



# MUNICIPAL ELECTION UPDATE

Measures H & CC

Summer/Fall 2019

# What is Measure H?

- On July 9, 2018, the Hermosa Beach City Council unanimously placed Measure H on the November 5, 2019 ballot.
- Measure H – a proposed 2% increase in the local bed tax – applies only to hotel and lodging guests, ensuring out-of-town visitors to Hermosa Beach continue to pay their fair share for their use of City roads, public safety and other City services.



# Official Measure H Ballot Question

Shall an ordinance be adopted authorizing the City Council to increase the transient occupancy tax paid by hotel/motel guests from 12% to up to 14% of room revenue raising approximately \$550,000 annually to be controlled and used locally for general municipal services in Hermosa Beach such as police, fire, and paramedic services, infrastructure/street repairs, and park upgrades, until ended by voters?

**YES**

**NO**

# Community Identified Priorities

If enacted, Measure H supports local priorities identified by the public, including:

- ✓ Continuing to maintain excellent 911 police, fire and paramedic/ambulance services
- ✓ Repairing/upgrading aging public facilities
- ✓ Providing resource referrals and information for seniors, homeless individuals, and families in housing transition
- ✓ Repairing/maintaining streets and storm drains
- ✓ Upgrading our local parks



# How does Measure H help public safety?

- Our City's excellent public safety services continue to contribute to the quality of life residents have come to expect and deserve in Hermosa Beach.
- Public safety has consistently been a top priority for the City and residents.
- Measure H would help support local public safety services such as:
  - 911 response
  - Police services
  - Fire services
  - Paramedic services



# Who Pays for Measure H?



Only those who stay in local hotels or lodging overnight pay for Measure H.



Measure H does NOT increase taxes for Hermosa Beach residents and homeowners who are not hotel/lodging guests.

# Local Funds = Local Control

By law:

- ✓ Measure H funds must remain local
- ✓ Measure H funds cannot be taken by the County, State or Federal governments
- ✓ Measure H funds can only be used for and by the City of Hermosa Beach

# Financial Protections



Measure H requires all funds be used locally.



Funds generated by Measure H are subject to financial audits and public review to ensure funds are spent efficiently and effectively.



Measure H is not a tax on Hermosa Beach property or residents who are not guests at our local hotels/lodging, but ensures visitors pay their share for maintaining City streets, public safety and other City services.



# What else is on the November 5<sup>th</sup> Municipal Ballot?

## Measure CC

- Measure CC gives voters the choice of whether to make the City Clerk an appointed professional position.
- Of Los Angeles County's 88 cities, nearly 77% currently have appointed, professional city clerks, and approximately 80% of California cities currently appoint their professionally trained clerks which is why the City Clerk recommended this issue be placed before voters.
- The current City Clerk is retiring and there are no candidates running for the position.

## City Council Elections

- Voters will also have the opportunity to select two City Council members. The City Treasurer's position is uncontested.



# Voter Information

Measures H and CC are on the November 5, 2019 municipal ballot. If enacted, Measure H would provide local funding for Hermosa Beach's public safety and other essential City services.

For the full text of Measures H and CC, visit: [www.hermosabch.org/electioninfo](http://www.hermosabch.org/electioninfo)

Permanent Vote by Mail Voters should receive their ballot the week of October 7<sup>th</sup>. If you do not receive yours, call 800-815-2666.

Poll voting will occur on Tuesday, November 5<sup>th</sup>. Polling places will be open on Election Day from 7am-8pm. Vote by Mail Ballots can be mailed up until the day of the election or dropped at any polling place in Los Angeles County on Election Day.

Hermosa Beach City Hall is an official Vote by Mail drop off location. Vote by Mail Ballots can be dropped off during City business hours by November 5<sup>th</sup>.

If you have any questions about where to vote or your Vote by Mail Ballot, contact the Los Angeles County Registrar at 800-815-2666 or the Hermosa Beach City Clerk at (310) 318-0204.

Where can I get more  
information?

[WWW.HERMOSABCH.ORG/ELECTIONINFO](http://WWW.HERMOSABCH.ORG/ELECTIONINFO)

# Thank You!

QUESTIONS?