

MEASURE B County of San Benito

Ballot Question

To provide and increase County services, such as law enforcement, fire, economic development, roads, and other essential local governmental functions, shall the ordinance to amend the San Benito County Code to (1) increase the Transient Occupancy Tax rate from eight (8%) to twelve (12%) percent upon persons occupying hotels within the County's unincorporated area and (2) to amend the definition of "operator", which revenue can be spent for unrestricted general revenue purposes, be adopted?

What your vote means?

YES	NO
A "Yes" vote amends the definition of operator and increases the tax rate to 12%.	A "No" vote results in no changes in the current Transient Occupancy Tax.

What will you find in this pamphlet?

County Counsel's Impartial Analysis
No Auditor's Fiscal Impact was Requested by the Board
Argument in Favor
No Argument Against was Submitted

The following statement is an impartial analysis of Measure B. If you desire a copy of the full text of the Ordinance, please contact the Department of Elections at:



<http://sbcvote.us/registrar-of-voters/elections-information/>



sbcvote@cosb.us



831-636-4016 / 877-777-4017

COUNTY COUNSEL'S IMPARTIAL ANALYSIS OF MEASURE B

This analysis of the changes to the Transient Occupancy Tax, Measure B, is prepared and submitted in accordance with Elections Code Section 9160. This measure was placed on the ballot by a vote of the San Benito County Board of Supervisors.

State law allows San Benito County to impose a transient occupancy tax on short term occupants of hotels, motels, inns or other lodging, including certain recreational campgrounds. The transient occupancy tax (sometimes referred to as "hotel tax") is a tax on the nightly room rent paid by visitors staying in hotels, motels, inns or other lodging in the unincorporated area of San Benito County for stays of thirty consecutive days or less.

If approved, the measure adopts an ordinance to amend the San Benito County Code to increase the Transient Occupancy Tax (TOT) from the current rate of eight (8) percent to twelve (12) percent, and expands the definition of "operator" in Section 5.03.051 of the San Benito County Code.

By way of example, if this measure is approved, for a room that costs \$100 per night, the tax due would increase from \$8.00 to \$12.00 per night.

The definition of "Operator" would also be modified to include any person receiving consideration (such as money) for rental of a hotel room including any broker, service provider or other intermediary which the hotel has contracted to arrange for the rental of the room or that has acquired any hotel room for subsequent rental. This will allow the TOT to be collected from on-line hotel brokers and vacation rental agencies when the hotel room is rented through such means. Currently, the tax is collected from the hotel proprietors (such as an owner) or managing agents and not from hotel booking providers.

The TOT is a general tax; the purpose of the tax is to raise revenue for general governmental purposes. All revenues from this tax will be deposited into the County's general fund and may be used for general County governmental services including, but not limited to, law enforcement, fire, emergency response, street maintenance and pothole repair, health services, parks, library services, economic development, and affordable housing, or any other expenditure per the Board's discretion. As a general tax, it will go into effect only if the tax is approved by a majority of the voters voting on the tax at an election.

A "Yes" vote amends the definition of operator and increases the tax rate to 12%.

A "No" vote results in no changes in the current Transient Occupancy Tax.

Dated: March 20, 2018

s/ BARBARA THOMPSON, County Counsel

NO AUDITOR'S FISCAL IMPACT FOR MEASURE B

ARGUMENT IN FAVOR OF MEASURE B

The Transient Occupancy Tax (TOT) is **paid for by temporary visitors**, such as tourists, visiting San Benito County. San Benito County's Transient Occupancy Tax commonly called the "hotel tax" is paid by those who rent hotel rooms in unincorporated San Benito County. The current hotel room TOT is 8%. This measure would raise the hotel room tax to 12%, as well as allow the tax to be collected from on-line hotel brokers and vacation rental agencies. Measure B enables **tourists to pay for the services they receive** while visiting our community with only a small increase in cost to each visitor.

The County needs revenues to provide the services and programs the community expects. The TOT is a beneficial way to produce new revenue from tourists, visitors, and business travelers who use County services. **San Benito County has not raised the TOT since 1985.** The proposed increase of 4% brings the County's tax in line with San Juan Bautista and many other neighboring cities and counties. With this increase, TOT will raise approximately **\$1.3 million** dollars for vital county services over the next ten years.

Specifically Measure B will:

- **Be paid for by Tourists.** Measure B requires hotel and motel guests to pay an additional 4% on their room rates.
- **Help Provide Vital County Services.** Measure B will make available over \$130,000 every year, making funding available for tourism promotion, and **vital county services** such as public safety, fire, and roads.

The proceeds of the TOT stay right here in our community!

Vote YES on Measure B!

FOR INFORMATION PLEASE CONTACT:

Janet Slibsager, Clerk of the Board
(831) 636-4000, ex. 11, jslibsager@cosb.us

SAN BENITO COUNTY BOARD OF SUPERVISORS
s/ Anthony Botelho, Chair *

**=Signing on behalf of a Group or Association*

NO ARGUMENT AGAINST MEASURE B WAS SUBMITTED
