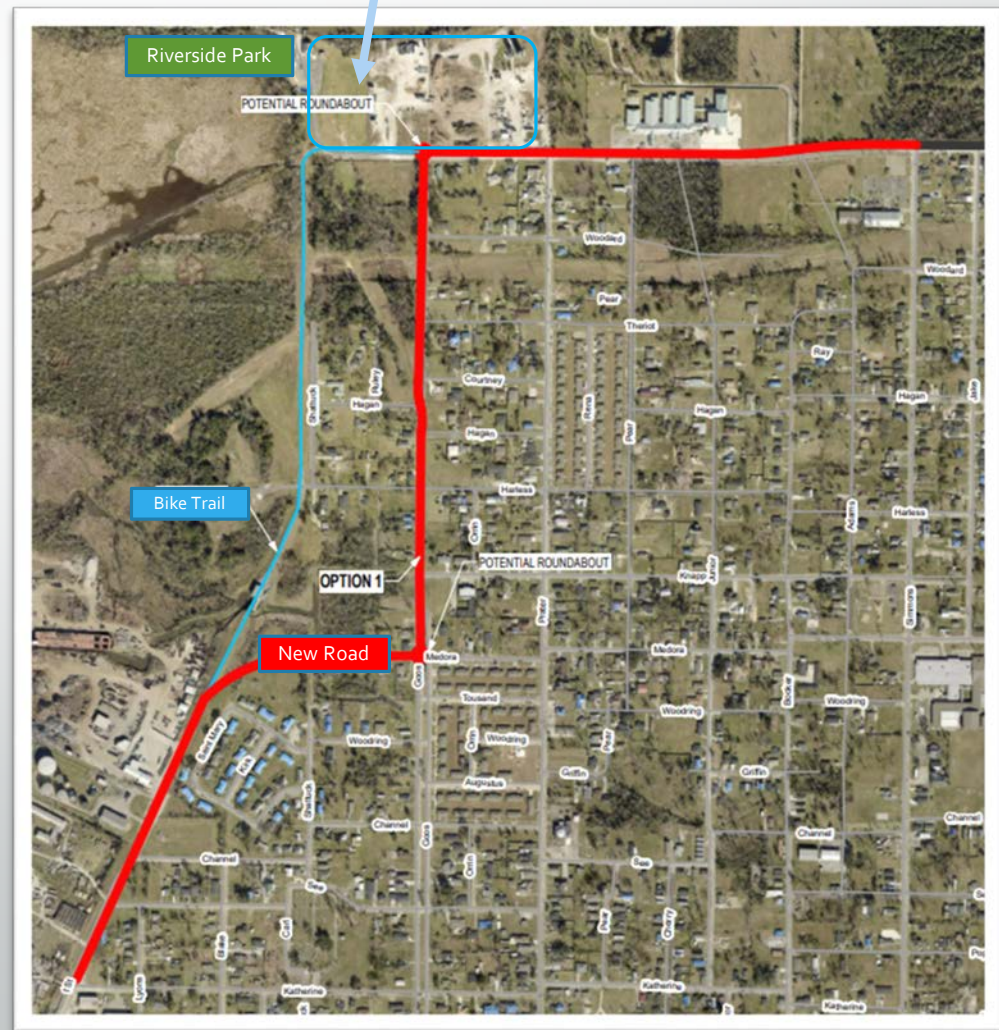
Estimated Total Project Cost \$26M



BAYOU GREENBELT
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Upcoming Calcasieu Heights Development



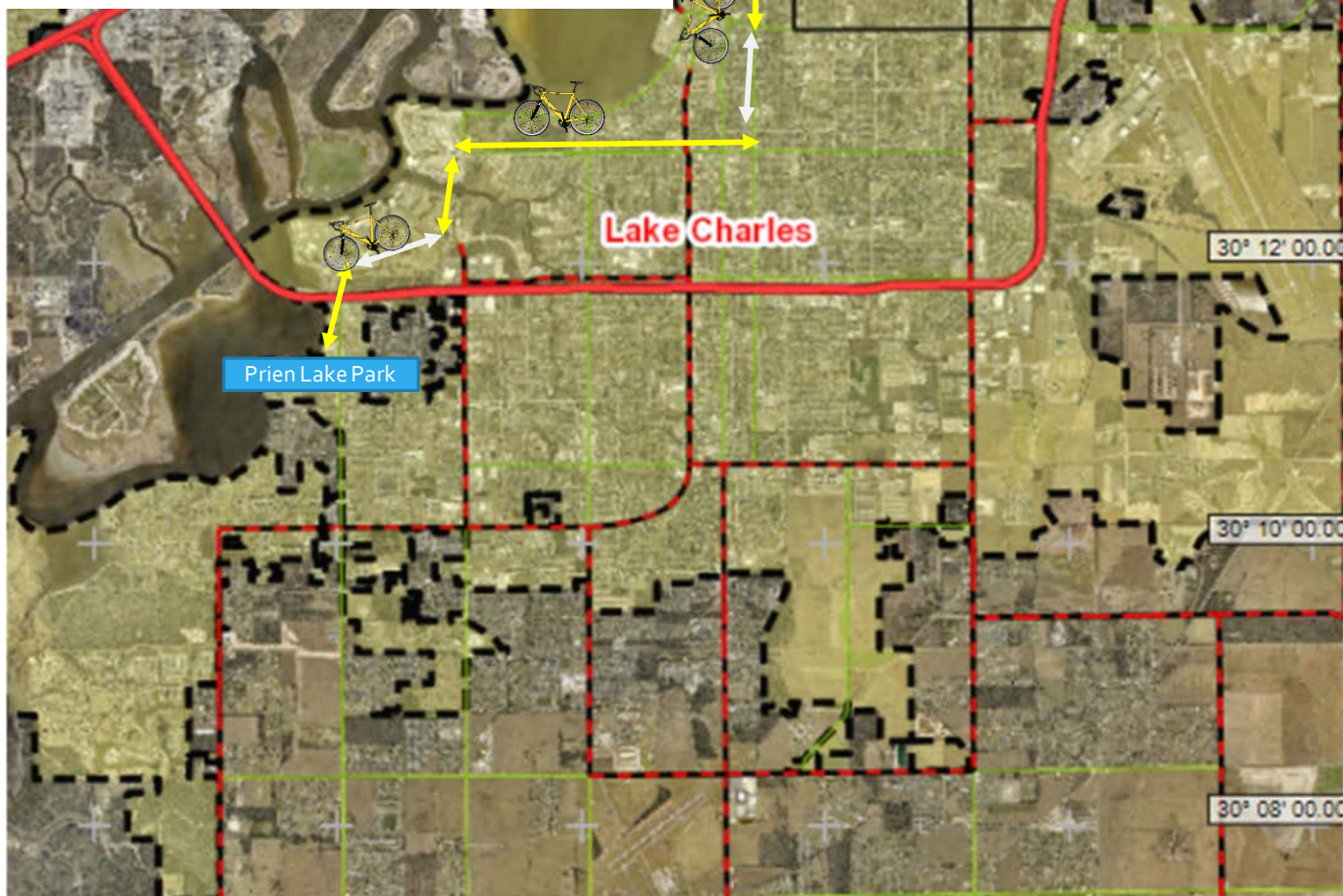


LC REBOUND

will fulfill a mission many have
been talking about for decades in
Lake Charles...



