

## TOT - CITY ATTORNEY IMPARTIAL ANALYSIS

Measure \_\_\_\_ is an ordinance authorizing the City to increase the Transient Occupancy Tax (TOT), paid by persons staying at local hotels, motels, and short-term rentals, from 10% to 14%. Proceeds of the tax would be paid into the City's general fund and would be available to the City for any lawful governmental purpose.

A TOT is a tax imposed on the privilege of occupancy at a hotel, motel, short-term rental and other similar places where guests pay to stay on a short-term basis. Currently, guests are required to pay the TOT in the amount of 10% of the total rent charged for an entire stay, which the hotel, motel, or short-term rental operator collects and remits to the City monthly. The City reports that on average over the last four years, the City has received approximately \$2 million annually from the TOT.

If this measure is approved, the City estimates that the increase in the TOT rate will result in additional revenue to the City of approximately \$700,000 to \$910,000 annually. These funds may be used for City services such as maintaining 9-1-1 emergency response times, supporting fire, paramedic, and police services, repairing potholes, and maintaining City parks and beaches. This tax would remain in effect until terminated by the voters.

On July 5, 2022, the City Council conditionally adopted an ordinance, subject to final approval by the voters at this election, increasing the City's TOT from 10% to 14%. Because this increase in the TOT would be a general tax, the tax must be approved by a majority of the voters casting ballots on the measure at a regularly scheduled election at which members of the Alameda City Council will be elected. The next such election is scheduled for November 8, 2022.

If this measure is approved, the increased tax is expected to be collected beginning January 2023.

This measure was placed on the ballot by the City Council.

A **YES** vote approves the measure and authorizes the proposed TOT increase.

A **NO** vote rejects the measure and rejects the proposed TOT increase.

s/ YIBIN SHEN  
City Attorney