

ARGUMENT IN FAVOR OF MEASURE H

Hermosa's Transient Occupancy Tax (aka "TOT" or "Hotel Bed Tax") on guests who stay overnight in our hotels, motels, and hostels is one of the most direct ways for our City to collect revenues from visitors, ensuring that they contribute their fair share for using the City's services.

Supporting this measure would generate an estimated additional \$550,000 in annual revenue from existing hotel rooms for our General Fund. The City will use this revenue to help fund infrastructure/street repairs, park upgrades, and police, fire and paramedic services. By law, 100% of the funds raised by Measure "H" are required to be spent here in Hermosa Beach to fund our local priorities.

This small 2% increase would mean an additional \$2 per \$100 of nightly room rate, or an additional \$5 on a \$250 per night room which is well within the norm of similar communities. Since nearly all of those staying overnight in Hermosa's hotels are visitors, the fee will most generally be paid by non-residents. A Hotel Bed Tax is not paid by hotel owners – they collect it directly through billing their overnight guests.

Join a unanimous City Council in supporting YES on "H" and keep Hermosa Beach safe, clean and well-maintained, ensuring our community remains a special place to live, work, play and visit. For more information, go to www.hermosabch.org/electioninfo.

STACEY ARMATO
Mayor

MARY CAMPBELL
Mayor Pro Tem

HANY S. FANGARY
City Councilmember

JUSTIN MASSEY
City Councilmember

JEFF DUCLOS
City Councilmember

NO ARGUMENT AGAINST THIS MEASURE WAS SUBMITTED