

## MEASURE C

### CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE C

Effective January 1, 2012, Measure C would increase the City's Transient Occupancy Tax, commonly known as the "hotel tax," from 10% to 12%. The hotel tax is charged by the City to guests at hotels located in Cupertino. The tax rate is computed by multiplying the room rate charged by the hotel operator by the tax rate percentage. For example, a guest paying a \$100 hotel rate for one night stay would see their hotel tax increase from \$10 to \$12 if this measure is adopted. Guests with occupancies longer than 30 consecutive days are not subject to the tax. The tax is expressly authorized by State law. The tax was first imposed in 1965 and has been set at the rate of 10% since 1991.

The City estimates that the annual hotel tax revenues generated from the incremental increase will be approximately \$450,000. Revenues from the hotel tax are paid into the City's general fund. The revenue may be used by the City to fund any general fund purpose, including police (Sheriff), 911 emergency response, public works, capital improvements, maintenance of city streets, parks and recreation and for the library.

Hotel tax rates vary around the County from a low of 9% to a high of 14%. This tax measure imposes a general tax and will take effect if passed by a simple majority (50% +1) of voters casting a vote on the measure. If the measure does not pass, the hotel tax would remain at 10%.

Prepared by: /s/Carol Korade  
City Attorney

**The above statement is an impartial analysis of the proposed ordinance. If you desire a copy of the ordinance, please call the Cupertino City Clerk's Office at (408) 777-3223 and a copy will be mailed at no cost to you. You may also view the ordinance at [www.cupertino.org/measureC](http://www.cupertino.org/measureC).**

## ARGUMENT IN FAVOR OF MEASURE C

### YES on Measure C

This ballot Measure C preserves vital services and quality of life in Cupertino.

Starting in 1965, persons staying in Cupertino hotels have paid a Transient Occupancy Tax (TOT). This TOT is paid by hotel guests only.

100% of these funds remain in Cupertino and are used to provide essential public services such as public safety, library services, parks, and street maintenance. Unless they are staying in a hotel, residents of Cupertino do not pay the TOT.

**YES on Measure C** will increase the TOT paid by hotel guests by 2%. This will provide the needed funding to maintain the high quality of services our community has come to enjoy. This measure is estimated to generate an additional \$450,000 per year.

Unlike most other taxes, TOT is collected locally and the State cannot take this revenue away from Cupertino for our community needs which include:

- State-of-the-art library services
- Rapid 9-1-1 emergency response times
- Current levels of police officers and neighborhood police patrols
- Crossing guards and innovative traffic safety programs around our schools
- Proactive maintenance of our streets and sidewalks

**Yes on Measure C** includes taxpayer protections requiring independent financial audits and yearly reports to the community to keep the City accountable for how these funds are used.

Many residents live in Cupertino because it offers a higher level of service, programs, and quality of life. **Vote YES on Measure C** to ensure that our City can maintain the high quality of our library, public safety, streets, and parks.

Join our City Council, library, public safety, schools and community leaders, in voting **YES on Measure C** to ensure Cupertino remains a quality community.

/s/ Kathy Stakey  
Former Library Commissioner

/s/ Roberta Hollimon  
Retired Cupertino Resident

/s/ Ram Gopal  
Cupertino Resident

/s/ Steve Ting  
Community Leader

/s/ Hung Wei  
Fremont Union High School Dist. Boardmember

**NO ARGUMENT AGAINST MEASURE C WAS SUBMITTED**

- ☐ **UPDATE** your language preference and how to receive ballots by mail or in person
- ☐ **REGISTER** as a voter or update your registration information
- ☐ **CONTACT** the Registrar of Voters for more information
- ☐ **WRITE** a letter to the Registrar of Voters
- ☐ **TURN** in your ballot by mail or in person
- ☐ **FIND** the location of your nearest polling place
- ☐ **REVIEW** your ballot and return it to the Registrar of Voters

**PLEASE DO ONE OF THE FOLLOWING:**

- 1. Call the Registrar of Voters Office at (408) 508-1883 or (408) 508-1884
- 2. Complete the form to the right, remove it and either:
  - Drop it off in your polling place
  - Mail it to the Registrar of Voters

**REGISTRAR OF VOTERS**  
 P.O. BOX 21080  
 SAN JOSE, CA 95121-1080

**San Jose City and County Registrar of Voters**