


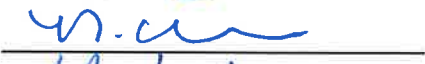
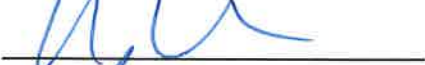


ARGUMENT IN FAVOR OF MEASURE B2024

Yes, on Measure B2024 is an EASY choice! The hotel bed tax is paid by guests staying in the city's hotels and motels, utilizing and benefiting from the city's services, infrastructure, parks, and coastal resources. Measure B2024 ensures that guests pay their fair share without increasing taxes on local residents.

A vote in favor of this measure will increase the hotel bed tax rate from 12% to 15%, and is expected to generate \$750,000 annually to maintain safe and clean public areas, provide fiscal sustainability for essential services and programs while meeting the demand of the City's growing infrastructure maintenance and improvement needs. Because revenue from Measure B2024 cannot be taken by the state, 100% of these funds will stay local and will be used to pay for essential City services.

Carpinteria residents deserve high-quality services and continued investments in their community. Our city is well run, but unfunded state mandates and rising public safety costs have created financial challenges we must address. Today the City faces significant financial hurdles on multiple fronts, compounded by steep increases in the cost of supplies, materials, and labor for City projects along with flatlining sales tax, property tax and transient occupancy tax revenue.

This proposed hotel bed tax increase is fair, reasonable, and necessary to help ensure the long-term financial health of the City and the continuation of important City services utilized by residents and visitors from throughout California and around the world. This measure will help fund the maintenance of city resources that residents and visitors use and enjoy. Yes, on Measure B2024 is an EASY choice to help keep Carpinteria a great place to live, work, and visit!

Signature	Title	Date
	Al Clark, Mayor	7/22/24
	Natalia Alarcon, Vice Mayor	7/22/24
	Roy Lee, Councilmember	7/22/24
	Wade T. Nomura, Councilmember	7/22/24
	Mónica J. Solórzano, Councilmember	07/22/2024

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JUL 23 2024

BRIAN C. BARRETT
CITY CLERK