

To the residents of Hollywood Park,

In our February Council meeting, the City Council enacted a moratorium to delay consideration of new static and/or electronic billboards on city rights-of-way. The city had received conflicting proposals for new signs, and decided more time was needed to consider the new proposals, legal issues, as well as the ramifications of the City of San Antonio's recent effort to reduce the number of billboard structures within their boundary.

Your Council members and Mayor are entrusted with the long term financial health of HP. Recent rule changes by the State allow us an opportunity to benefit from billboards placed on city-owned property. While still trying to make up for the revenue we received from HCV for fire protection several years ago, we have maintained the quality of services expected by our residents, built a new community center with the venue tax bond that was passed, and completed long overdue street and drainage work on Donella. Work will begin in 60 to 90 days to carry out 2.6 miles of planned street improvements. My goal is to carry out another 2 to 3 miles of the Master Street Plan next year. All of this has been possible in part from the revenue we've received from the billboards we now have. With the help and cooperation of Bert and Elaine Thimpson with Hollywood Park Automotive, the conversion of the static bulletin to the new, digital billboard on their property will earn HP over a million additional dollars.

More residents have expressed an interest in paying lower taxes than any other topic in the four and ½ years I've been involved with Council, and now as your Mayor. With a limited sales tax base, we rely on ad valorem taxes for the majority of our revenue. The revenue for HP from the billboard proposals is significant, and would be provided for many years. Significant, alternative sources of revenue make the goal of genuine tax relief a possibility. It would be disingenuous not to share this information with residents.

If Council members' schedules will allow; I'll schedule a pre-budget planning workshop in late March or early April, and will share details as soon as they are finalized. Residents are encouraged to attend, and your input is important. Thanks again for your support.

Sincerely,

Chris Murphy

Mayor