

## DISCUSSION AND POSSIBLE ACTION REGARDING THE CITY'S TRANSIENT OCCUPANCY TAX RATE AND THE PROCESS TO CONSIDER INCREASING THE EXISTING TRANSIENT OCCUPANCY TAX RATE

### Ballot Measure Examples

#### **Menlo Park**

To maintain critical City services, such as: street/ pothole repair; park/ recreation programs; enhance emergency preparedness for storms, flooding, wildfires; police 911 emergency response/preparedness; storm drain maintenance; and for general government use; shall the City of Menlo Park measure be adopted raising the transient occupancy (hotel) tax from 12 percent to 15.5 percent, paid only by hotel/ lodging guests until ended by voters, providing an estimated \$3,600,000 annually, that cannot be taken by Sacramento, including citizen oversight?

#### **Monterey Park**

Shall the ordinance providing funding for City of Monterey Park's general services such as maintaining 911 emergency response and fire protection; increasing neighborhood police patrols; maintaining parks; supporting youth, afterschool, and senior programs; repairing streets and potholes; by increasing the City of Monterey Park's transient occupancy tax, paid only by hotel/motel and short-term rental guests, from 12% to 13%, providing approximately \$500,000 annually until ended by voters; requiring spending disclosure, funds locally controlled, be adopted?

#### **Malibu**

Shall a measure be adopted increasing the transient occupancy tax paid by hotel and other lodging guests from 12% to 15% of rent charged, raising approximately \$775,000 annually until ended by voters, with revenue to be controlled and used locally for general municipal services in Malibu?

#### **Newark**

To maintain local services/ facilities, such as: repairing potholes/ city streets; replacing seismically unsafe fire stations; maintaining neighborhood police patrols, 9-1-1 and emergency medical response/ fire protection; and for general government use; shall the City of Newark measure be adopted increasing the existing voter approved transient occupancy (hotel) tax from 10% to 14%, paid only by hotel/ lodging guests, until ended by voters, providing \$2,100,000 more annually, that cannot be taken by Sacramento, including independent citizen oversight?

#### **Paso Robles**

Shall the measure to help maintain quality of life for residents; retain local small businesses, jobs; address homelessness; maintain wildfire prevention; keep public areas/ Downtown Paso Robles safe/clean; upgrade infrastructure; other general services, by increasing the transient occupancy tax (paid by hotel, motel, short term rental guests) from 10% to 11%, providing \$750,000 annually until ended by voters, requiring public spending disclosure, all funds for Paso Robles, be adopted?

#### **West Hollywood Local Control, Public Safety Measure (Sales Tax)**

Shall the measure providing funding for general services, including keeping public areas safe/clean; preventing/responding to crime; retaining/attracting local businesses; addressing homelessness; by redirecting to West Hollywood a ¼¢ sales tax if a future district sales tax within the County qualifies for a ballot and is enacted, generating approximately \$5,000,000 annually in locally controlled revenue for West Hollywood residents until ended by voters, requiring audits/spending disclosure, be adopted?

Source: [Balletopedia](http://Balletopedia.com)