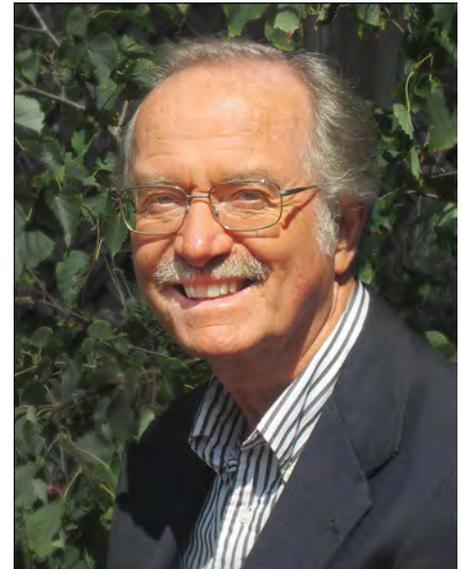


# Argument In Favor of a Ballot Measure Y to Increase Monterey's Hotel Room Tax (TOT)

Clyde Roberson, Mayor of Monterey



Clyde Roberson, Monterey Mayor

Your YES vote on Measure Y to increase Monterey's hotel room tax (Transient Occupancy Tax, or TOT) ensures that tourists pay their fair share in maintaining city services, programs, and buildings. Residents do not pay for this tax increase. It is paid entirely by tourists staying in hotels and motels. Your city council unanimously placed this measure on the ballot, an action supported by your Library Board, also unanimously.

***BALLOT MEASURE Y: "Shall the measure be adopted to increase transient occupancy tax (hotel tax) from 10% to 12% on the cost of rooms paid by hotel guests, with 16% of proceeds allocated to the Neighborhood and Community Improvement Program, and 84% to essential services such as parks, recreation, library, emergency response, facility rehabilitation, and other unrestricted expenditures, and expanding the tax to apply to online travel companies, providing \$2.8 to \$5.6 million annually, effective until repealed by voters?"***

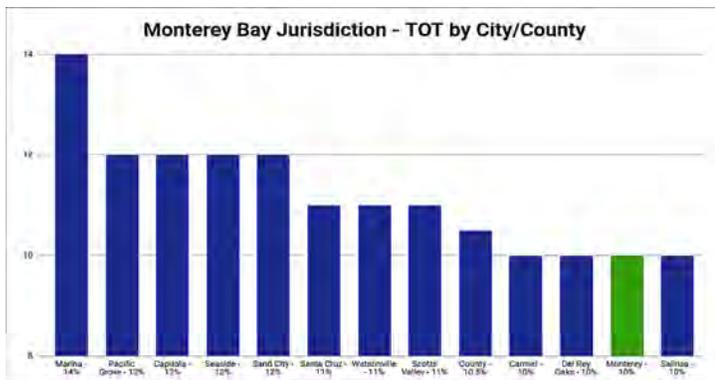
**Tourists come here for our natural beauty** and history. Visitors use city buildings, streets, parks, services, and water. It is right that visitors help pay for our valued public services and facilities used by all.

**Without this small increase,** the budget must be balanced by major cuts to public safety, traffic management, parks, forestry, and housing programs.

**The popular Neighborhood and Community Improvement Program** will be in jeopardy. Past projects include the Emergency Operations Center, Parks and Sports Center upgrades, storm drains, Library kitchen, sidewalks, traffic improvements, and fire fuel reduction. Let's continue to fund these vital programs.

**This minimum increase paid for by hotel guests** also can be used for ongoing improvements and upgrades to our city buildings along with roads, greenbelts, sidewalks, and affordable housing.

**The hotel tax increase benefits tourists as well.** Monterey has the lowest hotel tax of any city on the peninsula, well-below other California tourist areas which are 12% to 14% and more. This tax hasn't been raised in 35 years.



**Monterey is a beautiful place** to live, work, and visit with outstanding services. To preserve this special quality of life, please vote YES on Y to maintain our long-term financial stability.

**Your YES vote on Measure Y makes sure tourists take care of Monterey with us.**