ONE LAKE CHARLES BIKE TRAIL



“ONE LAKE CHARLES” BIKE TRAIL

- Connect Lake Charles from Riverside Park to Prien Lake Park via designated bike trail
- Approximately 8 mile trail
- Can be expanded in future



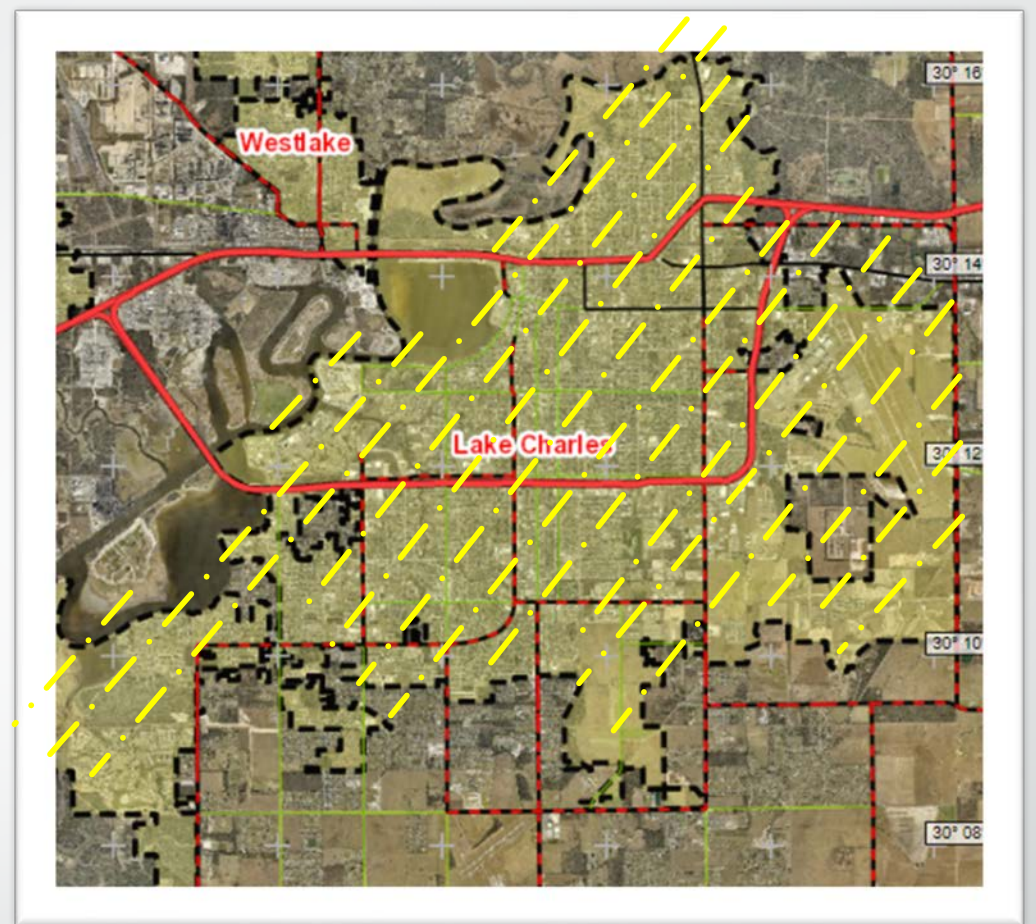
↔ Bike trail created by LC REBOUND
& other existing projects

↔ Gaps to be designed

Sidewalk & Street Median Repairs

- Many sidewalks are in desperate need of repair
- Many medians along roadways are in need of repair
- Citywide effort
- Engineers will analyze & prioritize

Estimated Total Project Cost \$2M



Smart Traffic Signals

- Upgrade traffic signals citywide
- Latest technology allows communication between signals
- Remote monitoring
- Improved timing
- Improved safety
- Less traffic delays

Carnegie Mellon University

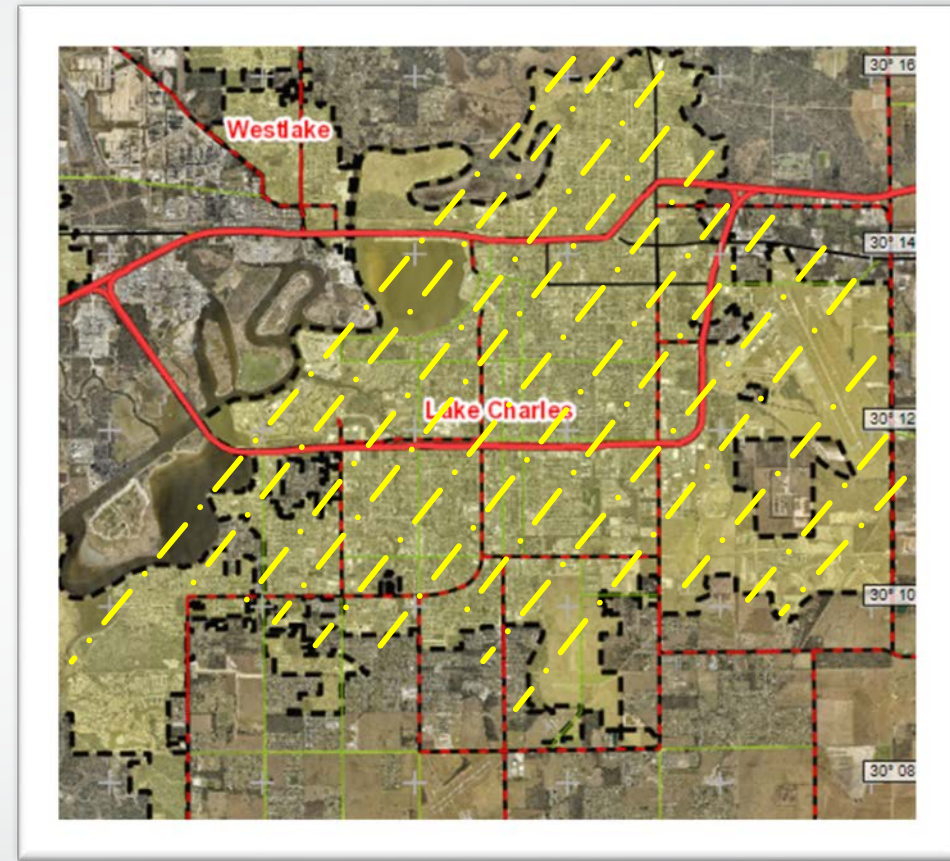
News

October 25, 2019

Surtrac Allows Traffic To Move at the Speed of Technology

“Software allows the signals to “talk to each other.” Each signal makes its own decisions on timing by sensing approaching traffic streams and generating a timing plan to optimize movement through intersections...

...coordinate traffic lights based on traffic conditions, which improves traffic flow and reduces average travel times by 25%.”



Estimated Total Project Cost \$2M

Quality of Life & Multi-Agency Partnerships



Voting **YES** for
LC REBOUND
will allow the
following projects
to happen

Lakefront Amphitheater & Millennium Park Upgrades

- Renovated amphitheater (larger stage, enhanced A/V, improved aesthetics)
- Attract additional live music events & festivals
- Installation of “box seats”

- Water fountain & additional aesthetic improvements
- Installation of covered carousel next to Millennium Park
- Family-friendly/fun activities & additional tourism



Estimated Total Project Cost \$24M
City's Portion \$23.25M

Additional Funding Partners:
Convention & Visitor's Bureau



STRONG DOWNTOWNS

Walkable, active downtowns are vibrant locations for nurturing new and existing small businesses, jobs, and services. They also foster cultural identity and offer spaces for community gatherings and festivals. This project offers a toolkit for strengthening the downtowns in SWLA with walkable streets, stormwater management, storage, active infill uses, and public spaces for gathering and celebration.

