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League of Women Voters of California Education Fund



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Placer County, CA

June 5, 2012 Election

Measure F

Reauthorize the Transient Occupancy Tax
Tahoe Transient Occupancy Tax
Majority Approval Required



Pass: 2378 / 84.57% Yes votes 434 / 15.43% No votes

See Also: [Index of all Measures](#)

Results as of Jul 12 3:13pm, 0.0% of Precincts Reporting

Information shown below: [Impartial Analysis](#) | [Comments](#) |

NORTH LAKE TAHOE T-O-T CONTINUATION MEASURE WITH NO TAX INCREASE. To reduce traffic congestion/tourist impacts, support transportation services, build/maintain local bike trails, parks, indoor recreation opportunities, sidewalks, and beaches, and other public services, shall Placer County continue for 10 additional years, with no increase, the existing 2% North Lake Tahoe portion of the Transient Occupancy Tax + paid only by lodging guests, not by local taxpayers + with annual independent audits, continued local oversight, and all funds exclusively for North Lake Tahoe?

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Impartial Analysis

The County of Placer collects a transient occupancy tax on occupancy of overnight lodging within the County of Placer. A Transient Occupancy Tax (TOT) is a general tax that is charged for the privilege of occupancy in any hotel or motel.

The TOT rate for the County as a whole is 8%, but in 1996 the rate was increased by 2% to 10% in that portion of Placer County described as the "North Lake Tahoe Transient Occupancy Tax Area." The additional 2% of the 10% rate was subsequently extended by the voters in 2002, and will expire on September 20, 2012, unless an additional extension is approved by the voters.

If the current measure is passed, the TOT rate would remain at 10% in the North Lake Tahoe Transient Occupancy Tax Area for an additional ten years. The County states that the tax proceeds from the 2% increase (over the existing 8% county-wide rate) would be used to reduce traffic congestion/tourist impacts, support transportation services, build/maintain local

Submitted by Jim Durillo

at Board Hearing of 1-28-13

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bike trails, parks, indoor recreation opportunities, sidewalks, beaches, and other public services.

The TOT tax is authorized by Revenue & Taxation Code section 7280 et seq. Since this is a general tax, the measure will pass if approved by more than 50% of those voting on the measure.

A "Yes" vote is a vote to authorize continuing the 2% increase of the 10% TOT tax in the North Lake Tahoe Transient Occupancy Tax Area.

A "No" vote is a vote against continuing the increased tax in the North Lake Tahoe Transient Occupancy Tax Area, which would result in an 8% TOT rate for this area.

This analysis is submitted by the Office of the County Counsel of Placer County, pursuant to the requirements of section 9160 of the Elections Code of the State of California.

Anthony J. La Bouff
County Counsel
By: Brian R. Wirtz
Deputy County Counsel

Arguments For Measure F

In 1996, the voters of North Lake Tahoe approved a local 2% Transient Occupancy Tax (TOT) paid only by visitors who spend the night at local lodging.

Over the past 15 years, \$30 million dollars collected from the 2% TOT has been used to secure matching grant funds from state, federal, county and local sources to generate \$160 million dollars to support public improvement projects and services that could not otherwise be afforded.

This local source of revenue is set to expire September 2012 unless renewed by voters.

Many of us choose to live in North Lake Tahoe because it offers a high quality of life and outstanding community services. TOT Funds have helped:

- Build Bike Trails + on the West Shore, Midway Bridge to Squaw Valley, Tahoe City Lakeside, and those being planned on the North Shore, Northstar/Martis Valley, and along the Truckee River
- Improve Public Parks and the Lakeshore + such as Squaw Valley Community Park, Commons Beach and Tahoe Vista Recreation Area
- Support Public Infrastructure + such as Tahoe City and Kings Beach sidewalk projects, North Tahoe Events Center, Tahoe Maritime Museum and the Historic Fish Hatchery Interpretive Center

- Increase Transportation Services -- including airport and free night time shuttles and bus shelters We conducted a community survey to determine whether our voters would support continuing a North Lake Tahoe No Tax Increase TOT Measure that tourists, not residents, would pay. We learned that 85% of those surveyed support continuing our TOT at the same rate for an additional 10 years. If approved, funds from a Measure F renewal will help:
- Maintain public beaches and shoreline recreational areas
- Maintain existing bike trails, parks and public facilities
- Help create local jobs
- Avoid impacts on natural habitats
- Insure Visitor Tax with Local Approval, Local Input, Local Projects

