

CITY OF SAUSALITO – Ballot Argument in Favor of Measure L (Transient Occupancy Tax)

Protect Sausalito's local quality of life--vote YES on L.

Everyone knows Sausalito residents enjoy an amazing quality of life with strong property values. Tourism is essential to our local economy and long-term sustainability! But at the same time, the number of bikes, buses and taxis creating downtown traffic congestion must be addressed for our local quality of life. Vote YES on L -- keep Sausalito a special place to live!

Measure L is paid by out-of-town visitors and tourists when they stay in a Sausalito hotel or lodging. Measure L is NOT otherwise paid by Sausalito residents or property owners.

YES on L simply ensures out-of-town visitors to Sausalito continue to pay their fair share for public safety and other services by updating Sausalito's hotel room (bed) tax rate. The revenue generated by YES on L will help address downtown traffic congestion while generating money to re-invest in Sausalito's valued local businesses.

Your YES on L vote invests in maintaining our core community services, such as rapid 911 emergency response and the excellent public safety services you expect and deserve. It ensures out-of-town visitors to Sausalito contribute towards maintaining our family-friendly community –helping to keep park bathrooms clean, playgrounds safe, and streets maintained.

All funds generated by YES on L are subject to independent, annual audits. Best of all, Sacramento politicians can't take a dime. Measure L is accountable to you, the Sausalito taxpayer.

Again, here's what Measure L WON'T do:

- Measure L is NOT a tax on your home or property.
- Sausalito residents who are NOT hotel guests WON'T be taxed.

Join residents, hoteliers, the business community, and civic leaders in voting YES on L. For factual information, visit www.sausalito.gov

Signed by:

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