



P City of La Palma, La Palma City Services Measure

To support City of La Palma services such as providing updated equipment for local police officers, maintaining streets and sidewalks, supporting programs and services for youth, seniors, and families, and for general government use, shall an ordinance be adopted increasing the City of La Palma’s transient occupancy tax paid by hotel/short-term rental guests from 8% to 12%, generating approximately \$200,000 annually until ended by voters, subject to annual audits and all funds staying in La Palma?

What your vote means

YES	NO
A “yes” vote on Measure P would <u>approve</u> the ordinance increasing the transient occupancy tax rate from 8% to 12%.	A “no” vote on Measure P would <u>disapprove</u> the ordinance increasing the transient occupancy tax rate and keep the TOT rate at 8%.

For and against

FOR	AGAINST
<p>Michele Steggell Mayor, City of La Palma</p> <p>Debbie Baker Mayor Pro Tem, City of La Palma</p> <p>Marshall Goodman Council Member, City of La Palma</p> <p>Mark Waldman Council Member, City of La Palma</p>	<p>No argument against this measure was submitted.</p>

Ballot Measures-PFull Text of Measure P
City of La Palma

ORDINANCE NO. 2022- ____

AN ORDINANCE OF PEOPLE OF THE CITY OF LA PALMA, CALIFORNIA, AMENDING SECTION 14-118 OF THE LA PALMA CITY CODE TO INCREASE THE CITY'S TRANSIENT OCCUPANCY TAX RATE FROM EIGHT PERCENT (8%) TO TWELVE PERCENT (12%)

THE PEOPLE OF THE CITY OF LA PALMA DO ORDAIN AS FOLLOWS:

SECTION 1. City Code Amendment. The La Palma City Code is hereby amended by amending Section 14-118 thereof to read as follows:

Sec. 14-118. – Tax Imposed

For the privilege of occupancy in any hotel, each transient is subject to and shall pay a tax in the amount of twelve percent of the rent charged by the operator. Said tax constitutes a debt owed by the transient to the City, which is extinguished only by payment to the operator or to the City. The transient shall pay the tax to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the tax shall be paid with each installment. The unpaid tax shall be due upon the transient's ceasing to occupy space in the hotel. If for any reason the tax due is not paid to the operator of the hotel, the Finance Director may require that such tax shall be paid directly to the Finance Director.

SECTION 2. Severability. If any section, subsection, subdivision, paragraph, sentence, clause, or phrase added by this Ordinance, or any part thereof, is for any reason held to be unconstitutional or invalid or ineffective by any court of competent jurisdiction, such decision shall not affect the validity of effectiveness of the remaining portions of this Ordinance or any part thereof.

SECTION 3. Effective Date. This Ordinance shall go into effect ten (10) days after the date on which the election results are declared by the City Council.

SECTION 4. Execution. The Mayor is hereby authorized to attest to the adoption of this Ordinance by the voters of the City of La Palma by signing where indicated below.

Impartial Analysis
City of La Palma
Measure P

The City Council of the City of La Palma has authorized the placement of Measure P on the November 8, 2022 ballot seeking voter approval of an ordinance that would amend the La Palma Municipal Code to raise the Transient Occupancy Tax (TOT) from the current rate of eight percent (8%) to twelve percent (12%) of the rent charged to guests of a hotel, motel, inn, tourist home or house, or other short-term rental lodging in the City.

Currently, the City of La Palma imposes an eight percent (8%) TOT on rent charged by the operator of any hotel, motel, inn, tourist home or house, or other short-term rental lodging within the city limits for guests who stay for a period of thirty (30) consecutive calendar days or less. The TOT is collected at the time rent is paid by the guests. The TOT is not a sales or use tax and does not apply to guests who stay for periods longer than thirty (30) consecutive calendar days.

The estimated revenue from this increase is \$200,000 annually. The revenues derived from the proposed increase in the TOT rate would be deposited in the City's General Fund and would be used for general governmental operations and services, such as providing updated equipment for local police officers, maintaining streets and sidewalks, supporting programs and services for youth, seniors, and families, and other services and improvements. This measure therefore proposes a general tax and requires a simple majority vote for adoption. The proposed increase in the TOT rate has no expiration date, but is subject to modification by a majority of voters at a future election.

A "yes" vote on Measure P would approve the ordinance increasing the transient occupancy tax rate from 8% to 12%.

A "no" vote on Measure P would disapprove the ordinance increasing the transient occupancy tax rate and keep the TOT rate at 8%.

Dated: June 20, 2022

s/ Ajit Thind
City Attorney

The above statement is an impartial analysis of Measure P. If you desire a copy of the measure, please call the City Clerk/Election Official's office at (714) 690-3334 and a copy will be provided at no cost to you.

Ballot Measures-PFiscal Impact Statement
City of La Palma
Measure P

The City Council of the City of La Palma has placed a measure on the ballot asking voters to approve an increase in the Transient Occupancy Tax from the current rate of eight percent (8%) to twelve percent (12%). This tax is paid only by hotel guests or other short-term rental lodging in the City; it is not paid by residents. This increase would cost visitors an additional \$6 on a \$150-a-night hotel stay in La Palma.

Should this measure be approved, it would result in the City receiving an additional estimated \$200,000 annually. This measure is not expected to add any significant amount of new administrative costs to the City.

As a general tax, the proceeds would be deposited into the General Fund and would be used for general government operations and services, such as providing updated equipment for local police officers, maintaining streets and sidewalks, supporting programs and services for youth and families, and for other services and improvements.

Dated: June 20, 2022

s/ Conal McNamara
City Manager

The above statement is a fiscal impact statement of Measure P. If you desire a copy of the measure, please call the City Clerk/Election Official's office at (714) 690-3334 and a copy will be provided at no cost to you.

Ballot Measures-P**Argument in Favor of Measure P**

Vote Yes on Measure P to support La Palma's high quality of life and protect local property values, all without increasing taxes on residents.

People live in La Palma because it offers an exceptional quality of life and great local services, including our own Police Department.

However, our City continues to see more out-of-towners flocking to regional attractions, including local parks, beaches, and theme parks. These tourists have increased traffic and demand on La Palma's city services, including community facilities, sidewalks, and our local police.

At the same time, local streets, sidewalks, and community facilities require ongoing maintenance that is beyond current available resources. If we do not address these issues now, it will be more expensive to repair and maintain them in the future.

That's why we need Measure P. Measure P provides locally controlled funding to help keep the City we love clean, safe, and well-maintained and ensures tourists pay their fair share.

Only tourists will pay for Measure P, which will increase La Palma's transient occupancy tax for hotel and other vacation rental guests.

Vote YES on P: Keep La Palma Safe and Desirable

- Provide updated equipment to our local police officers
- Maintain City streets and sidewalks
- Support City parks and programs for youth and families - such as movie nights and concerts

Measure P Does Not Increase Taxes for Local Residents

- Measure P ensures visitors to our hotels pay their fair share for city services
- The state and federal governments can't take one penny of Measure P
- Annual financial audits of expenditures are required

Safe neighborhoods, beautiful parks, and clean streets make La Palma a desirable place to live, do business, and raise a family. Join us: vote Yes on Measure P to protect the essential city services that keep La Palma safe and strong.

s/ Michele Steggell
Mayor, City of La Palma

s/ Debbie Baker
Mayor Pro Tem, City of La Palma

s/ Marshall Goodman
Council Member, City of La Palma

s/ Mark Waldman
Council Member, City of La Palma

No argument against this measure was submitted.