

TOT Ballot Measure “J” Fact Sheet

TOT Measure “J” – November 6, 2018

A proposed change to the Manteca transient occupancy tax (TOT) rate will appear on the November 6, 2018 ballot as Measure “J”. This measure will provide the City of Manteca registered voters an opportunity to approve or disapprove a hotel tax increase from 9% to 12%.
Ballot Question:

“Shall the measure adopting a City of Manteca ordinance to increase an ongoing transient occupancy tax (TOT - hotel tax) from 9% to 12% on hotel charges, increasing the existing hotel tax by 3%, generating an estimated \$450,000 to provide essential public services and improvements needed to support our City, be adopted?”

- **What is Measure “J”?**

Measure “J”, is a proposed change to the Manteca TOT tax rate, expected to raise approximately \$200,000 in the remainder of the first fiscal year and approximately \$450,000 in the next fiscal year. The funds generated from the tax will be able to fund essential public services and improvements needed to support our City, such as: Police, Fire, Streets, Parks, etc.

- **What is a Transient Occupancy Tax (TOT)?**

TOT is a tax that is charged to guests at resorts, lodges, hotels, motels, or inns, who occupy the structure for 30 consecutive calendar days or less.

- **What is a Transient?**

Any person occupying, by agreement, for thirty consecutive calendar days or less.

- **What is the purpose of TOT and why is it important to a City?**

The purpose of TOT is that visitors create impacts on communities, using vital city resources. TOT is a way for the visitors to reimburse the City for the impacts they create. The tax generated is important to a city as the tax collected will be distributed to the city’s general fund to help support essential city services such as: Police, Fire, streets, city infrastructure, parks and recreation programs, etc.

- **What types of businesses generate TOT?**

To include, but not limited to, resorts, lodges, hotels, motels, inns; defined as any structure which is occupied by transients for lodging or sleeping purposes.

- **Who pays TOT?**

Individuals that stay in a resort, lodge, hotel, motel, or in for a period of 30 consecutive calendar days or less.

- **What would the average TOT charge be?**

As an example, if the average room rate is \$150 per night, the current City of Manteca TOT would be \$13.50; if Measure “J” passes the TOT increase would be \$4.50, for a total of \$18.00.

- **How much funding will Measure “J” generate annually?**

It is estimated the proposed TOT increase will generate approximately \$200,000 in the remainder of the first fiscal year and approximately \$450,000 in the next fiscal year.

- **Why is TOT necessary?**

Visitors to the City of Manteca, whether an overnight stay or longer, use public roads, sewers and water systems, parks, or require assistance from public safety (Police and Fire). TOT provides additional general fund revenues to reimburse for use of city resources and funds to maintain these essential services for the entire community.

- **What can the funds generated from the TOT increase pay for?**

The TOT increase is a general purpose tax, allowing the revenue to be applied to the City’s general fund to be spread across Police and Fire services, local roads and infrastructure projects, and community parks and recreation facilities and programs.

- **What are the TOT rates in neighboring communities and counties?**

City of Escalon – 10%	City of Fresno – 12%
City of Lodi – 6%	City of Bakersfield – 12%
City of Ripon – 10%	City of Turlock 9%
City of Stockton – 8%	City of Elk Grove – 12%
City of Tracy – 10%	City of Sacramento – 12%

- **How many votes would it take for Measure “J” to pass?**

Measure “J” is a general tax measure. California state law requires a simple majority of votes cast in favor of the measure to pass – the measure will pass with a 50% plus one vote.

- **Who is eligible to vote on Measure “J”?**

All registered voters within the City of Manteca will have the opportunity to vote on Measure “J”.

- Election day is Tuesday, November 6, 2018
- Last day to register to vote is October 22, 2018
- Vote by Mail ballots/early voting begins October 8, 2018
- Last day to mail Vote by Mail Ballots is October 30, 2018