

Argument in Favor of Measure ____

Vote “YES” on Measure ____ to maintain quality community services and protect Hayward property values without raising taxes on the city’s residents or businesses. The Transient Occupancy Tax (TOT) or hotel tax is paid only by visitors staying in hotels and motels in our City.

The Hotel Tax is paid by travelers staying in our hotels and using and receiving city services. As temporary residents or visitors, they use City roads, enjoy our amenities, and are protected by our 911 and fire services. The Hotel Tax is a primary method by which visitors contribute toward the cost of those services.

Increasing the rate by up to 4.5% (about \$4.50 more a night for a room that costs \$100) could generate approximately \$1.6 million in much-needed additional revenue each year. This money will be used right here in Hayward and cannot be taken away by Sacramento. This local revenue will ensure that Hayward can continue to provide critical City services to our residents.

Hayward has had one of the lowest TOT rates in the Bay Area. An increase from 8.5% to up to 14% will put us at the same level with most of our neighboring cities. If Measure ____ is approved by voters, the Hayward City Council will have the flexibility to set the rate up to 14%. The City Council has committed to considering economic conditions and the status of recovery from the COVID-19 pandemic before adjusting the rate.

Please join a unanimous City Council in voting “Yes” for Measure ____ in order to maintain quality City services.

s/BARBARA HALLIDAY
Mayor, City of Hayward

s/AISHA WAHAB
City Council Member, Hayward

s/TERRY SANDOVAL
Healthcare Labor Leader

s/RAY BONILLA JR.
Chairman and Commissioner, City of Hayward Planning Commission

s/ROBERT SAKAI
Hayward resident