



# LOCAL BALLOT MEASURE K

## K

Town of Truckee

### BALLOT QUESTION

Shall the measure which, without increasing taxes on Truckee residents, increases by 2% the Town of Truckee's transient occupancy tax paid by hotel/short-term rental guests, generating approximately \$700,000 annually for 20 years for general services such as providing housing that is affordable for workers needed to sustain Truckee's economy, preserving natural open space, and preparing Truckee for wildfires and other natural disasters, with independent audits and all funds spent in Truckee, be adopted?

### IMPARTIAL ANALYSIS

#### MEASURE K – TOWN OF TRUCKEE

Measure K has been placed on the ballot by the Truckee Town Council. If approved by a majority of those voting, it would increase the transient occupancy tax (TOT) rate in Truckee from 10% to 12% for a period of 20 years. This tax is paid only by people renting lodging in Truckee for a period of 30 consecutive nights or less. The tax is not paid by long-term renters or property owners, except to the extent that owned or rented property is rented out on a short-term basis.

Based upon the Town's existing TOT revenues, it is estimated that if passed, Measure K would generate approximately \$700,000 in new revenue annually. This revenue cannot be taken by the State of California or County of Nevada. Like all Town funds, Measure K revenue would be required to be audited every year by an independent outside auditor.

The increased revenue provided by Measure K could be spent at the direction of the Town Council for any legal purpose, such as providing housing, protecting open space, wildfire preparedness, public safety, code enforcement, sustainability efforts, road maintenance, or any other services provided by the Town. Measure K is unrelated to the Truckee Tourism Business Improvement District (TTBID) and Measure K revenue is not earmarked for tourism promotion.

**The above statement is an impartial analysis of Measure K. If you desire a copy of the measure, please call the Town Clerk's office at (530) 582-2924 and a copy will be mailed at no cost to you.**

<b>Argument in Favor of Measure K</b>
---------------------------------------

*Arguments in support or opposition of the proposed laws are the opinions of the authors.*

Vote YES on Measure K to provide affordable housing for our residents, prepare our community for wildfires and preserve natural open space without raising taxes for Truckee residents or businesses.

Truckee's high housing costs have made hiring difficult for local businesses, putting a strain on our local economy. Hardworking residents are struggling to afford a home where they work and still have money for other basic necessities.

Measure K helps create the affordable, workforce housing we need to sustain Truckee's economy and support local families, essential professionals and vulnerable groups such as low-income veterans, seniors and people with disabilities.

Additionally, recent wildfire seasons have been the longest, hottest and most destructive on record. We need Measure K to help prevent wildfires and prepare for disasters, emergencies and evacuations.

Measure K also provides resources to preserve the beautiful open space Truckee is known for as opportunities become available.

Voting YES on K approves a modest 2% increase in the hotel tax rate paid by local hotel and short-term rental guests. Measure K does not raise your taxes as a Truckee resident.

Without increasing taxes on local residents and businesses, YES on K will:

Prepare Truckee for wildfires and other natural disasters

Acquire and permanently preserve natural open space lands

Provide affordable, workforce housing to essential professionals such as teachers, nurses, firefighters, paramedics and police officers

Provide housing that is affordable to low- and middle-income workers and local families who are struggling to rent or buy a home

Measure K requires a clear system of fiscal accountability:

Every penny of Measure K must stay here in Truckee

By law, no funds can be taken away by the State

Annual audits will ensure funds are spent as promised

Join our community – vote YES on K for a strong and resilient Truckee!

Measure K Signers

David Polivy, Town of Truckee Mayor

Bill Seline, Truckee Fire Chief

Kathleen Eagan, Former Truckee Mayor

Alicia Barr, Local Small Business Owner

John Svahn, Associate Director Truckee Donner Land Trust

<b>Argument Against Measure K</b>
-----------------------------------

(No argument was submitted)