



TEXAS PROPOSITION 5: SPORTING GOODS SALES TAX

NOVEMBER 2019



HISTORY OF THE SPORTING GOODS SALES TAX

- 1993 legislation authorized the tax to fund Texas Parks and Wildlife Dept
 - \$2.5 billion collected since then, but only \$1.0 billion appropriated
- 1999 first statewide opinion poll on constitutional amendment
- 2007 legislation gave Texas Historical Commission 6% of funds
- 2015 statutory dedication of full SGST to TPWD and THC
- 2016 statutory dedication declared invalid due to technical flaw
- 2017 legislature failed to correct flaw
- 2019 legislature places constitutional amendment on ballot





SITE CLOSED

CONSTRUCTION
RENT-A-FENCE
1-800-392-3365



PROPOSITION 5: AMENDMENT AUTOMATICALLY APPROPRIATES ALL FUNDS

- Funding to TPWD and THC estimated at \$183 million in first year
- Legislature still has substantial discretion:
 - Allocation between TPWD and THC
 - How funds are used: maintenance, capital improvements, debt service, pension fund, grants to local government
- Legislative override if 2/3 of each house votes to reduce funding

COMMUNICATING WITH VOTERS: LOBBYING VS. EDUCATION

Lobbying Campaign

- Urges “yes” or “no” vote
- Opinions
- Messages and soundbites
- Targets swing voters

Education Program

- Takes no position on question
- Objective facts
- Substantial information
- General audience (likely voters)

COMMUNICATING WITH VOTERS: WHO PAYS?



Lobbying Campaign

- Sponsored by Texas Coalition for State Parks
- 501(c)4 organization
- Contributions NOT tax-deductible
- Foundations MAY NOT directly support
- Aiming to raise \$750,000 from individuals and nonprofit organizations

Education Program

- Sponsored by Texas Conservation Alliance
- 501(c)3 organization
- Contributions ARE tax-deductible
- Foundations MAY directly support
- Has raised \$500,000

VOTING ON CONSTITUTIONAL AMENDMENTS IN TEXAS



Year	Votes	Turnout %
2015	1,587,050	11.35%
2017	877,603	5.81%
2019	?	?

**Houston mayoral race in 2015,
2019**

PROPOSITION 5 EDUCATION PROGRAM: DIRECT MAIL

- Targeted to likely voters
- Contently carefully controlled/approved by counsel
- Allows for substantial information
- Nonprofit postal rate 12 cents



Mailing universe – households that voted in 2015 or 2017
1 million HH x 2 pieces of mail = \$500,000

WHAT IS A CONSTITUTIONAL AMENDMENT?

The Constitution of the State of Texas is the document that determines the structure and function of state government.

The Texas Constitution has been in place since 1876.

The Constitution can only be amended by a 2/3 vote of each house of the state legislature, followed by approval of a majority of Texas voters.

In the case of [Proposition 5](#), the Texas House of Representatives approved the amendment by a vote of 143 yes, 1 no. The Texas Senate voted 30 in favor, 1 against.



WHAT WILL PROPOSITION 5 ACCOMPLISH?

[Proposition 5](#) will automatically direct all revenue from the current sales tax on sporting goods to be spent on parks and historic sites.

[Proposition 5](#) will provide dedicated funding for the Texas Parks and Wildlife Department and the Texas Historical Commission.

The sales tax on sporting goods was authorized by the legislature as a funding source for parks and historic sites in 1993, but historically only 40% of the money has been spent for this purpose. The rest has gone into the state's general fund.

[Proposition 5](#) will take effect in 2021. It will provide an estimated \$183 million to state and local parks and historic sites in its first year.

This proposition will not affect hunting and fishing programs, which are separately funded.

No new taxes will be required.



HOW WILL THE MONEY BE SPENT?

[Proposition 5](#) requires that the revenue from the existing sales tax on sporting goods may only be spent on parks and historic sites, including:²

- ▶ Maintenance and repair of state parks and historic sites
- ▶ Renovation of visitor facilities
- ▶ Allowing new parks and historic sites to be opened to the public
- ▶ Protecting wildlife and cultural resources
- ▶ Programs that teach families about Texas history and how to camp and fish
- ▶ Grants for local governments to improve city and county parks

Funds may only be spent on parks and historic sites that are open to the public.

2. https://tpwd.texas.gov/publications/pwdpubs/media/pwd_rp_a0900_0679_01_19.pdf

Preview of Prop 5 Mail

IMPORTANT DATES: EARLY VOTING OCTOBER 21 – NOVEMBER 1 • ELECTION DAY NOVEMBER 5

PROPOSITION 5 WILL AMEND
THE TEXAS STATE CONSTITUTION.

Love Texas parks and historical sites?

Vote YES
ON PROP. 5 ON NOV. 5

**CAMPAIGN
INFORMATION**

www.SupportTexasParks.org

Learn more at www.SupportTexasParks.org

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