

Measure _____

(A CITY OF BIG BEAR LAKE BALLOT MEASURE TO INCREASE TRANSIENT OCCUPANCY TAX FROM 8% to 9% EFFECTIVE JANUARY 1, 2024 AND FROM 9% TO 10% EFFECTIVE JANUARY 1, 2025)

Argument For

Measure _ requires Big Bear Lake visitors to pay a modest annual 1% Transient Occupancy Tax increase on overnight lodging at private home rentals and hotels (also known as a TOT, bed, lodging, or hotel tax).

This Measure will help improve conditions for all Big Bear Lake stakeholders, including residents, 2nd homeowners, businesses, and visitors, in the following ways:

- Requires visitors, not residents, to help preserve critical City of Big Bear Lake infrastructure and services, such as streets, parks, trails, long term water and lake sustainability, plus public safety, including fire, ambulance, and law enforcement.
- Two small 1% increases are delayed and then slowly phased in, giving everyone ample time to ease into the new rates. The first 1% increase, from the current 8% to 9%, doesn't take effect for over a year, on January 1, 2024. The second 1% increase, from 9% to 10%, is effective another year later on January 1, 2025.
- Helps fairly shift the burden of supporting City infrastructure from residents, 2nd homeowners, and businesses, to the visitors who frequently use and benefit from these City services.
- Provides a long overdue TOT adjustment, which has not been raised since 2008.
- Translates into a minimal dollar increase on lodging rates. For example, an overnight visitor's \$108 bill with TOT would be \$109 in 2024, and \$110 in 2025. Just an extra \$1 or \$2 for every \$100 they spend.
- Brings Big Bear Lake's current low TOT closer to other similar resort communities, including Mammoth Lakes (13%), and South Lake Tahoe (12%-14%).

Join local residents, business owners, working families, and community leaders in supporting Measure _ . Help decrease the burden on local taxpayers by fairly funding critical City of Big Bear Lake infrastructure and services with more help from the visitors who share our very special mountain environment.

RECEIVED
CITY CLERK

JUL 25 2022

CITY OF BIG BEAR LAKE

STATEMENT TO BE FILED BY AUTHORS OF ARGUMENTS

All arguments concerning measures filed pursuant to Division 9, Chapter 3 (beginning with § 9200) of the Elections Code shall be accompanied by the following form statement **to be signed** by each proponent, and by each author, if different, of the argument:

The undersigned proponent(s) or author(s) of the primary argument in favor of ballot proposition (Name TBD) "A CITY OF BIG BEAR LAKE BALLOT MEASURE TO INCREASE TRANSIENT OCCUPANCY TAX FROM 8% to 9% EFFECTIVE JANUARY 1, 2024 AND FROM 9% TO 10% EFFECTIVE JANUARY 1, 2025" at the November 8, 2022 Statewide General Election for the City of Big Bear Lake to be held on November 8, 2022, hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Print Name <u>Rick Herrick</u> Title <u>MAYOR</u> (If applicable): Submitted on behalf of : <u>BIG BEAR LAKE CITY COUNCIL</u> (name of organization)	<div style="background-color: black; width: 100%; height: 80px; margin-bottom: 5px;"></div> Date <u>7-25-2022</u>
Print Name <u>Randall Putz</u> Title <u>Council Member</u> (If applicable): Submitted on behalf of : <u>Big Bear Lake City Council</u> (name of organization)	Signature <div style="background-color: black; width: 100%; height: 40px; display: inline-block;"></div> Date <u>7/25/2022</u>
Print Name _____ Title _____ (If applicable): Submitted on behalf of : _____ (name of organization)	Signature _____ Date _____
Print Name _____ Title _____ (If applicable): Submitted on behalf of : _____ (name of organization)	Signature _____ Date _____
Print Name _____ Title _____ (If applicable): Submitted on behalf of : _____ (name of organization)	Signature _____ Date RECEIVED CITY CLERK

JUL 25 2022

CITY OF BIG BEAR LAKE