

ARGUMENT IN FAVOR OF MEASURE X

Ballot Measure X establishes a Transient Occupancy Tax (TOT) of 10% that would be paid by visitors who stay at hotels and short-term rentals in the City. **The TOT does not increase taxes for Vernon residents or businesses.**

Recent zoning changes now allow hotels to exist within the City of Vernon.

A hotel is a structure meant to house transients or visitors. Examples of what may be considered a hotel include: hotel, inn, tourist home or house, motel as well as apartments and single-family or multi-family dwellings used as short-term rentals.

The TOT is not paid by any local hotel operators, but only by hotel guests and visitors staying at short-term rentals. For example, a hotel guest paying a one-night stay at a rate of \$100, would pay the hotel \$110 including \$10 for the TOT.

Establishing a TOT creates a much-needed source of revenue for the City that would be used to fund essential City services such as street and sidewalk repairs, public safety and City health services.

Because travelers and visitors that stay in hotels located within Vernon would be using and receiving City services, the TOT is a fair way for visitors to contribute toward the cost of those services. As temporary residents or visitors, they would use City roads, and would be protected by our Police Department, fire services, and City health services.

It is important for the City to seek new revenue sources, such as the TOT, because the City receives limited Federal and State funding.

The passage of Measure X will help support public services for our community as the revenue generated by the TOT will be used to maintain and enhance Vernon's local services.

We urge a **"YES" vote on Measure X** to help maintain important City services.

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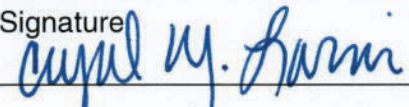
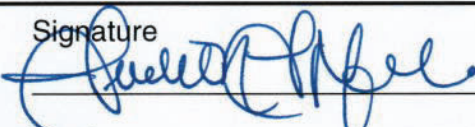
CITY CLERK DEPARTMENT

ARGUMENTS

FORM OF STATEMENT TO BE FILED BY AUTHORS OF ARGUMENTS

All arguments concerning measures filed pursuant to Division 9, Chapter 3, beginning with Section 9200) of the Elections Code shall be accompanied by the following form statement **to be signed** by each proponent, and by each author, if different, of the argument:

The undersigned proponents or authors of the primary argument in favor of Measure X at the General Municipal Election for the City of Vernon to be held on April 9, 2024, hereby state that the argument is true and correct to the best of their knowledge and belief.

Print Name <u>Crystal Larios</u>	Signature <u></u>
Title <u>Mayor</u>	Date <u>11-21-23</u>
Print Name <u>Judith Morio</u>	Signature <u></u>
Title <u>Mayor Pro-tem</u>	Date <u>11.21.23</u>
Print Name _____	Signature _____
Title _____	Date _____
Print Name _____	Signature _____
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Title _____	Date _____