

Measure to Increase the Transient Occupancy Tax

MEASURE AA
CITY ATTORNEY'S IMPARTIAL ANALYSIS

The City of Fort Bragg City Council has placed Measure AA on the ballot. The measure asks the voters whether the City should raise the current Transient Occupancy Tax ("TOT"), also known as a bed tax, by two percent (2%). Measure AA would also require City staff to issue an itemized report detailing the expenditures made from the additional funds. If approved by a majority of the voters, the increase would become operative on April 1, 2017.

The City of Fort Bragg currently imposes a TOT at the rate of ten percent (10%) of the rent paid by guests to occupy a room or space in a hotel or other similar accommodation ("hotel"). This measure would increase the TOT to twelve percent (12%). The TOT is not paid by a Fort Bragg resident unless the resident stays at a hotel for less than thirty (30) days.

Measure AA is a general tax and may be used for any general governmental purpose. All revenues would be placed in the City's General Fund. Measure AA requires the City's Finance Director to keep account of how the proceeds of the 2% of the TOT added by Measure AA are used and to submit an itemized expenditure report to the City Council on an annual basis.

In order for the City to adopt the amendments to its Municipal Code described above, Measure AA must be approved by a majority of the votes cast by the voters voting on the ballot proposition.

A "yes" vote on Measure AA will authorize the amendments to the City's Municipal Code described above.

A "no" vote on Measure AA will prohibit the City from adopting the amendments to its Municipal Code as described above.



Samantha W. Zutler
City Attorney

7/27/16
Date

Word Count: 280

Advisory Measure Regarding Use of Increased Transient Occupancy Tax Revenues

MEASURE AB
CITY ATTORNEY'S IMPARTIAL ANALYSIS

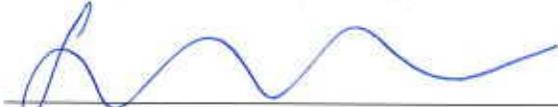
The Fort Bragg City Council has placed Measure AB on the ballot. Measure AB asks the voters to consider a non-binding advisory measure regarding the use of additional revenues that may be generated by the voters' approval of Measure AA, which is a 2% increase in the City's Transient Occupancy Tax ("TOT").

Under State law, the City Council may place advisory measures on the ballot in order to receive voters' opinions on issues. The results of this advisory vote are not binding on the City, but may prove helpful in communicating the will of the voters to the City Council as it makes decisions about how funds from Measure AA will be spent.

A "Yes" vote expresses an opinion supporting the uses of the additional TOT proceeds in the following manner:

- 50% (i.e., one-half of the additional revenues) to substantially increase promotions, special events, and marketing for Fort Bragg;
- 25% (i.e., one-quarter of the additional revenues) to enhance Coastal Trail maintenance and security;
- 12.5% (i.e., one-eighth of the additional revenues) to support establishment of the Noyo Center for Marine Science as a premiere visitor attraction; and
- 12.5% (i.e., one-eighth of the additional revenues) to undertake special projects that support tourism and benefit the community including, but not limited to, repair and enhancement of local athletic fields.

A "No" vote may be viewed as expressing an opinion against the uses of the revenue that have been proposed or as a neutral opinion neither in favor of, nor in opposition to, the uses proposed.



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