

**The Westshore Alliance endorses the 15-year renewal
of the Hillsborough Community Investment Tax**

The Westshore Alliance endorses the 15-year renewal of the Hillsborough Community Investment Tax to support the development and redevelopment of Westshore. The investments made as part of the Community Investment Tax will help us advance our mission to transform Westshore into a premier mixed-use district and cultivate a thriving community for residents and businesses.

The Community Investment Tax (CIT) has facilitated the growth of Hillsborough County since it was passed in 1996. Any business or family that was established here in the last 28 years benefited from the CIT. Renewing the CIT will contribute to improving our transportation network and public safety services; two critical issues for Westshore and communities across Hillsborough County. It is just as important to recognize that this continued investment is necessary for economic development and an improved quality of life for residents.

Renewing the CIT would keep sales taxes at the same rate as the last 28 years, and leverage new projects to create a larger benefit for businesses and residents. Historically, visitors and tourists pay a significant amount of the sales tax, further making the case that renewing the CIT has a positive impact on our community.

The Westshore Alliance endorsed the original Community Investment Tax in 1996. The Westshore and Hillsborough County of today are a product of those investments made by the CIT in the last three decades. The Westshore Alliance endorses the Community Investment Tax again, and encourages our members, colleagues, and neighbors to vote for the 15-year renewal.

For more information about the Westshore Alliance and our 41-year legacy of creating growth in Westshore, please visit ChooseWestshore.com.

The deadline to register for the 2024 General Election is October 7, 2024. Local mail ballots will be sent starting on October 3, and must be returned to the elections office by 7 p.m. on Election Day. Early voting is October 21 – November 3. Election Day is November 5. Visit VoteHillsborough.gov to register to vote, check your mail ballot status, or find your polling place.