



LUTHER SNOKE

Chief Executive Officer

July 9, 2024

Transient Occupancy Tax Ballot Measure



Consider proposed ordinance relating to placing a General Tax Measure for an increase in the Uniform Transient Occupancy Tax (TOT) to 11%, for the unincorporated areas of the County, on the ballot for the November 5, 2024 election.

BACKGROUND

- Per County Code section 14.0203, last amended in 2002, TOT is paid by individuals staying in hotels, inns, short term rentals, and other lodging in the unincorporated areas of the County for less than 30 days.
- Currently, the County has one of the lowest TOT rates in the region.

County	TOT Percentage
Inyo	12%
Los Angeles	12%
Orange	10%
Riverside	10%
San Bernardino	7%

- The revenue from TOT is placed in the County's general fund for use at the discretion of the Board of Supervisors (Board) for various general services.

If approved by the Board, the following ballot measure question will be placed on the November 5, 2024 General Election ballot for voters' consideration:

“Shall the measure to provide funding for San Bernardino County infrastructure and services, increasing the transient occupancy tax (paid by occupants of hotels/vacation rentals) to 11%, providing approximately an additional \$9,400,000 annually for general government use until ended by voters, with these funds continuing to be audited as part of the County's external independent annual audit, and providing that all funds be locally controlled, be adopted?”



POTENTIAL TOT USES

TOT is deposited in the General Fund and, at the Board's discretion, is used to fund a variety of general government services, such as:

- Infrastructure improvements, including streets and sidewalks
- Keeping parks, buildings, and public spaces clean
- Increasing spending on public safety

Based on feedback received by the Board, and/or the community, TOT revenue may be used to prioritize programs/projects in communities where TOT is generated.





If approved by the voters:

- The increase in the TOT, from 7% to 11%, would generate approximately \$9,400,000 annually in general funding.
- The ballot measure will also include minor administrative updates to the County Code.
- The general tax measure would be voted on by all County voters, but this TOT increase is only applicable to the County's unincorporated areas.
- The ordinance will be brought back on July 23, 2024 for final adoption.