

Argument in Favor of Measure X (General Municipal Election, April 10, 2012):

Measure X provides funds for important City services at no cost to Culver City residents.






Culver City's Transient Occupancy Tax (TOT), commonly called the "hotel tax," is paid by visitors who rent hotel rooms in our community. Our current TOT is 12%. This measure would increase the TOT to 14%, on par with Santa Monica and Beverly Hills and below the 15.5% rate in the City of Los Angeles. Our hotels will remain competitive.

The TOT is used to offset the cost of city services used by visitors. While costs have increased, Culver City's TOT has not been increased since 1989. Along with reductions in our workforce and negotiated reductions in employee benefits, an increase in our TOT is part of the City's overall strategy for long-term fiscal sustainability.

It is estimated that this 2% increase – just a few dollars on an average hotel bill – will generate \$550,000 during the next fiscal year to help pay for services such as police, fire, paramedics, parks and recreation, environmental protection and after-school programs. That amount is expected to increase over time and will continue to support the quality of life we enjoy in Culver City.

Unlike other sources of revenue, this local tax can't be taken away by the State to solve its budget problems. The proceeds will stay right here in Culver City.

Please join us in voting YES on Measure X.

PRINT NAME/TITLE	SIGNATURE/DATE
Print Name: <u>Micheál O' Leary</u> Title: <u>Mayor</u>	Signature:  Date: <u>11/7/11</u>
Print Name: <u>D. Scott Malsin</u> Title: <u>Vice Mayor</u>	Signature:  Date: <u>11/7/11</u>
Print Name: <u>Christopher Armenta</u> Title: <u>Councilmember</u>	Signature:  Date: <u>11/7/11</u>
Print Name: <u>Jeffrey Cooper</u> Title: <u>Councilmember</u>	Signature:  Date: <u>11/7/11</u>
Print Name: <u>Andrew Weissman</u> Title: <u>Councilmember</u>	Signature:  Date: <u>11/7/11</u>