

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. 282-2002

On the motion of Supervisor Pirie
duly seconded by Supervisor Wormhoudt
the following resolution is adopted

RESOLUTION SUBMITTING A MEASURE FOR APPROVAL TO
THE VOTERS, CALLING ELECTION THEREON FOR NOVEMBER 5, 2002,
AND ORDERING CONSOLIDATION THEREOF

WHEREAS, the hospitality and lodging industry is proposing an industry-supported, one percent increase in the Transient Occupancy Tax which is charged to guests of hotels and motels; and

WHEREAS, this proposal would increase the tax from 10 percent to 11 percent; and

WHEREAS, the increase would be dedicated solely to funding the County's share of costs for the Santa Cruz County Conference and Visitors Council; and

WHEREAS, the Conference and Visitors Council is vital to the health of the local tourism industry and the economic vitality of Santa Cruz County; and

WHEREAS, approval of the tax increase would enable the County of Santa Cruz to eventually use the funding currently supplied to the Conference and Visitors Council for other programs; and

WHEREAS, this proposal offers the County of Santa Cruz a partial solution to the budget crisis by placing the burden of funding tourist services directly on the tourism industry; and

WHEREAS, this allows the Conference and Visitors Council to protect the local economy by continuing tourism promotion; and

WHEREAS, subsection (d) of § 2 of Article XIII C of the California Constitution requires that before the County may impose a special tax, the tax must be submitted to the electorate and approved by a two-thirds vote; and

WHEREAS, it is appropriate that a County election be held in accordance with law for the purpose of submitting to the voters the question of whether to authorize the Board of Supervisors to amend the County Code by providing for a transient occupancy surtax as described in the attached Ordinance (Exhibit "A"), thereby imposing a special tax; and

WHEREAS, in the event that the required two-thirds vote of the electorate approves the measure, the Board of Supervisors shall adopt an ordinance in substantially the same form as the attached Ordinance.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED by the Board of Supervisors of the County of Santa Cruz as follows:

1. A ballot measure is hereby submitted to the voters of the County of Santa Cruz at the regular election date of November 5, 2002, and an election thereon is hereby called to be held on that date.
2. Said measure would authorize the Board of Supervisors to impose a special tax through the enactment of an ordinance establishing a 1% surtax, after approval by two-thirds of the votes cast by voters voting upon said measure.
3. Said County election shall be held and conducted, the votes received and canvassed, and the returns thereof made and the result thereof ascertained and determined in accordance with law.
4. The ballot question shall be as follows:

TOURISM PROMOTION -- TRANSIENT OCCUPANCY SURTAX.

Shall the Board of Supervisors be authorized to impose a special tax through enactment of an ordinance establishing a 1% surtax on rent charged to guests of hotels and other transient accommodations located within the unincorporated area of Santa Cruz County, in addition to the amount now payable under the County's existing Uniform Transient Occupancy Tax, for the purpose of protecting the local economy by the promotion of tourism in Santa Cruz County?

____ YES ____ NO

5. The Clerk of the Board is hereby ordered and directed to file a copy of this Resolution with the County Clerk.

- 6 . I The Board of Supervisors of the County of Santa Cruz hereby orders consolidation of the election called herein for November 5, 2002, with any and all other elections in the County of Santa Cruz called to be held on the same day in the same territory or in territory that is in part the same.
- 7 . In accordance with the provisions of Section 9160 of the California Elections Code, the County Auditor-Controller is hereby directed to prepare a fiscal impact statement of this measure, and the County Counsel is directed to prepare an impartial analysis of this measure. Arguments for and against this measure may be submitted in conformance with California Elections Code Sections 9161 and following.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California this 25th day of June, 2002, by the following vote:

AYES: SUPERVISORS Pirir, Wormhoudt, Campos, Almquist and Beautz
NOES: SUPERVISORS None
ABSENT: SUPERVISORS None
ABSTAIN: SUPERVISORS None

s/ JANET K. BEAUTZ, Chairperson
Board of Supervisors

ATTEST: s/ Gail T. Borkowski
Clerk of the Board

Approved as to form:

s/ Rahn Garcia
County Counsel

