

## **ARGUMENT IN FAVOR OF MEASURE M**

Transient Occupancy Tax (TOT) is charged to visitors who use temporary lodging accommodations for fewer than 30 days. TOT is a way for cities to have visitors help support the costs of the public services that they use, including lifeguards at the beach, sheriff patrols throughout the city, keeping streets and sidewalks cleaned, maintaining infrastructure – roads and storm water pipes – and the enforcement of Short Term Rental regulations. Without TOT, these costs would be paid for solely by residents.

Del Mar's current TOT ordinance does not allow the city to collect TOT from visitors that stay at lodging facilities that have fewer than 3 units, including residential properties rented through third-party hosting platforms.

We are asking that you support the revision of the TOT ordinance so that all visitors who rent for fewer than 30 days pay their fair share.

This modification of the TOT ordinance will not change the percentage of TOT charged and will benefit the residents of Del Mar. It may provide up to \$775,000 per year to the city. These funds may be used for necessary services provided to all residents and visitors to our beaches, road improvements and maintenance, public safety, or other general fund expenses.

We urge you to vote YES on Measure M.

Dave Druker, Mayor  
City of Del Mar

Terry Gaasterland, Deputy Mayor  
City of Del Mar

Tracy Martinez, Councilmember  
City of Del Mar

Dan Quirk, Councilmember  
City of Del Mar

Dwight Worden, Councilmember  
City of Del Mar