

Arguments in support or opposition of the proposed laws are the opinions of the authors.

ARGUMENT IN FAVOR OF MEASURE C

It seems every list of "Top Ten Best Places to Live" and "Beach Towns Not to Miss" includes Solana Beach. While it's home to us, it's a destination to more and more visitors each year.

More visitors mean more wear on our parks, beaches and trails, and more demand on our public safety services.

Solana Beach has not increased the Transient Occupancy Tax (TOT) percentage in nearly 20 years. Measure C increases the TOT on hotel and short-term lodging stays by 1%, which is paid for entirely by visitors and tourists who stay in Solana Beach hotels and short term lodging. **It is not a tax on Solana Beach residents or property owners.** Only visitors who rent a hotel room or a short term vacation rental pay TOT.

Measure C will help the City keep lifeguards on our beaches, keep public restrooms clean and well-maintained, prevent trash from reaching our beaches and lagoons, and upgrade life-saving emergency equipment.

Every dollar raised by Measure C stays here in Solana Beach. It is not shared with the Federal, State, or County governments. By law, these funds are spent here, on the facilities and essential services we all rely on. We're asking for visitors to help pay for what they use.

Measure C revenue is accountable to you. It is subject to annual independent financial audits and public spending reports, so residents can see exactly how this visitor tax is being used.

Join our unanimous Solana Beach City Council, local hotel owners, the Solana Beach Chamber of Commerce, small business owners, lifeguards, and your neighbors in voting **YES on Measure C.**

For more information, visit www.CityofSolanaBeach.CA.gov

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