



Transient Occupancy Tax

Proposed Increase | Fact Sheet

Measure K | November 3, 2026 Election

What would change?

The measure would increase the City’s transient occupancy tax (TOT) from 10% to 14% in phases. This is a four-percentage-point increase. The current 10% rate would remain in effect through December 31, 2026.

Effective date	TOT rate	TOT on \$100 of taxable lodging	Estimated additional annual City revenue
Current rate	10%	\$10	Not applicable
January 1, 2027	12%	\$12	\$200,000
January 1, 2029	13%	\$13	\$300,000
January 1, 2030	14%	\$14	\$400,000

Example assumes a constant \$100 taxable lodging charge and shows TOT only. Revenue estimates are based on current lodging activity; actual collections may vary.

Who pays the tax?

Guests pay TOT on taxable lodging stays of 30 days or less in hotels, motels, recreational vehicle parks, short-term rentals, and other lodging establishments. Operators collect and remit the tax to the City. The tax applies to taxable stays, whether the guest is a visitor or a local resident.

How could revenue be used?

Revenue would be deposited in the City’s General Fund and could be used for any lawful municipal purpose. The City Council would determine spending through the annual budget process. The measure does not dedicate revenue to a particular project, program, or service.

Reporting and administration

The ordinance updates monthly reporting, tax remittance, and delinquency provisions to reflect the applicable tax rate. The ballot question includes annual public disclosure.

What does a YES vote mean?

A YES vote approves the phased increase to 12% on January 1, 2027; 13% on January 1, 2029; and 14% on January 1, 2030.

What does a NO vote mean?

A NO vote rejects the proposed increase. The existing 10% TOT would remain in effect.

What approval is required?

The measure requires approval by a majority of voters voting on the measure.

How long would it remain in effect?

The measure has no scheduled expiration date. The increased rates would remain in effect unless subsequently amended or repealed in accordance with applicable law.