

**NOTICE TO VOTERS OF DATE AFTER WHICH NO  
ARGUMENTS FOR OR AGAINST A CITY MEASURE MAY BE  
SUBMITTED TO THE CITY CLERK**

**NOTICE IS GIVEN** that the General Municipal Election is to be held in the City of Hermosa Beach on Tuesday, November 3, 2015, at which there will be submitted to the voters the following measure:

**A proposed ordinance submitted by initiative petition to increase the City's  
Transient Occupancy Tax (Hotel Bed Tax) from 10% to 12% of room revenue.**

**NOTICE IS FURTHER GIVEN** that pursuant to Article 4, Chapter 3, Division 9 of the Elections Code of the State of California, the legislative body of the City, or the measure proponents, or any individual voter or bona fide association of citizens, or any combination of voters and associations, may file a written argument, not to exceed 300 words in length, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, for or against the City measures.

**NOTICE IS FURTHER GIVEN** that, based upon the time reasonably necessary to prepare and print the arguments and sample ballots for the election, the City Clerk has fixed **Tuesday, July 28, 2015**, during normal office hours, as posted (7 a.m. to 6 p.m.) as the date after which no arguments for or against the City measures may be submitted to the Clerk for printing and distribution to the voters as provided in the Article 4. Arguments shall be submitted to the City Clerk, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, at City Hall, 1315 Valley Drive, Room 203, Hermosa Beach, California. Arguments may be changed or withdrawn until and including the date fixed by the City Clerk.

**NOTICE IS FURTHER GIVEN** that the City Council has determined that rebuttal arguments, not to exceed 250 words in length, as submitted by the authors of the opposing direct arguments, may be filed with the City Clerk, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, not more than 10 days after the final date for filing direct arguments (**no later than 5 p.m. Friday, August 7, 2015**) – the City Clerk's office will be open on that date from 8 a.m. to 5 p.m. **only** for the filing of election documents.

**NOTICE IS FURTHER GIVEN** that any ordinance, impartial analysis, or direct argument filed under the authority of the Elections Code will be available for public examination in the Clerk's office for not less than 10 calendar days from the deadline for the filing of the arguments and analyses. Any rebuttal argument filed under the authority of the Elections Code will be available for public examination in the Clerk's office for not less than 10 calendar days from the deadline for filing rebuttal arguments.

Please contact the City Clerk's office at 310-318-0203 or 310-318-0204 for information and for copies of the ordinance, appropriate forms and guidelines regarding the submittal of arguments.

Elaine Doerfling, City Clerk

Dated: July 15, 2015