Measure to be voted on:

Ballot Question:

"In order to protect the quality of life in the City of Santa Cruz by supporting efforts to create jobs for local residents; investing in a vibrant local economy; and supporting police, fire, parks and recreation, and other essential city services, shall the City of Santa Cruz be authorized to augment the city's General Fund by levying an additional tax of one percent in the Transient Occupancy Tax on people staying at local hotels and motels?"

Yes	No	,

The City Council of the City of Santa Cruz hereby submits to the registered electors of the City for their adoption or rejection in consolidated Presidential General Election to be conducted by Santa Cruz County Elections Department on Tuesday, November 6, 2012, the following proposal to amend the Santa Cruz Municipal Code:

BE IT ORDAINED by the electorate of the City of Santa Cruz that Section 3.28.030 of the Santa Cruz Municipal Code is hereby amended to read as follows:

3.28.030 Tax Imposed

For the privilege of occupancy in any hotel, each transient is subject to and shall pay a tax in an amount of nine and one-half percent of the rent charged by the operator. Effective October 1, 1991 such tax shall be at the rate of ten percent of the rent charged by the operator. Effective July 1, 2013 such tax shall be at the rate of eleven percent of the rent charged by the operator (added language). The tax constitutes a debt owed by the transient to the city which is extinguished only by payment by the operator to the city. The transient shall pay the tax to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the tax shall be paid with each installment. The unpaid tax shall be due upon the transient's ceasing to occupy space in the hotel. If for any reason the tax is not paid to the operator of the hotel, the director of finance may require that such tax shall be paid directly to the director of finance.