

F [REDACTED]

From: Drew Berry <dberry@hotelportofino.com>
Sent: Tuesday, November 18, 2025 4:30 PM
To: Eugene Solomon <Eugene.Solomon@redondo.org>; Stephanie Meyer <Stephanie.Meyer@redondo.org>; eleanor.marzano@redondo.org; Eleanor Manzano <Eleanor.Manzano@redondo.org>; mike.witzansky@redondo.org; Mike Witzansky <Mike.Witzansky@redondo.org>
Cc: Drew Berry <dberry@hotelportofino.com>
Subject: Redondo Beach TOT

CAUTION: Email is from an external source; Stop, Look, and Think before opening attachments or links.

To whom it may concern,

I understand the City is considering a 2% increase to the Transient Occupancy Tax (TOT), and I'd like to share some brief comments.

Redondo Beach's current total hotel tax rate of **13.195%** is competitive within the South Bay and compared to other LA-area destinations. Increasing the TOT by 2% would raise the total to **15.195%**, and if the RBTMD eventually increases by 1%, the total would reach **16.195%**—higher than nearby beach cities and potentially harmful to our competitiveness. This could reduce hotel bookings and ultimately lower TOT revenue for the City.

A **1% TOT increase** would keep Redondo Beach aligned with neighboring markets, and if the TMD later increases by 1%, our total rate would still remain competitive. Additional TMD funding would also help market Redondo Beach and support increased visitation.

Maintaining competitive tax levels is essential to help our hotels continue attracting business.

Thank you for your consideration.

All my very best,

Drew Berry
General Manager



260 Portofino Way, Redondo Beach, CA 90277

(o) [310-798-5867](tel:310-798-5867)
dberry@hotelportofino.com

Explore our property [HERE](#)



Drew Berry

General Manager

(o) [310-798-5867](tel:310-798-5867)