

Rebuttal to Argument Against Measure R

Vote YES on Measure R!

Our TOT or hotel tax has not increased since 1985. The proposed increase is 2%.

The General Fund is NOT a mystery fund. It is the name of the budget that pays for city Police, Fire, Public Works, PB&R and all other city services.

Visitors benefit from these services when they hike our trails, picnic at our beaches or require help in an emergency. It is a minimal fee for access to the beautiful amenities our city offers.

Many factors, such as location, the economy, gas prices, service, and advertising, impact hotel occupancy much more than a small additional fee. Last year the City of Brisbane raised their TOT from 10% to 12%, just like this measure, and hotels and businesses there have not been hurt. In fact, hotel occupancy has increased.

Pacifica provides many outdoor amenities for the traveler, more than our neighboring cities. Meanwhile, most surrounding cities have hotel taxes and/or other fees that are equal to or more than 12%.

If Measure R passes:

- Visitors will contribute to the cost of services they enjoy.
- Pacifica will make progress in achieving its Five Year Financial Plan goal of financial stability. Remember: The plan also *includes saving \$8 million from employee salary and benefit costs.*
- Together our city and hotel operators will bring more visitors to Pacifica, increasing business revenue.

Vote for our future! Vote for a prosperous, beautiful Pacifica!
Vote YES on Measure R!

/s/ **Gregory W Cochran** August 21, 2010
Retired CEO, SSF Chamber of Commerce

/s/ **Ginny Silva Jaquith** August 22, 2010
Former Mayor

/s/ **Bruce M Banco** August 22, 2010
Chair: Support Pacifica

/s/ **Susan Vaterlaus**

August 22, 2010

/s/ **Suzan Getchell-Wallace**

August 22, 2010