

**CITY OF UKIAH
MEASURE W**

Title: Increase in City of Ukiah Transient Occupancy Tax

Shall Ukiah City Code Section 1752 be amended to increase from the current 10% to 13% the transient occupancy tax imposed on the room rate charged to customers of hotels and motels and vacation rentals in the City of Ukiah? [] Yes [] No

The measure requires a majority vote in favor to pass.

**CITY ATTORNEY'S
IMPARTIAL ANALYSIS OF MEASURE W**

**INCREASING HOTEL-MOTEL ROOM OCCUPANCY TAX TO
13%**

In 1965 the City of Ukiah adopted Ukiah City Code ("UCC") Sections 1750-1763 also known as the Uniform Transient Occupancy Tax Ordinance, establishing an 8% tax on the rent charged by a hotel, motel or similar accommodation. In 2006 the voters approved amending UCC Section 1752 to increase the tax to 10%. The tax is imposed on each person who stays in the hotel, motel or similar accommodation for 30 consecutive days or less but is collected by the operator and paid to the City.

Measure W would amend UCC Section 1752 by increasing the percentage of the tax from 10% to 13%. It would make no other change to UCC Section 1752 or the Uniform Transient Occupancy Tax Ordinance.

If approved by a majority vote, Measure W will increase the Hotel-Motel Room Occupancy Tax to 13% in the City of Ukiah, effective upon certification of the election results.

s/David Rapport

David L. Rapport, Ukiah City Attorney

**ARGUMENT IN FAVOR OF MEASURE W
MEASURE W**

Measure W 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 W:

- 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.
- These funds will be used right here in Ukiah and cannot be taken away by Sacramento.

A "Yes" vote on Measure W 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 W to keep Ukiah financially healthy.

s/Josefina Dueñas
Josefina Dueñas, Mayor

s/Douglas F. Crane
Douglas F. Crane, Vice Mayor

s/Susan Sher
Susan Sher, Councilmember

s/Juan V. Orozco
Juan V. Orozco, Councilmember

s/Mari Rodin
Mari Rodin, Councilmember

NO ARGUMENT AGAINST THIS MEASURE WAS SUBMITTED.