



BALLOT MEASURE PRIMARY ARGUMENT SUBMISSION FORM

A ballot argument shall not be accepted unless accompanied by this completed form. In addition to the information provided here, the argument shall contain the printed name(s) and signature(s) of the person(s) who submitted it or, if submitted on behalf of a bona fide association or citizens/organization, the name of the association or organization and the printed name and signature of at least one of its principal officers who is the author of the argument.

Word count limit for Primary Arguments = 300 words

Primary Argument in **FAVOR** of: _____
Primary Argument **AGAINST**: City of HMB Hotel/Lodging Tax Measure

1.	Name: <u>Dana Dahl</u>	Title (optional): <u>Board Chair, HMB Hotel BID</u>
	Phone: [REDACTED]	Email: [REDACTED]
	Address: [REDACTED] <u>Half Moon Bay, CA 94019</u>	
	Signature: [REDACTED]	Date: <u>08-14-2020</u>
2.	Name: <u>Keith Wesselmann</u>	Title (optional): <u>Treasurer, HMB Hotel BID</u>
	Phone: [REDACTED]	Email: [REDACTED]
	Address: [REDACTED] <u>Half Moon Bay, CA 94019</u>	
	Signature: [REDACTED]	Date: <u>08-14-2020</u>
3.	Name: <u>David Vipond</u>	Title (optional): <u>Vice Chair, HMB Hotel BID</u>
	Phone: [REDACTED]	Email: [REDACTED]
	Address: [REDACTED] <u>Half Moon Bay, CA 94019</u>	

9.		Date: 08.14.2020
4.	Name:	Title (optional):
Phone:		Email:
Address:		
Signature:		Date:
5.	Name:	Title (optional):
Phone:		Email:
Address:		
Signature:		Date:

With their signature, signers state that they have read the argument and believe it to not be false or misleading.

PLEASE ATTACH A PDF HARD COPY OF THE ARGUMENT TO THIS FORM. AN ELECTRONIC COPY OF THE ARGUMENT IN WORD FORMAT IS ALSO REQUIRED. THIS MUST BE SENT TO THE CITY CLERK PRIOR TO THE DEADLINE.

The Transient Occupancy Tax (TOT) rate should not be increased at this time. If the increase is passed, the rate in the City of Half Moon Bay will be 5% higher than in unincorporated San Mateo County, and on average 3% above other California visitor destinations. The increase in the TOT will inhibit overnight stays in Half Moon Bay, with many people opting instead for more affordable day trips. This increase in day trippers will lead to more traffic congestion, pollution, and overcrowding. In addition, an increase in the TOT will drive overnight visitors to stay in nearby areas where they can pay less tax. Overnight visitors fuel a large portion of Half Moon Bay's economy, spending far more than day trippers in our local restaurants and stores that depend on this revenue. The loss of overnight visitors will devastate a fragile tourist economy that is so vital to Half Moon Bay.

- Submitted by the Hotel Business Improvement District of Half Moon Bay 

Resolution No.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY
TO CONTINUE THE BASIS FOR AND LEVY THE ASSESSMENT FOR THE HALF MOON BAY
BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2020-21**

WHEREAS, the Parking and Business Improvement Area Law of 1989 Section 36500 et seq. of the California Streets and Highway Code authorizes cities to establish and renew business improvement areas for the purpose of promoting tourism; and

WHEREAS, the City Council approved Resolution C-10-04 on April 6, 2004 to establish the Half Moon Bay Hotel Business Improvement District (BID) and on June 15, 2004 approved an Ordinance establishing the Half Moon Bay Hotel Business Improvement District; and

WHEREAS, in accordance with the requirements of Health and Safety Code Section 36530 and Half Moon Bay Municipal Code Chapter 3.100, the City Council appointed the Half Moon Bay Coastside Chamber of Commerce and Visitors' Bureau as the managing agency to provide oversight and recommendations regarding the use of the assessment funds; and

WHEREAS, the Half Moon Bay Municipal Code and the Parking and Business Improvement Area Law requires that the managing agency prepare and submit an annual report stating the proposed changes, improvements and activities for the fiscal year; and

WHEREAS, on April 28, 2020, the Chamber submitted the 2019 Annual Report; and

WHEREAS, on May 19, 2020, the City Council adopted a resolution approving the Report and declaring intention to continue the BID program and assessments for Fiscal Year 2020-21 following a public hearing on June 16, 2020, at 7:00 p.m.; and

WHEREAS, the City Clerk gave notice of the public hearing by publishing in a newspaper of general circulation at least seven days before the public hearing and by mailing a copy of said public hearing notice and Resolution No. 2019-41 to all affected businesses as required by California Streets and Highways Code section 36534; and

WHEREAS, at the public hearing, the City Council heard and considered all protests against the Fiscal Year 2020-21 levy of assessments for the BID, and the rules and procedures used in receiving and considering protests complied with those set forth in the California Streets and Highways Code Sections 36524, 36525, 36534 and 36535; and

WHEREAS, the City Council desires to adopt this resolution to continue the program and assessments as levied without change for Fiscal Year 2020-21.

NOW, THEREFORE, BE IT RESOLVED THAT by the City Council of the City of Half Moon Bay hereby resolves:

- Section 1. The Annual Report is on file with the City Clerk and contains a full and detailed description of activities provided in 2019. No changes to the District boundaries are proposed and there are no changes to the assessment proposed.

- Section 2. The assessment levied by the BID shall be used for activities and programs promoting lodging within the district and administer marketing programs that increase overnight lodging.

- Section 3. The City hereby levies the assessment for Fiscal Year 2020-21 in the amount of \$1 per rented room night on all hotels within the BID.

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 16th day of June, 2020 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

Jessica Blair, City Clerk

Adam Eisen, Mayor



HALF MOON BAY HOTEL BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

Mission Statement: The assessment levied by the Business Improvement District shall be used to promote lodging within the district and administer marketing programs that increase overnight lodging.

Chair, Dana Dahl, The Beach House, Half Moon Bay

Vice Chair, David Vipond, The Nantucket Whale Inn, Half Moon Bay

Treasurer, Keith Wesselmann, The Half Moon Bay Lodge, Half Moon Bay