

ARGUMENT IN FAVOR OF MEASURE K2010

Measure K is fair

Tourists and business people who visit and stay in hotels and other paid lodging in unincorporated County areas have been paying a 10% tax on their room charge for over 20 years. The “hotel bed tax,” or transient occupancy tax, is a general tax imposed upon hotel guests and is equal to 10% of the daily room rate. Voting for this measure will keep the 10% rate in place locally. Sacramento cannot borrow or take away this tax. The tax revenue is for local needs.

Measure K is necessary

Approval of Measure K would ensure that the many thousands of visitors, who travel our streets, enjoy our beaches, parks, trails and open space and rely on our sheriff, fire and medical services and clinics would contribute to a portion of the costs of service.

The “hotel bed tax” revenues are used for general government services such as public safety, law and justice, health and parks. They are also used for fire suppression, patrol services, crime prevention, criminal prosecution, gang suppression and operating the juvenile hall and jail. The “hotel bed tax” also contributes to health clinics, children’s services, libraries and parks. A “NO” vote would cost the County \$1.2 million in lost revenue as the hotel tax would drop to only 8%. Funding cuts would then have to be made to these services starting on July 1, 2010. A YES vote makes no change in the 20-year old tax rate but sustains revenue flow to help pay for vital local services.

Board of Supervisors of the County of Santa Barbara

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