

# Tribune

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## Gaylord bed-tax supporters have spent \$10K

By Sonu Munshi  
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Backers of the March 10 Mesa election had spent \$10,000 as of Dec. 31, 2008, selling the virtues of giving \$51 million in bed-tax revenue to developers of a convention center and two resorts, according to figures released in the first campaign finance report.

The city would be infused with jobs and sales tax revenue, as is being advertised through campaign mailers, newspaper and Web site advertisements and campaign signs promoted by the Yes on 300 committee.

Campaign for Gaylord bed-tax vote intensifies [<http://www.eastvalleytribune.com/story/133807>]

The \$10,000, spent on 41 ballot arguments filed with the city in favor of the developments, came from DMB of Scottsdale, which owns the land on which the projects would be built.

Residents have begun receiving mailers that include endorsements from political leaders, including Mesa Mayor Scott Smith and Sen. Russell Pearce, R-Mesa.

The next campaign finance report is due Feb. 26, which will give a clearer picture of how much money has been spent on this campaign.

It's estimated that the two projects, which are slated to develop near Phoenix-Mesa Gateway Airport near Elliot and Ellsworth roads, would result in about \$1 billion in investment, the largest private investment ever in the city.

City leaders have maintained that the bed-tax incentive is worth the investment, for what the city would get in return - a dominant anchor that would act as a magnet to attract other development, including commercial and high-tech establishments with well-paying jobs.


The bed tax typically goes to the Mesa Convention and Visitors Bureau to promote the city. According to this deal, it would go to developer Gaylord Entertainment to promote its property and the surrounding area, and that's supported by bureau president and CEO Robert Brinton.

Brinton is also the treasurer of the Yes on 300 committee.

Early voting begins Thursday.

The development agreement also includes an estimated \$85.5 million in property tax breaks approved by the Mesa City Council last year. This tax incentive was not subject to voter approval.



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