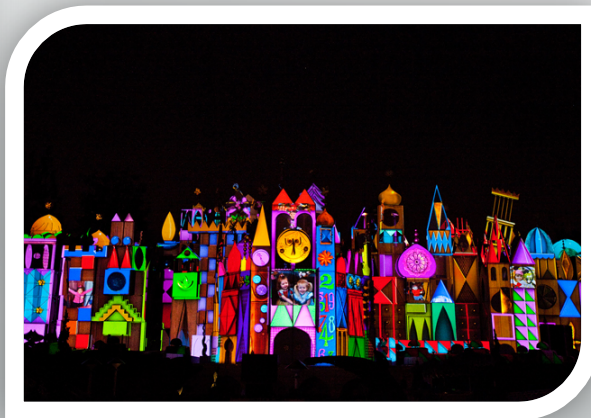
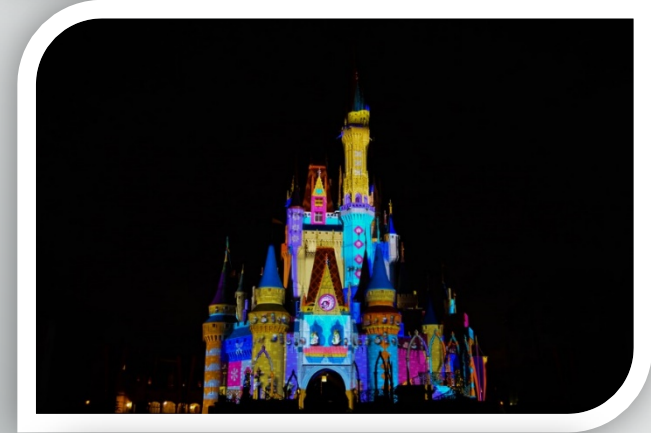
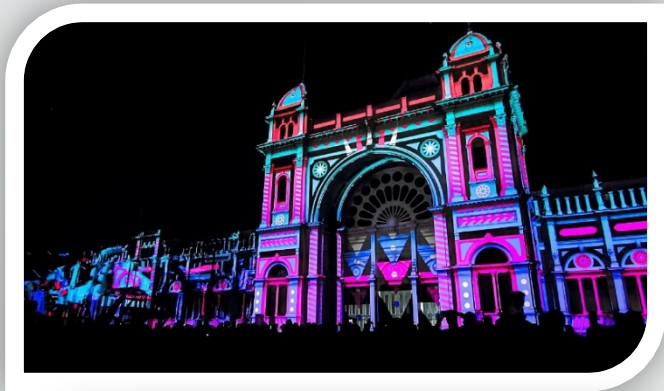


WATERFRONT DEVELOPMENT

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3D Projection Mapping & Audio Upgrades

- Unique amenity
- Enhance existing public festivals
- Several buildings are ideal canvases for 3D projection mapping
- Installation of linked speaker system around Lakefront & Civic Center grounds



Estimated Total Project Cost \$500K



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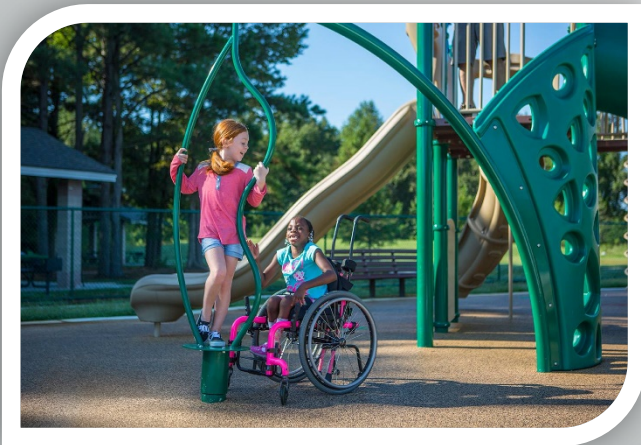


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Parks Upgrades

- Lock Park
- Transform Lock Park into City's premier inclusive playground for all families
- Renovate "Lock Cottage" into home for Families for Inclusion
- Additional parking



Children's
Miracle Network
Hospitals

Estimated Total Cost for All Parks Upgrades \$8M



Lock Caretaker's Cottage

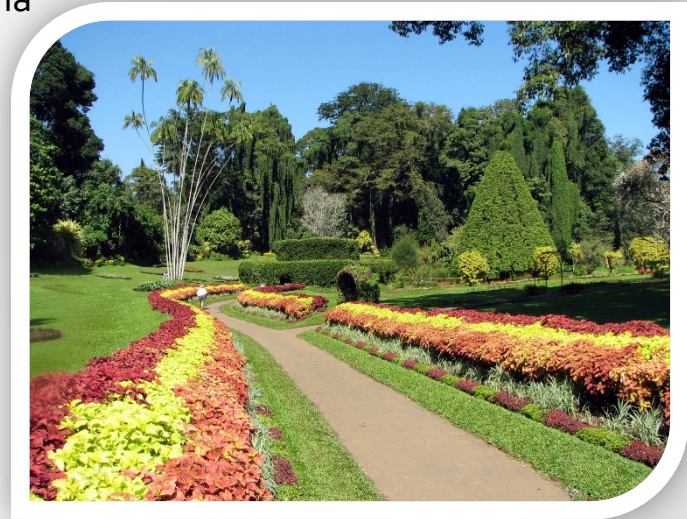




Southwest Louisiana
Daylily Club



Lake Charles
Garden Club



Parks Upgrades

Continued...


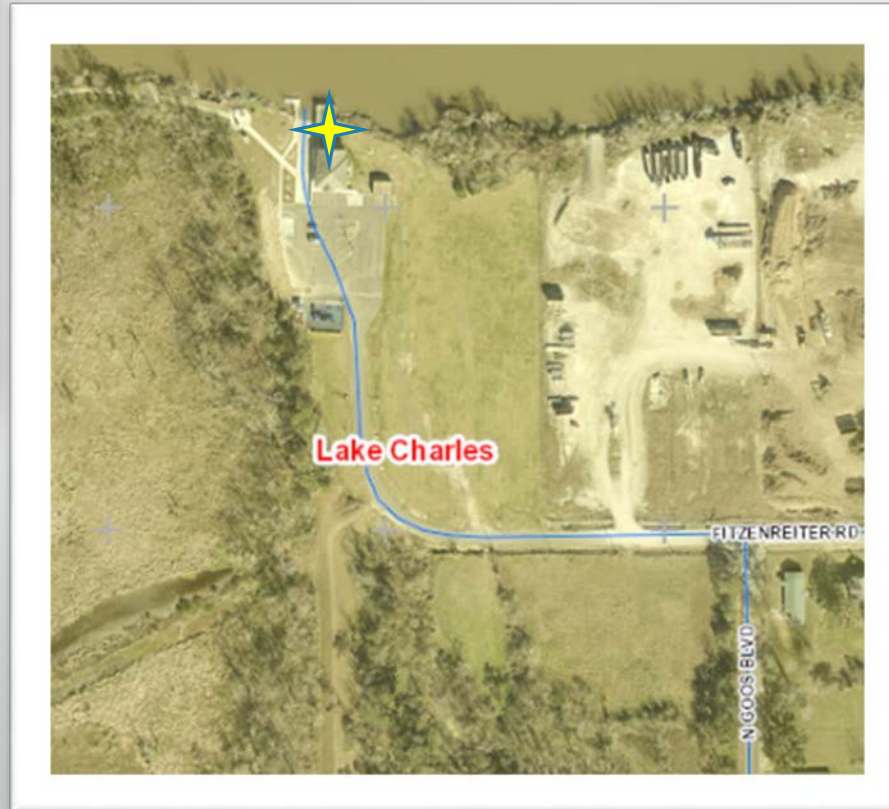
- JD Clifton
- Putting greens course
- Botanical garden



Parks Upgrades

Continued...

- Kayak launch at Riverside Park
- Kayak launch & walking path at W. Sale & Holly Hill



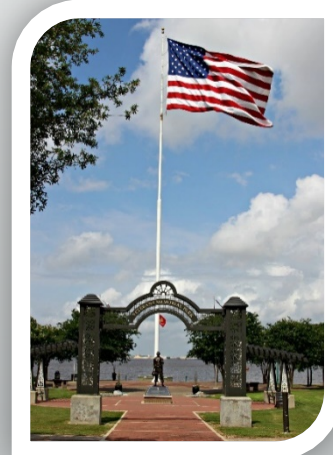
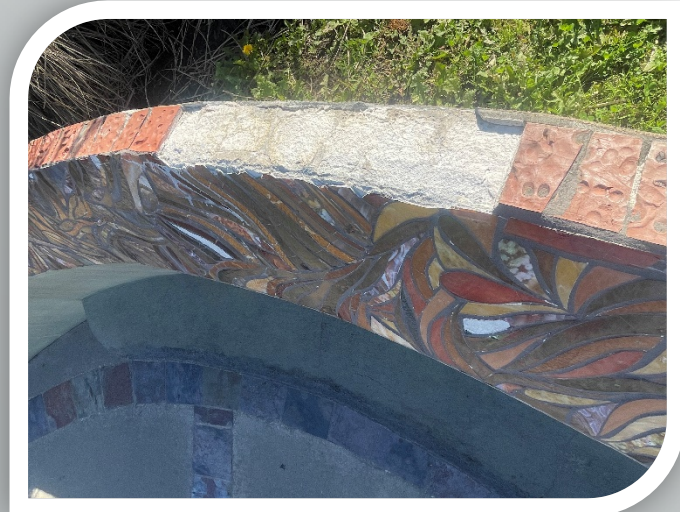
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Parks Upgrades

Continued...

