



Argument in Favor of Measure K

Vote YES on Measure K – protect Yucca Valley’s quality of life!

Yucca Valley’s hotel and short-term vacation rental tax rate hasn’t changed in over 30 years. It’s old, outdated, and hasn’t kept up with rates found in many of our neighboring communities. Measure K updates Yucca Valley’s short-term rental tax rate and ensures that lodging visitors pay their fair share for our Town’s quality services. Vote YES on K!

YES on K is fair. YES on K does NOT increase taxes on local Yucca Valley residents. Only people staying overnight in hotels and short-term rental properties will pay for Measure K when they stay in our Town.

- YES on K fixes our 145+ miles of streets before repairs become even more expensive.
- YES on K maintains our rapid 9-1-1 emergency response times and neighborhood police patrols.
- YES on K provides short-term vacation rental enforcement.
- YES on K cleans up trash and weeds.
- YES on K improves street intersections and signals to better manage traffic congestion.

Measure K is fiscally accountable to you – the Yucca Valley taxpayer. K legally requires all funds to be spent locally. Funds cannot be taken away by Sacramento or the federal government. All funds generated by K are subject to public spending reports and annual independent financial audits, guaranteeing funds are spent as promised.

Here is what Measure K WON’T do:

Measure K WON’T result in any tax increase on you, your home, or your property.

Measure K funds cannot, by law, be used for projects OUTSIDE of our Town. ALL funds must stay local.

Instead, Measure K requires hotel and short-term rental lodging guests to pay their FAIR SHARE for services they enjoy.

Join the Town Council, business community, civic leaders, and your neighbors in voting YES on K!

For more information, visit: www.yucca-valley.org/measure-k

STATEMENT BY PROPONENTS/AUTHORS OF ARGUMENTS

Elections Code section 9600 requires that all arguments concerning measures shall be accompanied by the following 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:

Check the appropriate box below:

- Argument In Favor of (Proponents)
- Rebuttal to the Argument In Favor of (Opponents)
- Argument Against (Opponents)
- Rebuttal to the Argument Against (Proponents)

ballot measure K at the November 8, 2022 Statewide General Election for the
Measure Letter *Title of Election*

 Town of Yucca Valley to be held on November 8, 2022 hereby state that this
Jurisdiction *Date of Election*

argument is true and correct to the best of their knowledge and belief.
his/her/their

Proponents/Authors:

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<input checked="" type="checkbox"/> Terry Taylor Castillo		8/19/22
<i>Print Name</i>	<i>Signature</i>	<i>Date</i>
President, Desert Regional Tourism Agency		
<i>Title</i>	<i>Email Address</i>	<i>Phone</i>

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