

**CITY OF AVALON  
CITY ATTORNEY'S IMPARTIAL ANALYSIS OF MEASURE TT  
1% INCREASE TO TRANSIENT OCCUPANCY TAX**

On February 15, 2022, the City Council voted to place Measure TT on the June 7, 2022 general municipal election ballot. By placing Measure TT on the ballot, the City complies with Article XIII C of the California Constitution (Proposition 218), which requires a majority of the voters to approve an ordinance which establishes a general tax.

Currently, the City of Avalon imposes a 12% general tax on rent charged by the operator of any hotel, short-term rental, or similar lodging within city limits for guests staying fewer than 30 days. This tax is called the Transient Occupancy Tax ("TOT") and is collected by hotel and short-term rental operators at the time rent is paid by the guests.

Measure TT would, beginning January 1, 2023, increase the TOT from 12% to 13% for 10 years. The additional 1% increase in the TOT would be reserved for the General Fund and is estimated to generate \$500,000 in additional annual revenue. The revenues raised from the 1% increase in the TOT would go into the City's General Fund to pay for general government use.

If approved, the 1% TOT increase would remain in effect until December 31, 2032.

A "yes" vote on Measure TT will authorize the 1% increase in the TOT from 12% to 13% and for the increase to go into the General Fund.

A "no" vote on Measure TT will not authorize the 1% increase in the TOT from 12% to 13%.

**The above statement is an impartial analysis of Measure TT. If you desire a copy of the Measure, please call Denise Radde, the City's elections official at (310) 510-0220 x 124 and a copy will be mailed at no cost to you, or visit [www.cityofavalon.com/2022Election](http://www.cityofavalon.com/2022Election).**

/s/ SCOTT CAMPBELL  
City Attorney