- Restore/refurbish **Veterans Memorial Park & 9/11 Memorial** on Lakefront with lasting pride & honor



Parks Upgrades

Continued...

- New playground equipment at Mary Belle Williams
- New playground equipment at College Oaks



Parks Upgrades

Continued...

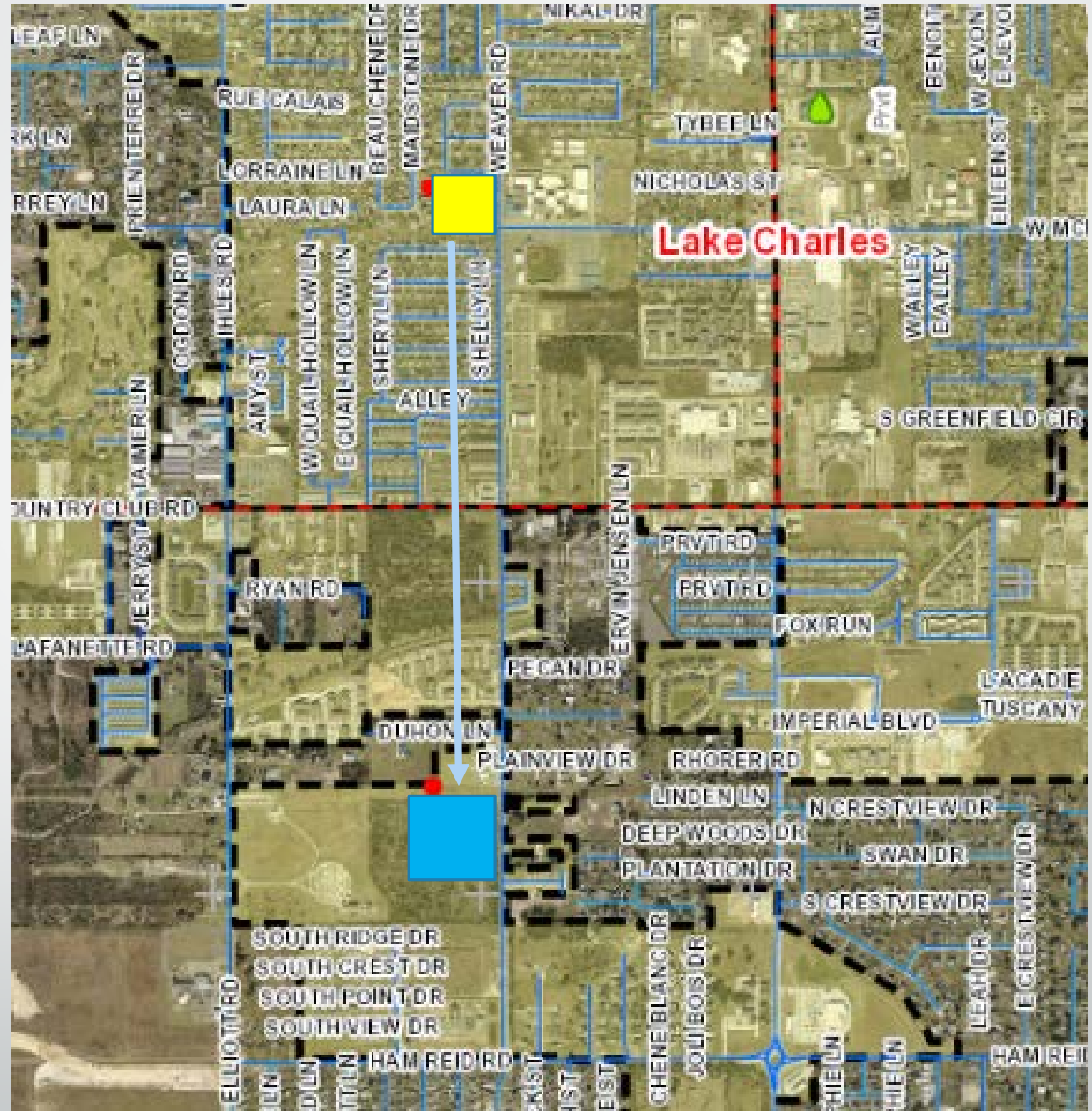
- Huber Park
- Increasing size & functionality of community center
- Adding office for Community Policing
- Additional parking



Parks Upgrades

Continued...

- Relocate Weaver Park ballfields
- Proposed location is double the size
- Better parking
- Less interference with surrounding neighborhood



Parks Upgrades

Continued...

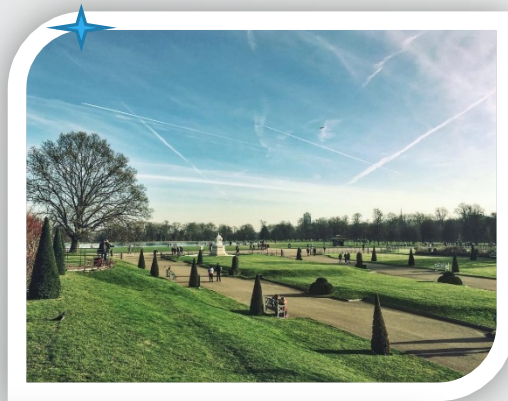
- Buddy Prejean Park
- Increase field sizes to LHSAA baseball/softball regulation
- Add fencing for ticketed/ access-controlled events
- Upgrade concession stands
- Improve lighting
- Install splash pad



Parks Upgrades

Continued...

- “Great Lawn” on City-owned property off Prejean Dr.
- Activate for special events
- Outdoor movie series
- Yoga in the park
- Symphony & Community Band performances
- Outdoor classroom



★ *These are examples. Final design for this project will rely on citizen input.*

Side Note on Recreation...

- Local recreation needs are more than what is contained within LC REBOUND
- “Master Recreation Plan” exercise currently underway
 - *City, Parish, Visit Lake Charles & Recreation Districts*
- In 2024, City expects to implement additional recreation upgrades **IN COORDINATION** with Ward 3 Recreation District

*Ward 3 Recreation has a
7.2 Millage Property Tax*

*City of LC Recreation has a
1.69 Millage Property Tax*

Multi-Agency Partnerships in LC REBOUND

- City participating as a financial partner, though not the operating partner
- City is helping to establish a program or expansion and will rely on operating partners to sustain
- Operating partner has significant “skin in the game” and it would be redundant and unwise for City to launch separate initiative
- If City does not act as catalyst, many of these projects will never happen

Voting **YES** for
LC REBOUND
will allow the
following projects
to happen

Two Additional Youth Centers & One Expansion

- Partnership with Boys & Girls Clubs
 - New center @ Anita Dr
 - New center @ JD Clifton
 - Expand center @ Columbus Circle
- Double as community resilience hubs

