



City of Capitola

NEWS RELEASE

Attention: Editors
For Immediate Release
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City Proposes Transient Occupancy Tax Measure

CAPITOLA — The Capitola City Council voted on July 31, 2014, to place an 11% Visitor Services Fee (Transient Occupancy Tax - TOT) on the November 2014 ballot for voters' consideration. If approved by the voters, this measure would increase the TOT tax rate from 10% to 11%; it is anticipated to generate \$126,000 annually in General Fund revenues.

A recently commissioned independent survey of Capitola residents shows as much as 74% of those surveyed said they would definitely or probably support such a measure. To pass, the measure will require approval from 50% of those who cast votes.

The following ballot measure shall be submitted to the voters of the City of Capitola at the General Municipal Election to be held on Tuesday, November 4, 2014:

Shall the City of Capitola adopt an ordinance amending Section 3.32.030 of the Municipal Code raising the transient occupancy tax rate from 10% to 11%?	Yes	
	No	

The deadline for filing arguments with the Capitola City Clerk is Thursday, August 14, 2014, at 5:00 p.m. Rebuttal arguments, as submitted by the authors of the opposing direct arguments, may be filed with the City Clerk not more than 10 days after the final date for filing direct arguments.

Measure wording, impartial analysis, or direct argument filed will be available for public examination in the City Clerk's office 10-calendar days from the deadline for filing arguments. Any rebuttal argument filed will be available for public examination in the City Clerk's office for not less than 10-calendar days from the deadline for filing rebuttal arguments.

Direct questions to the Capitola City Clerk's Office at (831) 475-7300.

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