

## Argument Against Measure R

Vote NO on Measure R. It's a misguided tax that disappears into the general fund. It hurts our hotels who are struggling to make it through this recession. California unemployment is still a sky-high 12.3%. This tax could push a vital piece of our local economy to the brink of collapse. Our retail spaces around town already resemble that of a ghost town and the last thing we need are empty hotels.

The Pacifica Tribune newspaper headline says it all: "Hotel Owners Scorn Bed Tax Increase." Every hotel manager the Pacifica Tribune talked to opposes this tax because it is detrimental to business. This tax will also drastically affect local restaurants, coffee shops, gas stations, recreational and retail businesses that rely on hotel occupants who spend their money here in our City.

Our hotels are major anchors of the Pacifica business community. Does anyone think this tax is helping our hotels? This couldn't be a worse time to increase the Transient Occupancy Tax (TOT) by 20%.

Measure R doesn't require Council to spend the tax dollars on helping our local economy, beaches, or libraries. When the idea of Transient Occupancy Tax (TOT) was sold to the citizens of Pacifica, there was promise to invest a large portion of the revenue back into promoting our community as a tourist destination. Now, 100% goes into the General Fund. This is not what we signed up for.

Support our local economy and Vote No on R!

/s/ **Nick Gust**  
Former Mayor

August 13, 2010

/s/ **Calvin Hinton**  
Former Mayor

August 13, 2010

/s/ **Susan Vellone**  
President of Pacifica Chamber of Commerce

August 13, 2010

/s/ **Dilipkumar Patel**

August 13, 2010

Owner Sea Breeze Motel

/s/ **Len Stone**  
Local Business Owner

August 13, 2010