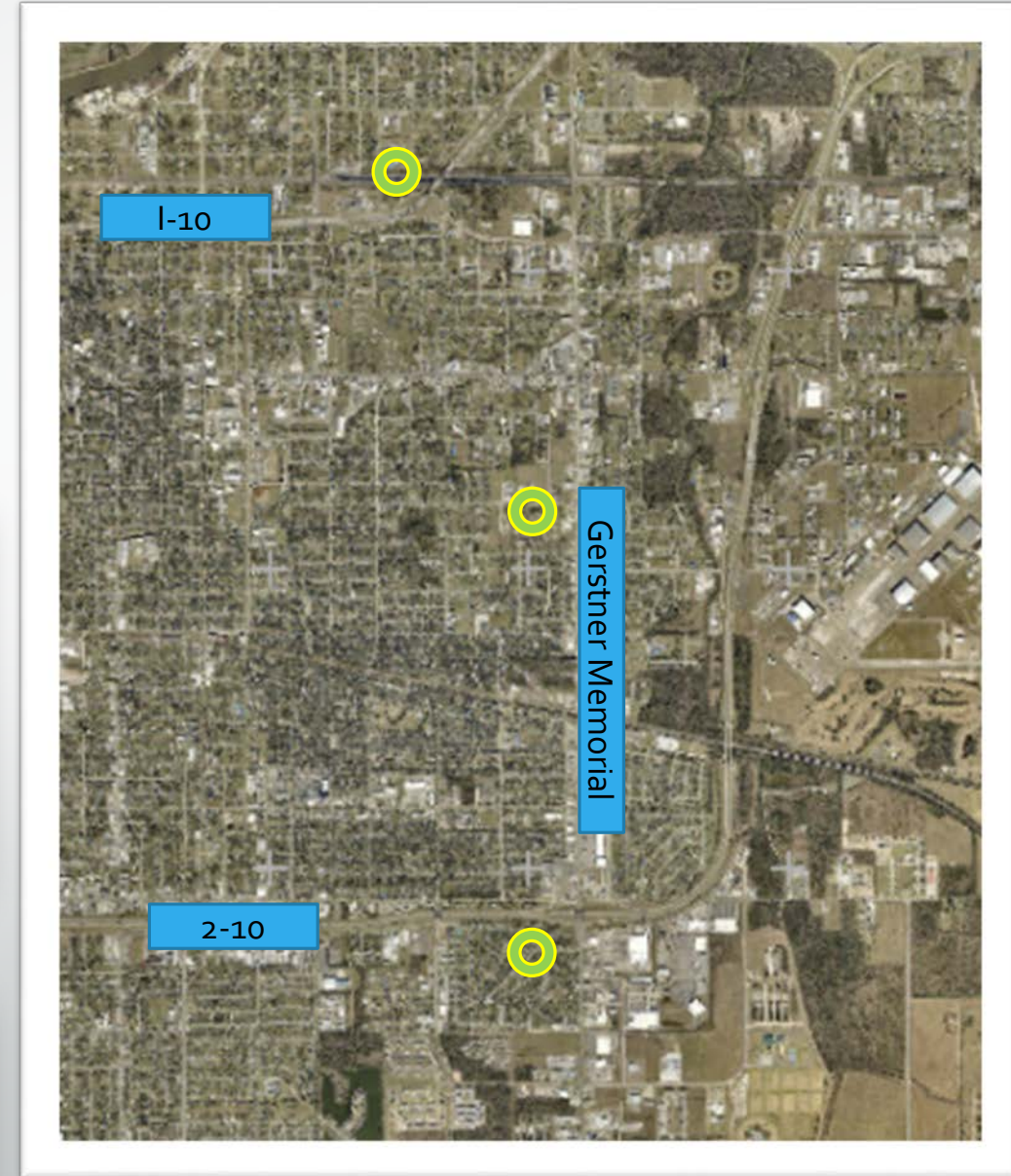


Estimated Total Project Cost \$3M



COMMUNITY RESILIENCE HUBS

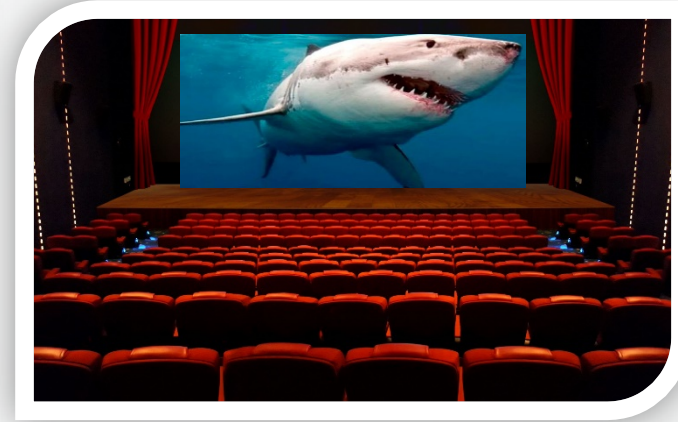
The safety of residents during and after disaster events continues to be a critical need for SWLA. Resilience hubs are community-serving facilities that support residents, coordinate communication, distribute resources, and enhance quality of life. In emergencies, Community Resilience Hubs would provide places for food and water distribution, shelter, charging, cooling, and disaster response coordination. During non-disaster times, these facilities can serve as community buildings for gatherings and recreation. Parishes can start by identifying existing facilities, publicly-owned land outside of the Special Flood Hazard Area, and each community's specific needs to develop a customized strategy.





Region 5 STEM Center Enhancements

- Workforce development & education
- Enhance equity & opportunity
- Upgrade aesthetics, robotics, & drones
- Transform existing auditorium into a "STEM Theater"
- Family-friendly/fun activities
- Increase tourism



Estimated Total Project Cost \$2.5M
City's Portion \$1.25M

Additional Funding Partners:
Calcasieu Parish School Board

Dormitory for Unhoused Population

- Partnership with Salvation Army
- Allow Salvation Army ability to better house and serve
- Allow separate dorms for 1) women & families & 2) men
- Increased security
- Built on land owned by Salvation Army

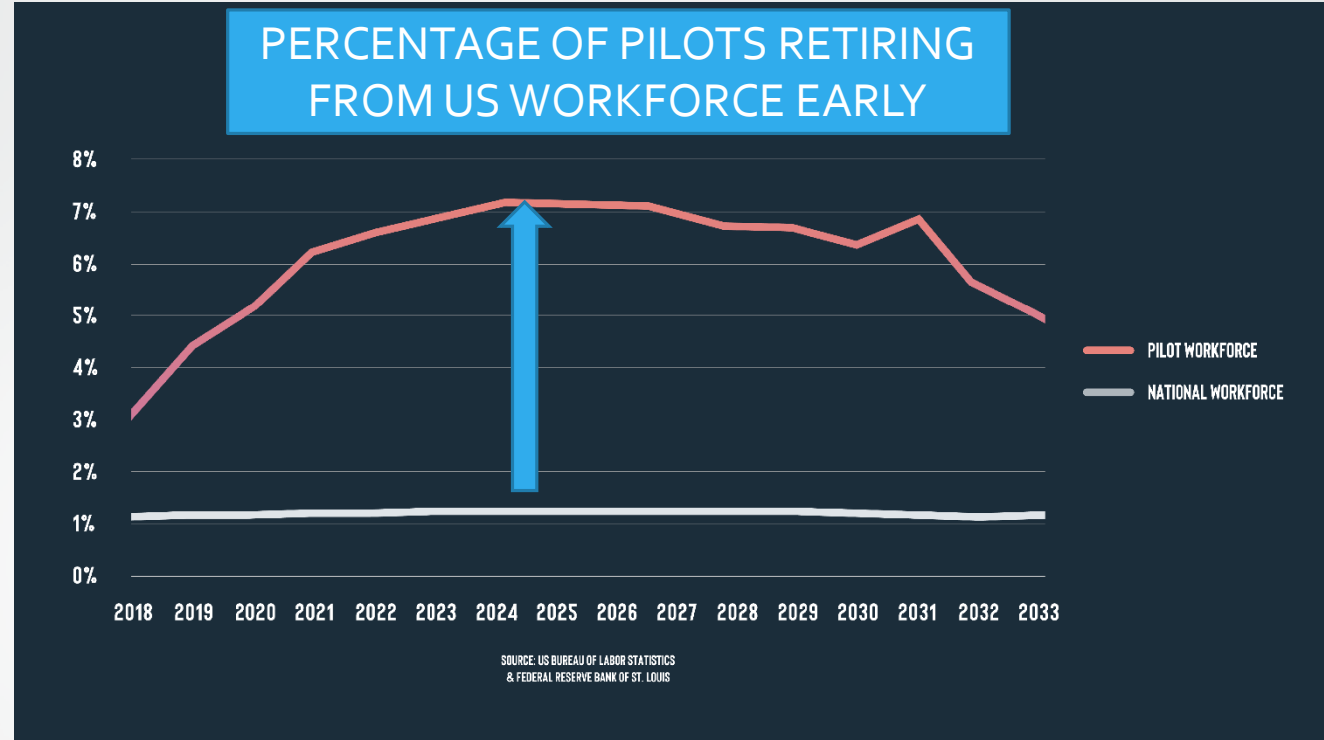
Estimated Total Project Cost \$2M
City's Portion \$1.8M

