

From: Cathy Ball <cball@ashevillenc.gov>
Sent: 7/8/2021 3:40:48 PM
To: Peggy Rowe <prowe@ashevillenc.gov>
Cc: Dana Frankel <dfrankel@ashevillenc.gov>, Capt. Jackie Stepp <jstepp@ashevillenc.gov>, Jes Foster <jesfoster@ashevillenc.gov>, Nikki Reid <nreid@ashevillenc.gov>, Rachel Taylor <rtaylor@ashevillenc.gov>, Stephanie Monson <smonson@ashevillenc.gov>
Subject: Re: Sales Tax Increase in downtown Nashville for cleanliness & ambassadors

I love it!

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On Thu, Jul 8, 2021 at 3:36 PM Peggy Rowe <prowe@ashevillenc.gov> wrote:
It makes sense. A penny for our partners.

On Thu, Jul 8, 2021 at 3:30 PM Dana Frankel <dfrankel@ashevillenc.gov> wrote:
Came across this today in the International Downtown Association newsletter -
<https://www.tennessean.com/story/news/politics/2021/06/02/sales-tax-increase-downtown-nashville-way-fund-safety-cleanliness-efforts/7490969002/>

Not sure why it seems so easy in other cities! The sales tax increase will be directed toward the Downtown Nashville Partnership (business improvement district) and target particular transactions - including hotel stays, tickets to sporting events, high-alcohol volume drinks, parking, etc. Funding is expected to go toward improved trash pick-up and more downtown ambassadors that will get specific public safety training. The Nashville Partnership works with Block by Block for ambassadors, and Block by Block also operates a parking circulator for downtown, which is interesting.
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