

Ballot Argument in Support of Measure __

Measure __ will add 3% to the existing hotel and motel room occupancy tax, which is primarily paid by tourists. The tax ensures that visitors to Ukiah share the cost of providing public facilities, benefitting tourists as well as members of the Ukiah community.

The current 10% TOT (Transient Occupancy Tax) rate charged by the City was last amended in 2006.

Raising the rate to 13% is consistent with what many cities throughout California currently charge and is still lower than a number of surrounding jurisdictions.

Measure __:

- Will not increase property tax, sales tax, or business license fees.
- Will only apply to overnight accommodations (hotel, motel, and short-term vacation rentals).
- Will only apply to rooms that are actually rented and will be paid only by the person renting the room.
- Will amount to an additional \$4.50 per night on a \$150 average room.
- Will support increased local investment in tourism promotion, which has already increased this revenue stream by more than double.
- These funds will be used right here in Ukiah and cannot be taken away by Sacramento.

A “Yes” vote for Measure __ will help provide needed additional revenue for, among other vital services, visitor attraction, park development and maintenance, code enforcement and public safety, and City recreation program scholarships.

It is only fair that tourists who use Ukiah’s park and recreation facilities and other public services contribute to their upkeep. Please join a unanimous City Council in voting “yes” on Measure __ to keep Ukiah financially healthy.