Please join us and vote Yes on Measure F.

s/ Ron Parson, President/CEO Granlibakken Resort
s/ Stephanie Welsh Foucek, Principal, Tahoe Lake School
s/ Dave Ferrari, G.M. Ferrari's Crown Resort
s/ Randy Pomin, Owner + Pomin's Tahoe Hot Tubs
s/ Jennifer Montgomery, Placer County Supervisor

(No arguments against Measure F were submitted)

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The League of Women Voters neither supports nor opposes candidates for public office or political parties.

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FOR IMMEDIATE RELEASE**Date:** August 29, 2012**Contact:** Colin Parent

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cparent@hcd.ca.gov**The California Department of Housing and Community Development Announces
\$51.6 Million in Federal Funds to California Cities and Counties for CDBG Program**

Sacramento - Today the Department of Housing and Community Development (HCD) announced awards totaling more than \$42.8 million in federal Community Development Block Grant (CDBG) funds for eligible Economic Development, Community Development, and Colonia Allocations. \$8.8 million will also be made available for Economic Development Over-the-Counter (OTC) awards to be made over the coming fiscal year.

The \$42.8 million in funding will go to the following 54 California communities:

County of Amador

City of Arcata

City of Avenal

County of Butte

City of Calimesa

City of Calistoga

County of Colusa

City of Corcoran

City of Corning

City of Crescent City

County of Del Norte

City of Dinuba

City of Dorris

City of Etna

City of Eureka

City of Exeter

City of Firebaugh

City of Fort Bragg

Town of Fort Jones

County of Glenn

City of Gonzales

County of Humboldt

City of Huron

County of ImperialCounty of LakeCounty of Lassen

City of Marina

County of MariposaCounty of MendocinoCounty of MonoCounty of Monterey

City of Nevada City

City of Orange Cove

City of Orland

City of Oroville

City of Parlier

County of Plumas

City of Plymouth

City of Portola

County of San BenitoCounty of Santa CruzCounty of Shasta

City of Shasta Lake

County of SiskiyouCounty of Solano

City of St. Helena

City of Tehama

Town of Truckee

County of Tulare

City of Tulelake

County of Tuolumne

City of West

Sacramento

City of Woodlake

County of Yuba

"These awards will significantly impact the ability of small cities and counties to improve the lives of their citizens. We're proud to help fund upgrades to housing, infrastructure, and

DI FT: Potential Funding Categories

As of: 1/21/2013		Funding Source				
		Promotional Funding		Incentives	Grants	
		Existing	Future		Private	Public
Count	Entities (Association, Foundation, Partnership, Business etc...)					
1	Economic Development					
2	Rural Broadband (GIS Mapping)					
	Agriculture (Margaux Argyres)					
3	Apple Hill Growers Association					
4	El Dorado County Farm Trails Association					
5	EDC Farm Trails Farmers' Markets					
6	FairPlay Winery Association					
7	Carson Road Wineries					
8	El Dorado Winery Association (EDWA)					
9	EDC Christmas Tree Grower's Association					
10	El Dorado Wine Grape Growers Association (http://www.eldoradograpes.com/)					
11	??? EDC Farm Bureau ???					
	Tourism:					
12	Rafting Association(s)?					
13	Bed and Breakfast Inns of EDC					
14	Gold Bug Park					
15	Gold Discovery Park					
16	History of Gold					
17	Placerville Downtown Association (PDA)					
	Seek Chamber for list of their VA members (see Jody's presentation)					
	Historical Groups and Museums (Betty January)					
18	(www.eldoradocountyhistoricalsociety.org)					
19	EDC Museum (Mary Cory)					
20	Gold Bug Park - Hattie Museum					
21	Clarksville Regional Historical Society					
22	Fountain-Tallman Museum					
23	Pioneer Cemeteries					
24	Gold Discovery Park					
25	National Pony Express Association					
26	Friends of Baley House					
27	Highway 50 Association					
28	Rescue Historical Society					
29	Wakamatsu Tea and Silk Colony Farm Project					
30	Lincoln Highway Association					
31	Lotus-coloma Historical Region					
	Recreational & Wellness					

terms to be defined

Added from Friday 1/18/13