



Local Ballot Measure: R

Arguments and rebuttals are the opinions of the authors. We print them exactly as submitted.

Argument In Favor of Measure R

To increase to the City of Del Rey Oaks TOT to 12%, and allowing the City Council to increase the TOT up to a cap of 14% without further voter approval

Supporting the proposed increase in the City of Del Rey Oaks' Transient Occupancy Tax (TOT) is a prudent step towards securing the financial future of the community. The current TOT rate of 10% is among the lowest in the Monterey Bay region, lagging behind neighboring cities like Monterey, Pacific Grove, and Marina, which all have rates of 12% or higher. By increasing the TOT by up to 4%, the City can generate an additional \$30,000 to \$60,000 annually, directly benefiting the General Fund.

These additional funds are crucial for maintaining and enhancing essential city services, including public safety, parks, and infrastructure. With this increase, Del Rey Oaks can continue to provide high-quality services without burdening its residents with higher taxes. Importantly, this tax is paid by visitors, not by local residents, meaning that those who benefit from the city's amenities will contribute to their upkeep. Imagine safer streets, well-maintained parks for your children, and improved public safety measures—all without increasing your taxes.

Moreover, the flexibility built into the measure allows the City Council to adjust the TOT rate based on economic conditions, ensuring that the tax remains fair and competitive. With annual independent audits and clear fiscal responsibility, voters can trust that the revenue generated will be used effectively and transparently.

In conclusion, a modest increase in the TOT will help Del Rey Oaks maintain its quality of life, support its vital services, and continue to thrive as a community. Voters should approve this measure to ensure the city's long-term fiscal health and sustainability.

/s/ Scott Donaldson, Mayor

/s/ John Uy, Vice Mayor

Rebuttal To Argument In Favor of Measure R

No arguments against Measure R were submitted.