

Managing the “Fixer Upper” Effect

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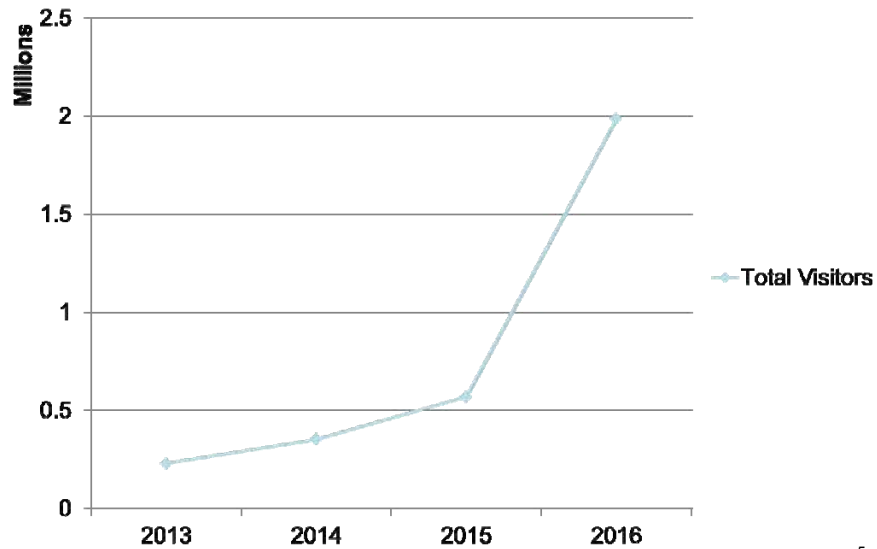
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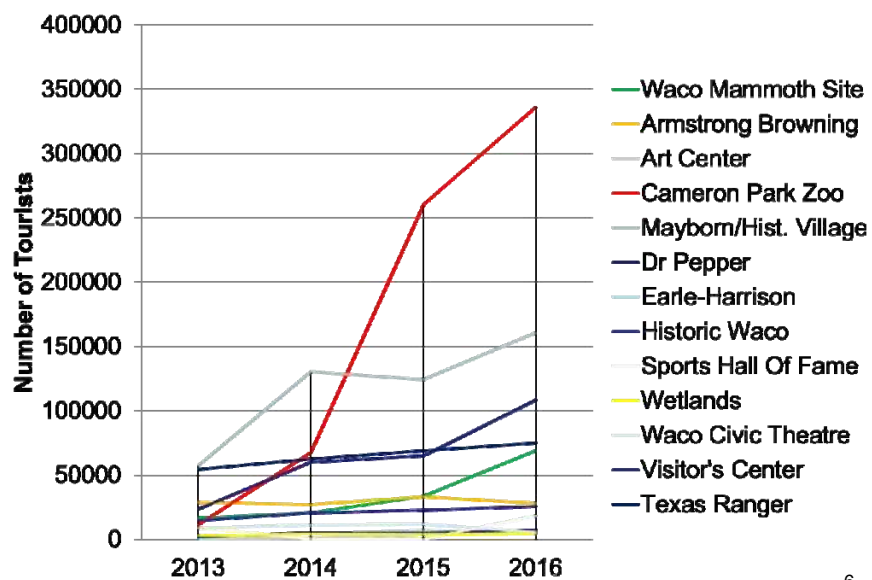


Increase in Total Visitors



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Increase in Tourism



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Effects of Increased Tourism

- Increased Activity at Local Businesses
 - Increased Sales Tax Revenue
 - Increased Hotel/Motel Revenue
- Increased Interest in developing in Waco
 - Increase in permits
- Increased Traffic
 - Need for parking and solutions to easily transport tourists

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Downtown TIF Property Value Growth

Year	Captured Value	Percent Growth
2014-15	\$ 208,145,808	-
2015-16	\$ 262,843,551	20.81%
2016-17	\$ 344,580,178	31.1%

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"Managing the *Fixer Upper* Effect"