

## **Uses - Proposed Prepared Food Tax**

### Beautification, Cleanup and Appearance (5%)

- Create better curb appeal, increase property values
- Way finding signs to make it easier to get around, find dining districts
- Make all of Durham as attractive as the RTP part of Durham
- Litter pick up, especially around quick service clusters

### DCVB Community Marketing (10%)

- Draw visitors, promote dining to grow the revenues
- Encourage visitors to circulate more after arrival
- Address Durham image issues
- Promote the Durham brand and identity

### Workforce Development (5%)

- Improve Customer Service
- Improve Durham Careers In Hospitality programs in Durham Public Schools
- Encourage training labs at NCCU and Durham Tech
- Promote the culinary arts as a career

### Civic, Cultural and Recreational Projects (80%)

- Fund construction and upkeep of museums, theaters, sports facilities, parks, greenways
- Sustain Durham's cultural landscape
- Protect and foster place based assets, "built," "natural" and "heritage"