

ARGUMENT IN FAVOR OF MEASURE K

Vote YES on Measure K to strengthen Needles' ability to maintain essential City services while asking visitors who stay in local lodging to contribute more toward the community they use and enjoy.

Measure K increases the City's Transient Occupancy Tax (TOT), which is paid primarily by visitors staying in hotels, motels, recreational vehicle parks, short-term rentals, and other lodging establishments—not by City residents.

The increase is phased over several years, from the current 10% to 12% beginning January 1, 2027, 13% beginning January 1, 2029, and 14% beginning January 1, 2030. This phased approach allows the increase to occur gradually rather than all at once.

An independent fiscal analysis found Needles' lodging market has remained stable and concluded that the proposed increase is not expected to materially affect hotel occupancy or overall lodging demand.

When fully implemented, Measure K is projected to generate approximately **\$400,000 annually in additional local revenue**. These funds remain local and can support streets, parks, public infrastructure, public safety, economic development, and other essential City services.

Measure K also provides accountability through annual public disclosure of revenues and expenditures.

Needles is a community traveled by thousands of visitors who rely on our roads, public infrastructure, public safety, parks, and other City services. Measure K asks those visitors to contribute more toward maintaining the community and services they use.

Keep the revenue local. Keep investing in Needles. Vote YES on Measure K.

Janet Jernigan, Mayor of the City of Needles