

TRANSIENT OCCUPANCY TAX (TOT) INCREASE

BALLOT MEASURE PROPOSAL
FOR NOVEMBER 2012

BOARD OF SUPERVISORS

JULY 3, 2012



TOT BASICS

- **TOT = paid percentage of hotel room charge**
- **Current TOT of 10% = \$7.0M**
- **Increase to 12% is additional \$1.1M - \$1.5M**
- **City of Santa Barbara currently 12%**
- **Carpinteria, Goleta, Solvang and Buellton have ballot measures to increase their TOT**
- **Vote countywide, but this measure would only apply to hotels, etc. in unincorporated areas**



TOT PROCESS

- Introduce ordinance = Today**
- Adopt ordinance = July 10, 2012**
- Submit ballot measure = July 10, 2012**
- Impartial Analysis = July 25, 2012**
- Submit Argument in Favor = July 16 - 25, 2012**
- Election Day = November 6, 2012**
- Increase effective upon approval by voters**



QUESTIONS?