



OFFICE OF
**ASSESSOR-COUNTY CLERK-
 RECORDER & ELECTIONS**
 COUNTY OF SAN MATEO

RECEIVED
 AUG 13 2024
 CITY CLERK

MARK CHURCH
 CHIEF ELECTIONS OFFICER &
 ASSESSOR-COUNTY CLERK-RECORDER

Ballot Measure Primary Argument Submission Form

A ballot argument will not be accepted unless accompanied by this completed **typed** form, which shall contain the printed name(s) and signature(s) of the person(s) submitting it or, if submitted on behalf of a bona fide association of citizens, the name of the association and the printed name and signature of at least one of its principal officers. **Please make sure you are using proper format before submitting to the Elections Office.**

Word count limit for Primary Arguments = 300 words

Ballot Measure _____ for the increase of TOT _____ to be held on November 5, 2024

Primary Argument in Favor of Primary Argument Against

This argument is submitted by (check ONLY ONE):

<input type="checkbox"/>	The County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District Name of Governing Body: Contact Person's Printed Name: Phone: _____ Email: _____
<input type="checkbox"/>	Member(s) of the County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District Name of Governing Body: Contact Person's Printed Name: Phone: _____ Email: _____
<input type="checkbox"/>	Bona Fide Association of Citizens If this argument is filed by a bona fide association of citizens, the signers of the argument must be affiliated with the association and be authorized to sign the argument on its behalf. Provide the printed name and signature of at least one principal officer of the association. Name of Association: Contact Person's Printed Name: Phone: _____ Email: _____
<input checked="" type="checkbox"/>	Individual Voters Eligible to Vote on the Measure Contact Person's Printed Name: <u>Ella Doherty</u> Phone: [REDACTED] Email: [REDACTED]
<input type="checkbox"/>	Combination of Voters and Associations Contact Person's Printed Name: Phone: _____ Email: _____

Arguments will be emailed to the contact person listed here for review before they are printed in the Sample Ballot & Official Voter Information Pamphlets.

Please complete the reverse side of this form.

40 Tower Road, San Mateo, CA 94402

P 650.312.5222 F 650.312.5348 email registrar@smcacre.gov web www.smcacre.gov

Primary Argument Signers Form

Author Verified

No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed. Names and titles listed will be printed in the order that they are listed below. Place a checkmark in the author column if the signer is the author of the argument. A signer can only list one title. Honorifics such as M.D., Dr., Esquire, etc. with a name are not accepted.

If the signers are part of a bona fide association, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual, the title under the signer's name must list the name of that bona fide association and may include their position within that association.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

Type information clearly.

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Check if the signer is the author of the argument. Authors must be signers.

(FOR OFFICIAL USE ONLY)
Staff check once the eligibility of the signer is verified.

1.	Name: Ella Patel	Title: Owner CITY CLERK	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: [REDACTED]		Pronouns:	
	Signature: [REDACTED]	Date: August 12, 2024	He/His: <input type="checkbox"/>	She/Her: <input checked="" type="checkbox"/>
			They/Them: <input type="checkbox"/>	
2.	Name: Carlos Patel	Title: Owner	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: [REDACTED]		Pronouns:	
	Signature: [REDACTED]	Date: August 12, 2024	He/His: <input type="checkbox"/>	She/Her: <input checked="" type="checkbox"/>
			They/Them: <input type="checkbox"/>	
3.	Name: Mitesh Patel	Title: Owner	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: [REDACTED] Pacifica CA 94044		Pronouns:	
	Signature: [REDACTED]	Date: August 12, 2024	He/His: <input type="checkbox"/>	She/Her: <input checked="" type="checkbox"/>
			They/Them: <input type="checkbox"/>	
4.	Name: Ambrogio Panesi	Title: Owner	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: [REDACTED] Pacifica CA 94044		Pronouns:	
	Signature: [REDACTED]	Date: August 12, 2024	He/His: <input type="checkbox"/>	She/Her: <input checked="" type="checkbox"/>
			They/Them: <input type="checkbox"/>	
5.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:		
	Address:		Pronouns:	
	Signature:	Date:	He/His: <input type="checkbox"/>	She/Her: <input type="checkbox"/>
			They/Them: <input type="checkbox"/>	

Submit a second form (this side only) for alternate signers attached to this form and the argument.

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Argument Against Measure _____

Dear City of Pacifica,

Raising the TOT will make our city a less competitive destination compared to neighboring areas. Visitors often compare accommodation costs when planning their travels, and a higher TOT can deter potential guests from choosing our city. This can result in decreased occupancy rates for local hotels and short-term rentals, ultimately reducing the overall revenue these businesses generate. Secondly, the hospitality industry is still recovering from the effects of the COVID-19 pandemic. Many hotels and short-term rental operators are working hard to rebuild their businesses and regain financial stability. An increase in the TOT at this critical juncture could place an additional financial burden on these businesses, potentially leading to further economic hardship and even closures.

Higher TOT rates may also discourage new investment in our local hospitality sector. Investors and developers often consider tax rates when deciding where to allocate their resources. By raising the TOT, we risk discouraging new hotel projects and the development of short-term rental properties, which can limit our city's growth and economic diversification. Furthermore, the increased TOT might disproportionately affect small, locally-owned businesses. Unlike large hotel chains, small operators often have tighter profit margins and less capacity to absorb additional costs. This can lead to a loss of jobs and services that these local businesses provide to our community

The additional revenue generated by the higher TOT may not outweigh the economic damage caused by decreased tourism and business closures. It risks making our city less competitive, imposes additional burdens

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