Additional Funding Partners:
Salvation Army Private Donors




Flight School at SOWELA/Chennault

- Partnership with SOWELA & Chennault
- Enhance workforce development
- Economic diversity/ opportunity
- Need for qualified pilots is dire & only expected to grow
- Collaborate with youth aviation clubs & Youth Civil Air Patrol
- Having SOWELA & Chennault as neighbors is unique. We can better capitalize on this relationship




Estimated Total Project Cost \$5M
City's Portion \$2M

Additional Funding Partners:
SOWELA Private Donors
Chennault
EDA Grant

CHENNAULT/SOWELA RESILIENCE DISTRICT

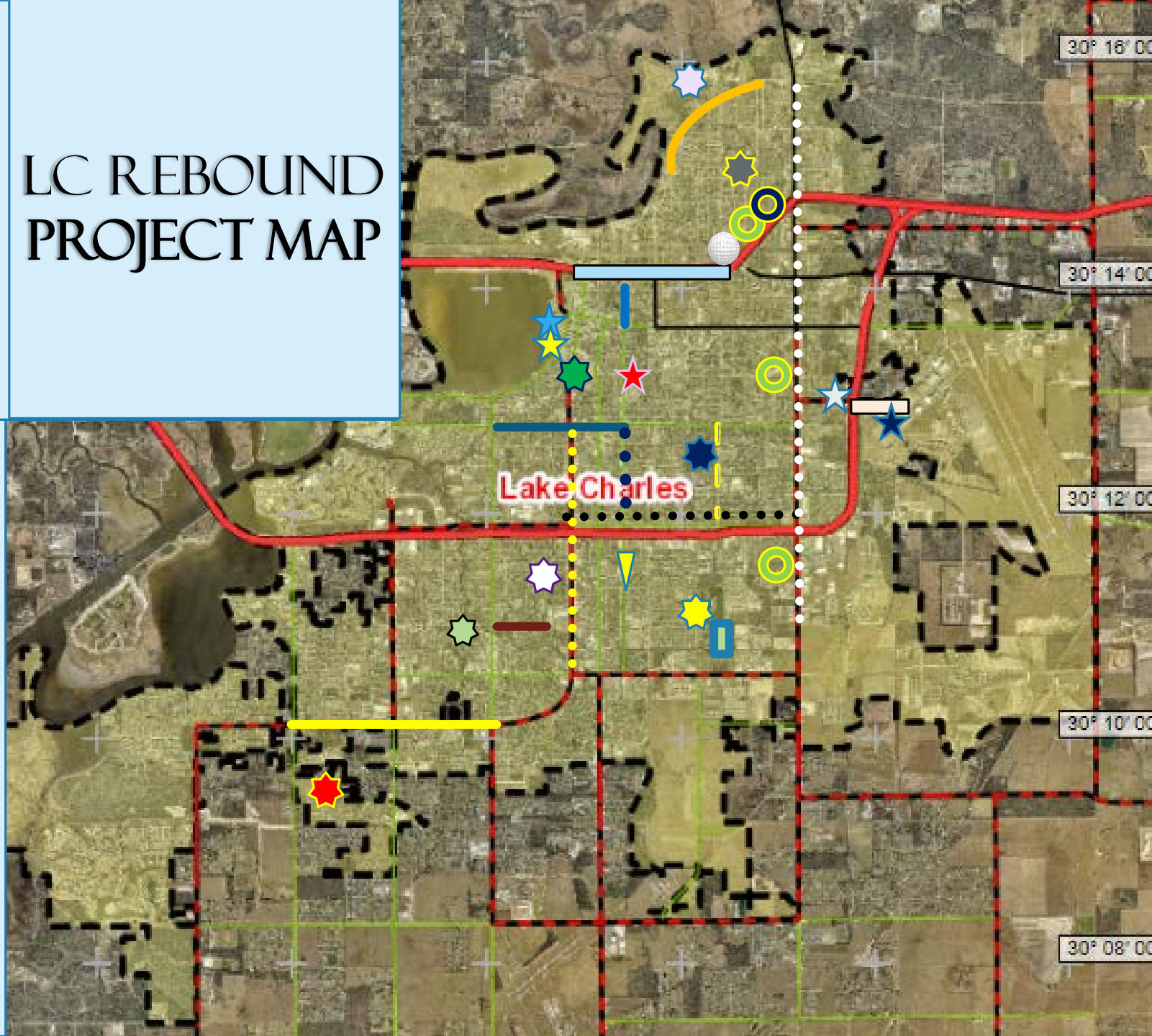
Chennault and SOWELA are planning to invest in bringing more jobs and businesses to the area, enhancing parking lots, and building new educational buildings. Sewer, water, and road upgrades are needed to support new development. A resilience district for Chennault and SOWELA would encompass multiple projects and help make infrastructure upgrades eligible for funding. In the future, the Chennault/SOWELA Resilience District could be a destination with restaurants, housing, and destinations to serve students and employees at Chennault and SOWELA.



LC REBOUND PROJECT MAP

-  West Sallier/12th
 -  Nellie Lutcher
 -  I-10 Corridor
 -  Ryan St
 -  West Sale
 -  Enterprise Blvd (North)
 -  Hwy 14
 -  Prien Lake Rd
 -  Enterprise Blvd (Mid City)
 -  5th Ave
 -  Country Club
 -  LA Ave/ Enterprise Blvd Intersection
- Sidewalk Repairs are CITYWIDE
 - Smart Traffic Signalization is CITYWIDE

-  Boys & Girls Clubs
 -  STEM Center
 -  Salvation Army
 -  Flight School
 -  Amphitheater
 -  9/11 & Veterans' Memorial
 -  Huber Park
 -  Weaver Ballfields
 -  Buddy Prejean Park
 -  Riverside Park
 -  Mary Belle Williams Park
 -  Lock Park
 -  College Oaks Park
 -  West Sale Holly Hill Park
-  Botanical Garden
 -  Putting Greens Course
 -  Great Lawn





City will Seek Additional Grant Funding to Supplement These Projects

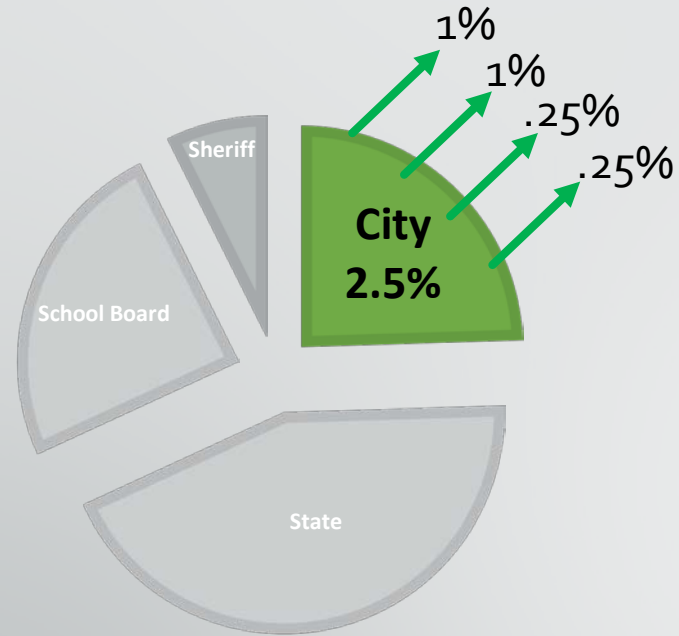
- Most federal grant funding requires shovel-ready, fully-engineered projects
- Local participation is essential for grant funding and LC Rebound positions the City very favorably

What's the Total Cost & How Do We Pay for It?

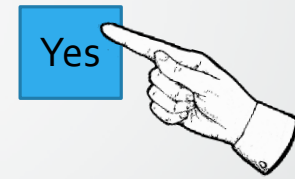
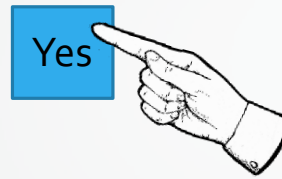
- LC REBOUND

- Total cost for all projects = **\$190M+**
- Total City contribution for all projects = **\$143M**
 - *City would utilize \$12M+ in existing budgeted funds, \$1M in CDBG funds & bond out (borrow) additional \$130M*

What's the Total Cost & How Do We Pay for It?



