



NOTICE OF MEASURE TO BE PLACED BEFORE VOTERS

**Capitola Proposes an Increased Visitors Service Fee (Transient Occupancy Tax)
Tax Measure for the November 6, 2018, General Municipal Election and
Fixes Times for Submission of Arguments and Rebuttals**

NOTICE IS HEREBY GIVEN that at its meeting on July 26, 2018, the Capitola City Council adopted Resolution No. 4121 placing a ballot measure for voters' consideration to raise the Visitors Service Fee (Transient Occupancy Tax) from 10 percent to 12 percent.

The following question shall be submitted to the voters of the City of Capitola at the General Municipal Election to be held on Tuesday, November 6, 2018:

To help fund youth programs, protect parks, beaches and open space, and support local businesses, shall a special tax measure paid only by hotel and short-term rental guests be approved increasing transient occupancy taxes from 10% to 12% until ended by voters, providing approximately \$310,000 annually, and allocating dedicated portions to youth and early childhood programs, and local business groups for marketing and community improvements, and the balance to fund core City functions?	Yes
	No

Argument and rebuttal deadlines for the City of Capitola Ballot Measures have been established in coordination with those for the Santa Cruz County Consolidated General Election as follows:

Arguments for or against: August 17, 2018
End of 10-day public inspection: August 27, 2018
Impartial Analysis (City Attorney): August 17, 2018
Rebuttals: August 24, 2018
End of 10-day public inspection: September 4, 2018

Complete filed and signed arguments and rebuttals are due at City Hall by **5 p.m.** on the deadline date. **ELECTRONIC OR FAXED SUBMISSIONS ARE NOT ACCEPTABLE.** Those arguments and rebuttals selected by the City Elections Official to be printed must then be emailed to Gail.Pellerin@santacruzcounty.us

Filing Location: Office of the City Clerk, Capitola City Hall, 420 Capitola Avenue, Capitola, CA
Phone (831) 475-7300

Arguments and rebuttals will be available for public review during regular office hours.