

MEASURE C

AN ORDINANCE AMENDING CHAPTER 3.30.030 OF THE POINT ARENA MUNICIPAL CODE TO INCREASE THE CITY'S TRANSIENT OCCUPANCY TAX RATE FROM 12 PERCENT TO 14 PERCENT, SUBJECT TO THE APPROVAL OF THE MAJORITY OF THE ELECTORS VOTING ON THE TAX MEASURE AT THE NOVEMBER 3, 2026 GENERAL ELECTION

THE PEOPLE OF THE CITY OF POINT ARENA DO ORDAIN, AS FOLLOWS:

SECTION I: AMENDMENT OF CODE.

Chapter 3.03.030 of the Point Arena Municipal Code is hereby repealed and replaced with the following:

3.03.030 Amount of Tax.

(1) Pursuant to the authority of Revenue and Taxation Code Section 7280, there is levied an occupancy tax on the privilege of occupying a room or rooms in any hotel as defined in PAMC 3.30.020(1) unless such occupancy is for a period of more than 30 days. Effective April 1, 2027, the amount of the tax shall be 14% of the room rent charged by the hotel operator. It is the responsibility of the hotel operator to collect the occupancy tax in full at the time of renting a room or rooms to a transient. It is the further responsibility of the hotel operator to remit the 14% occupancy tax to the city within the time limits set forth in this chapter.

(2). For the purposes of this chapter, the phrase "the privilege of occupying a room or rooms in any hotel" shall be applied and interpreted as described in Cal. Revenue and Taxation Code § 7280(b), as amended from time to time.

SECTION II: SEVERABILITY.

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid by a court of competent jurisdiction, the remainder of the ordinance and the application of such provision to other persons or circumstances shall not be affected thereby. The City Council finds and declares that it would have adopted each and every provision of this ordinance, even if it had not adopted any other provision.

SECTION III: STATUTORY AUTHORITY FOR TAX.

This ordinance is adopted pursuant to Revenue and Taxation Code section 7280.

SECTION IV: ELECTION REQUIRED.

This ordinance shall not become operative unless and until a majority of the electors voting on this ordinance approve the imposition of the tax at the General Election to be held on November 3, 2026.

SECTION V: EFFECTIVE DATE.

This ordinance relates to the levying and collecting of the City transient occupancy tax ("TOT") and shall take effect only if approved by a majority of the voters voting on the measure at the November 3, 2026 General Election, and if approved, shall become effective April 1, 2027.

MEASURE C – Continued

CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE C CITY OF POINT ARENA

Measure C has been placed on the ballot seeking voter approval of an ordinance imposing a 2% increase in the rate of Point Arena's transient occupancy tax.

The transient occupancy tax is commonly referred to as the "hotel tax." It is collected by operators of hotels from guests ("transients") who stay at a hotel for thirty consecutive days or less. Hotel operators remit to the City the taxes they collect.

The current rate of the tax is 12% of the room rent charged by the hotel operator. Measure C would add an additional 2% to the tax rate, resulting in a 14% tax rate.

For purposes of the tax, "hotel" means "any structure, or any portion of any structure, which is occupied or intended or designed for occupancy by transients for dwelling, lodging, or sleeping purposes." "Hotel" specifically includes "any hotel, inn, tourist home or house, bed and breakfast facility, motel, studio hotel, bachelor hotel, lodging house, room house, apartment house, dormitory, public or private vacation resort club, or motor home or travel trailer at a fixed location, or other similar structure or portion thereof." Measure C does not change this existing definition.

The tax would remain in effect until repealed by the voters. The additional 2% is anticipated to generate approximately \$35,833 annually, which would be deposited in the City's general fund. The City Council has noted that the general fund is used to fund general City services, which include services that reduce tourist impacts; keep public spaces, parks, beaches, and bathrooms safe, clean, and free of litter; support local businesses. Tax proceeds will be audited as part of City's annual independent audit of the general fund and be accounted for in the City's Consolidated Annual Financial Report.

This measure was placed on the ballot by the City Council of the City of Point Arena.

A YES vote approves the measure and approves the proposed increase to the transient occupancy (hotel) tax.

A NO vote rejects the measure and rejects the proposed increase to the transient occupancy (hotel) tax.

The above statement is an impartial analysis of Measure C. If you desire a copy of the measure, please call the elections official's office at (707) 882-2122 and a copy will be mailed to you at no cost to you.

Baron Bettenhausen, City Attorney

ARGUMENT IN FAVOR OF MEASURE C**Vote YES on Measure C**

A YES Vote on Measure C will help strengthen Point Arena's local economy and provide funding for essential public services that benefit our entire community.

Measure C would increase the City's Transient Occupancy Tax (TOT) from **12% to 14%** on the cost of overnight lodging. The TOT is paid by visitors staying in local hotels, motels, inns, and vacation rentals—not by Point Arena residents unless they choose to stay in one of these accommodations.

Visitors enjoy and rely on our roads, sidewalks, parks, parking areas, public restrooms, and the City pier. Maintaining and improving these public facilities requires ongoing investment. Revenue generated by the Transient Occupancy Tax supplements the City's General Fund, helping support essential public services, maintain community facilities, and fund projects that benefit both residents and visitors.

TOT revenue also helps promote Point Arena as a destination, supporting local businesses and encouraging economic activity throughout the community. Every dollar generated by Measure C will remain in Point Arena and be used to support local services and community needs. These locally generated funds cannot be taken by the State.

During Fiscal Year 2024-2025, the City's Transient Occupancy Tax generated approximately **\$200,000** in revenue. Increasing the tax by 2 % is expected to generate approximately **\$36,000** in additional annual revenue.

Please join us in voting **YES on Measure C** to help strengthen our local economy, maintain essential public infrastructure, and support the services that keep Point Arena a vibrant place to live, work, and visit.

/s/ Barbara Burkey
Barbara Burkey, Mayor
City of Point Arena

/s/ Dan Doyle
Dan Doyle, Vice Mayor
City of Point Arena

NO ARGUMENT AGAINST MEASURE C WAS SUBMITTED.