- On 11.18.23 ballot, consolidate four individual sales taxes into
1) a continuous sales tax of 2% & 2) a 25 Year sales tax of .5%



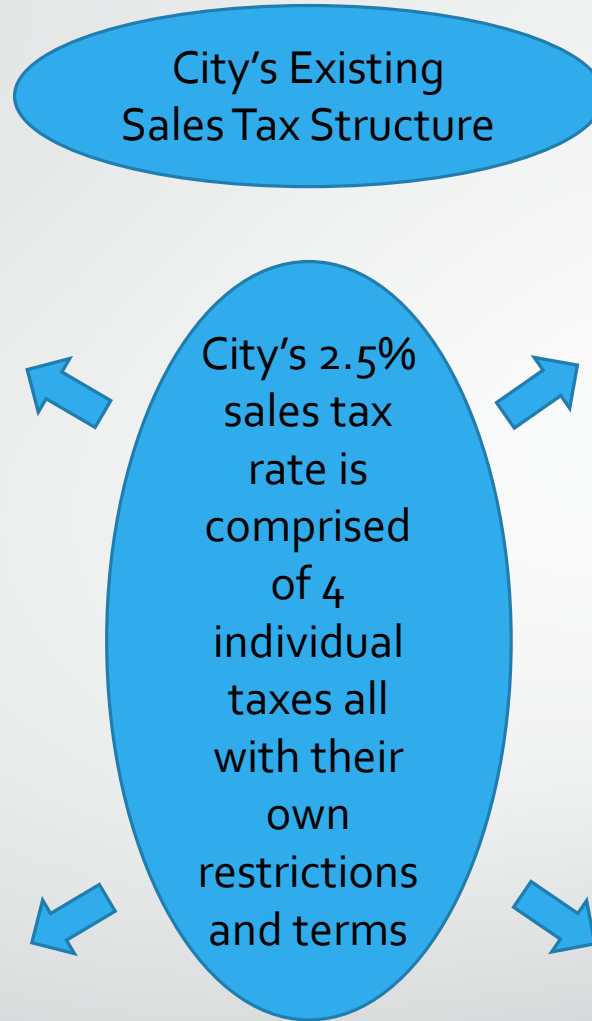
- Examples of continuous sales taxes: Tangipahoa Parish, Lafayette, Alexandria, Iowa, Bossier City
- A future Council & vote of the public can change this
- Modernize our antiquated tax structure
- Improve ability to spend infrastructure dollars effectively
- 2% sales tax generates \$54M annually
 - City salaries & utilities alone are \$54M a year. To cut \$54M from the budget, the City would face catastrophic layoffs and scaling back of public services

- **One Percent Sales Tax**

Proceeds of the one percent sales tax are collected by the General Fund and may be used for virtually any operating or capital needs of the City of Lake Charles. This tax levy was originally authorized in 1965 and was recently re-authorized for an additional 25 years from March 1, 2015.

- **One-Quarter Percent Sales Tax**

The voters approved a sales tax levy of one-quarter of one percent in January 1995 for the purpose of maintaining the salaries and benefits of City employees. This tax levy is authorized for a period of ten years from its effective date of April 1, 1995. This tax has been reauthorized for ten years, extending through 2025. Proceeds of this tax are recorded exclusively in the General Fund.



- **One Percent Sales Tax**

In November 1986, a sales tax election was held, and the City of Lake Charles was authorized to collect an additional dedicated one percent sales tax levy for a period of five years commencing January 1, 1987. This tax has since been reauthorized for periods of five years extending through 1996, and then for ten years through 2006. This tax was re-authorized in 2016 for an additional 10 years through 2026. Proceeds of this additional one percent sales tax levied by the City of Lake Charles were deposited directly to the funds for which they are dedicated on a percentage basis as follows: Public safety purposes 20%, Public Works Purpose 28%, Wastewater Special Revenue Fund 16%, Recreation Special Revenue Fund 8%, Certain Types of Capital Improvements 28%

- **One-Quarter Percent Sales Tax**

The voters approved a sales tax levy of one-quarter of one percent in October 2015 for the purpose of securing the bonded debt of the City, should primary sources of repayment become insufficient. Funds not used for this purpose shall be reauthorized for capital improvements. The balance of funds not otherwise needed for the bond reserve fund shall be used to pay for salaries, operational, maintenance and other capital needs. This tax levy is authorized for a period of fifteen years from its effective date of January 1, 2016. Proceeds of this tax were deposited into the General Fund and the Sales Tax Reserve Fund.

Proposed Sales Tax Structure

- **Two Percent Sales Tax**

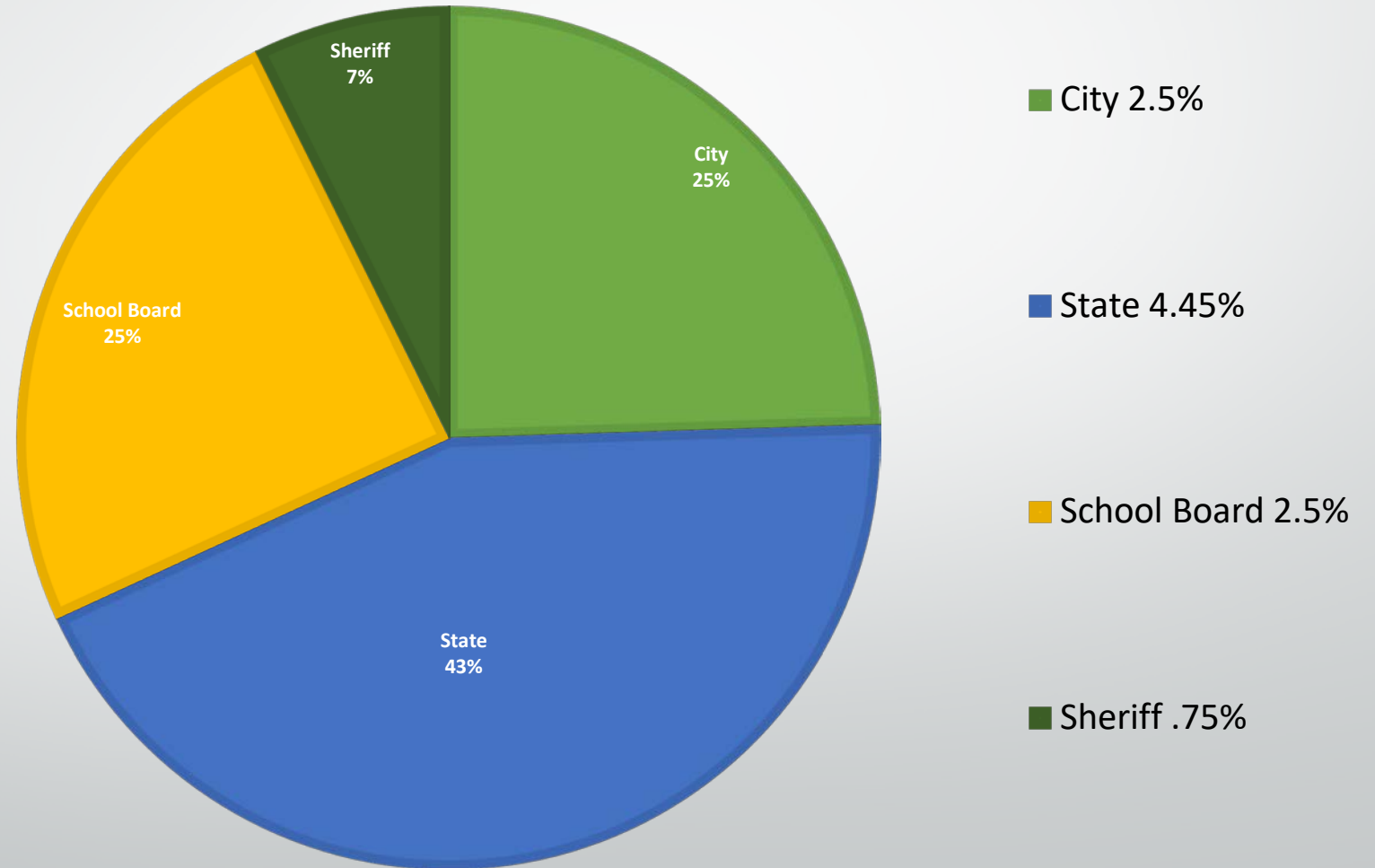
Two percent used for funding the operation, maintenance and capital expenditures of the fire, police, public works and other departments of the City, including the payment of the salaries and benefits of City personnel, economic development or any other municipal purposes

City's 2.5% sales tax rate is comprised of 2 individual taxes all with their own restrictions and terms

- **One-Half Percent Sales Tax**

One half of one percent for a period of twenty-five years used for construction, acquisition, maintenance and repair of the City's roads, bridges, drainage, sewerage systems, operating and other capital expenditures of the fire, police, public works and other departments of the City, economic development or any other municipal purposes

Local Sales Tax Rate is 10.2%





- What sales tax rate do LC Citizens pay **right now**?

