

KENZIE MOORE FOR MAYOR OF DESOTO

Moore for Tomorrow Priorities

What We've Accomplished.

Serving as Mayor Pro-Tem for the City of DeSoto under the Honorable Mayor Curtistene S. McCowan was the privilege of a lifetime. I am proud to report that, in many respects, the State of our City is Strong. Here's a snapshot of our accomplishments:

1. **Lower Tax Rate:** We have **lowered the City of DeSoto tax rate** and **approved a balanced budget** for all city operations. Our responsible fiscal management produced a **\$3 Million budget surplus in 2019**. Given the looming economic slowdown as a result of COVID-19, our strong attention to sound fiscal policy will be crucial as we enter into 2021 with optimism and anticipated relief.
2. **Domestic Violence Advisory Commission:** Our commission provides tangible recommendations about how to improve the city's response to violence against victims, with a specific focus on successful interventions when children and teens are victimized by domestic violence, dating violence and sexual assault. Our efforts led to a **17% Reduction in Domestic/Family Violence!** I have fully supported these efforts and will continue to do so as Mayor.
3. **Invest in DeSoto ISD:** As a former school board officer, I am passionate about the education of our young people. That's why when we received our funding from the CARES Act (COVID-19 Relief), I personally advocated for **\$300,000 to go directly to DeSoto ISD to strengthen technology and Wi-Fi** connectivity so that our students could have the resources they need to be successful during remote learning. We are ONE DeSoto – and our City will only be as strong as our public schools. Under my leadership, we don't just talk about action, we deliver results.

Where We Are Going. Moore for Tomorrow.

As a City, DeSoto cannot and will not sit back and let others define who we are or what we stand for. We must be **bold** and **intentional** in our **focus** and driven by a **commitment** to see DeSoto become the premiere city to live, work, and play.

1. **Build Trust + Increase Transparency:** When you elect a Mayor, you deserve a leader with unquestioned integrity and a leader you can trust and a servant that puts the people first. In all my years serving DeSoto – as a small business owner, as a school board trustee, as a city councilman and as the loyal deputy to Mayor Curtistene McCowan – I have never switched up on you. And I never will. What you see with Kenzie Moore is what you get: a straight shooter who leads with the facts. And someone who will be honest with the public, even when it's uncomfortable. You'll hear from me often – through town halls, and at HOA meetings, at our schools and in our churches – my entire career in public service, I've met the people where they are. And as Mayor, I will work day and night to strengthen trust and increase transparency.

2. **Safe Neighborhoods, Healthy Community:** As Mayor, my number one priority will be to keep our residents safe and our neighborhoods strong. DeSoto prides itself on having a high percentage of homeowners – I know firsthand because I’ve sold a whole lot them! Our public safety and health plan will be multifaceted and include: (A) Proactive Crime Prevention that focuses on identifying crime risk BEFORE it happens; (B) Securing funding for neighborhood development and environmental sustainability; (C) Embracing the voices of our youth and young adults while encouraging smart policing to keep both families and officers protected; and (D) Collaborating with Dallas County and regional health systems to improve the physical, mental and emotional health of all DeSoto, as well as steady communication about COVID-19

3. **Strategic Development for a Thriving Economy:** It’s time out for talking points and empty promises about economic development. We need action and we need it now. We didn’t get where we are overnight, so we can’t expect to thrive overnight, but my four-part development plan will help build an economy in DeSoto that we deserve.
 - **Business Retention:** I’ve operated a small business in DeSoto for nearly 20 years. Our culture must be ‘Shop DeSoto First’ and when businesses know they have support from the community, they will come, and they will thrive. My experience as the liaison to the DeSoto Chamber of Commerce gives me insight into the needs of our business communities. And rest assured, DeSoto businesses will continue to have a friend and an advocate when I’m elected Mayor.
 - **Business Recruitment:** We cannot continue to sit back and wait for businesses to come – we must be aggressive and intentional to encourage the type of economic development that keeps quality families making DeSoto their home: good restaurants with fresh healthy food selections and better vibes, arts and entertainment choices for family fun, and top tier retail experiences that match our demographic makeup. We must also encourage entrepreneurship, especially woman and minority owned businesses – we are a creative people, and the next tech company or medical advancement or music/art breakthrough could be right here in DeSoto, Texas.
 - **Business Marketing:** As Mayor, I will lead the way toward establishing DeSoto as a City that is open for business. We must market the income, education, and civic involvement of our citizens to potential business and financial institutions. I will make it my personal mission to champion our people and lead with the numbers that emphasize the collective buying power of our City. There are a lot of recent new stories about banks discriminating against development in southern Dallas County – and you have my word, DeSoto: I will sound the alarm and never stop fighting for our community to be included in quality economic development opportunities.

4. **WE ARE DESOTO:** One year, about a decade ago, the school district’s slogan was “DeSoto ISD – Expect Success”. DeSoto was the place. Our education system was second to none. Our neighborhoods were the envy of the county. Our leadership was impeccable. And here recently, we’ve lost that swag in our steps. It seems every time we turn around there’s another news story or negative video associated with our beloved hometown. And if you’re anything like me – you’re tired of it. DeSoto is a beautiful city. Our residents are smart and resilient, and full of creativity! Our young people are talented and brilliant, and known nationally for their achievements! Our churches are community focused, spirit filled and striving to be holy and righteous. The City has worked to get our message out and it takes a leader, a champion, a relentless Mayor to bring the message home and be the backbone to get it done. I’m that guy.