

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 $\frac{1}{4}\%$ 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: [Ballotpedia](#)