- 10.2%

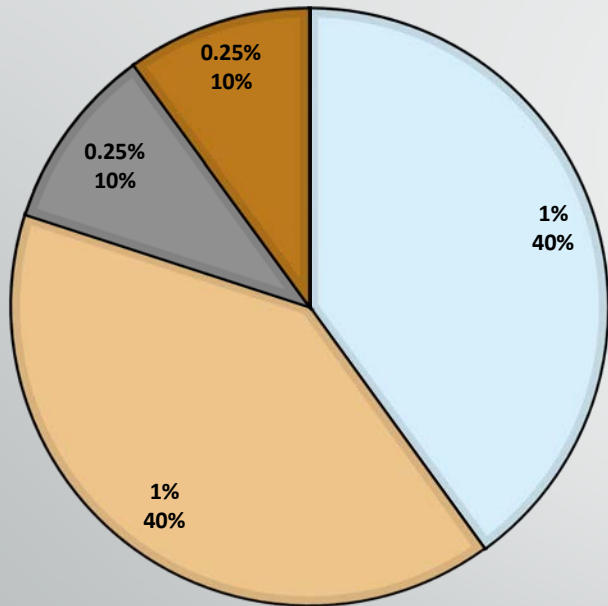
- What sales tax rate will LC Citizens pay if LC REBOUND **passes**?

- 10.2%

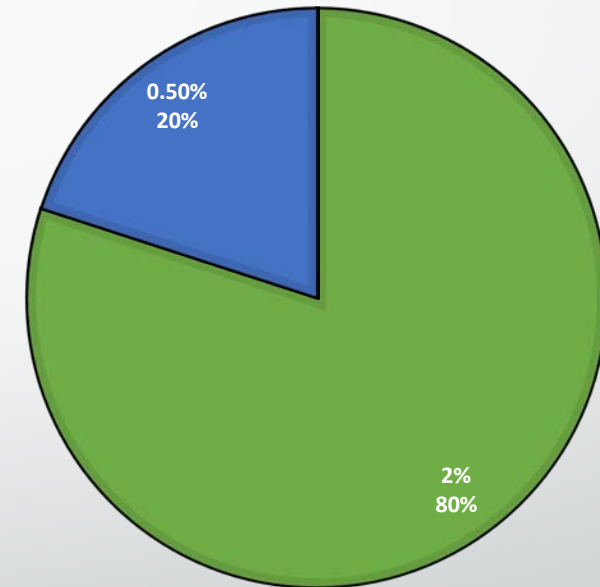
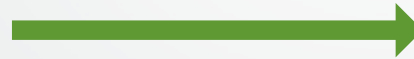
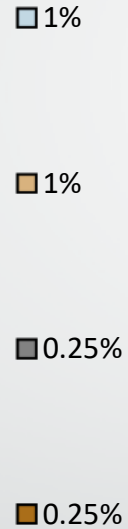
- What sales tax rate will LC Citizens pay if LC REBOUND **fails**?

- 10.2%

City's Current Sales Tax Structure
(2.5%)



LC REBOUND Proposed Sales Tax Structure
(2.5%)



LC REBOUND is a TAX NEUTRAL proposal

LC REBOUND is NOT a tax increase

PRIVATE SUPPORT FOR LC REBOUND



Lock Family Endowment Fund
of the
Community Foundation SWLA



\$600k+
private funds
committed to
support
LC REBOUND

Rick & Donna Richard

Randy & Nancy Roach

Pastor Sam & Matilda Tolbert

Pamela Bell

Parrish & Santanna Burnett

Marlon & Jamie Fuselier

Patricia Prudhomme

Dr. Damika Harmon

Warren Combre

Nicole Moncrief

Mike & Kari Hankins

Lewing Construction Co. Inc.

Tommy & Anita Senegal

Bubba McCarty

Greg Phillips

Ellaweena Woods

Pastor Jimmy & Patricia Stevens

Curl & Rosa Alfred

Jason & Jennifer Garcille

Dr. John & Lucinda Noble

Marzetta Landry

Tim Castle

Willie Mount

Glenn & Audra Pumpelly

Nic & Becky Hunter

Todd & Tuwana August

Ron & Lori Richard

Deborah Kennerson

Jonald & Lisa Walker



Martin & Jackie Guillory



Phillippe & Cynthia P. Honore



Economic Analysis LC REBOUND Project

LC REBOUND

- The City of Lake Charles is proposing **LC REBOUND**, a series of investments to **strengthen and secure the City's future**
- LC REBOUND is fully consistent with
 - City's Capital Improvement Plan
 - Catalytic projects proposed by *Just Imagine SWLA*, a master plan created by the Community Foundation Southwest Louisiana and
 - Calcasieu Parish Police Jury's Long-term Recovery Plan.
- In the long-term LC REBOUND focuses on
 - Improving quality of life of residents of Lake Charles,
 - Enhancing the ability of Lake Charles to compete for new businesses and industries, and
 - Increasing tourism in the City
 - All resulting in higher employment and incomes in the Lake Charles economy
- In short-term, LC REBOUND will lead to increased economic activities in terms of jobs, earnings, and local tax revenues

LC REBOUND Investments Economic Impact

LC REBOUND Investments, over the next ten years, will support:

- Over **1,500** jobs
- Personal income of close to **\$100,000,000**
- Local tax receipts exceeding **\$6,000,000**

The economic impact from the expanded tourism base over the next thirty years is as follows:

- About **1,700** jobs per year
- Present value of **\$32 million** in personal income over 30 years
- Present value of at least **\$7 million** in local tax receipts over 30 years
 - Much of the tax revenues will come from ripple effects

The economic growth will result in more population, a more diversified economy, and higher local tax receipts

- More funds for schools, roads, law enforcement, etc.
- Lower interest rates for borrowing
- Higher property values

Economic Outcomes Related to Improved Quality of Life

- Other cities have made similar efforts to upgrade the quality of life and boost economic development
 - Oklahoma City – MAPS Program
 - Pittsburgh – transformation from steel manufacturing to thriving innovation hub
 - Louisville, KY – increased tourism
 - Manhattan, KS – diversifying business structure
 - Asheville, NC – emphasis on sustainable development, preservation of historic architecture, revitalization of public spaces
 - Greenville, SC – riverfront revitalization, adaptive reuse of historic buildings, pedestrian-friendly infrastructure
 - Numerous other cities have all had major growth over decades developing and following plans
- Aesthetics and quality of life can have a positive impact on the economy by attracting businesses and residents, increasing productivity, and boosting tourism
 - Businesses locate in communities with high quality of life to attract and retain talented employees while employees want to live in aesthetically pleasing areas
 - Studies have shown people are more productive when they are working in visually pleasing environments where they are more likely to be happy, healthy, and engaged in their work

VOTING YES ON **LC REBOUND** ...

- **Will not** raise tax rates
- **Will** allow for over \$190M+ in significant investment across the entire City. If not approved with LC REBOUND, some of these projects may never happen
- **Will** invest in streets, drainage, youth & adult services, education, family-fun activities, economic diversity, workforce development
- Will allow us to invest in our own **community** & in our own **future**





Next Steps

- This full presentation will be uploaded to City's
 - Website
 - www.cityoflakecharles.com/LCREBOUND
 - YouTube Channel
 - [YouTube.com/CityofLakeCharles](https://www.youtube.com/CityofLakeCharles)
- Meetings in every Council district
- Project-specific meetings
- Meetings with civic organizations

mal@cityoflc.us