



To preserve the free enterprise system, to preserve and expand the potential of all business and professional enterprises, and to promote the civic cultural and social well being of the City of Tustin and surrounding community.

ARGUMENT IN FAVOR OF BALLOT INITIATIVE FOR INCREASED TOT

Tustin has a growing presence in Orange County. Its Central location is bringing an increased number of visitors enjoying the benefits of Tustin and its close proximity to Orange County attractions. The proposed increase in the Transient Occupancy Tax (TOT) on nightly hotel room rates will help to offset the cost of services received by visitors to the Tustin area.

The current Tustin Municipal TOT rate of 6% is the lowest in Orange County. This rate has been in effect for over 25 years without change. Passage of the measure would increase the rate to 10%. The average rate in Orange County municipalities is 10% with some cities as high as 15%. The TOT applies only to hotels, motels and bed and breakfast locations within the City and will not increase any other taxes that Tustin City residents currently pay.

The TOT ensures that future hotel visitors who travel the City streets, frequent Tustin restaurants and retail areas, and rely on Police and other City services help pay for those services. If approved the revenue generated from the increased rate would accrue to the City's general fund. As such the funds would be used to bolster City programs in the areas of public safety, community policing, graffiti removal, street maintenance, parks and recreation, code enforcement and capital improvements.

The Tustin Chamber of Commerce and its Board of Directors and the hundreds of small and large business that it represents ask you to please vote YES on this measure. Please help assist the Chamber and the City by passing this important ballot measure.

Jon Kimbrell – Chairman of the Board – Tustin Chamber of Commerce
Dan Trznadel – Immediate Past Chair
Jonathan Stone – Past Chair
Ned T. Smith – Past Chair

