

Rebuttal to Argument in Favor of Measure R

Do you think this is the right time for the City to increase the cost to stay in Pacifica? Absolutely not! Pacifica's hotel occupancy rate is the lowest it has been in years. Voting for this tax will decrease it further. With lower occupancy there will be less hotel guests spending their money in our community.

Visitors have a choice where they stay. We are competing with San Francisco, Half Moon Bay, Burlingame and other surrounding cities who have spent millions of dollars to promote themselves. They have also lowered their hotel rates significantly in an attempt to attract visitors during this economic crisis. This tax will in effect be a mandatory price increase, which will make Pacifica a less attractive destination. This will be another nail in the coffin of our local economy.

The city's budget is over **\$26,000,000.00 per year**. The city is projecting this tax to generate only \$160,000.00 per year. That is a drop in the bucket.

Our local businesses are fighting to stay afloat and many of them have already closed their doors. This tax is a step in the wrong direction. We all want a well funded city, but this tax has a huge downside for little gain. Please vote no.

/s/ **Nick Gust** August 23, 2010
Former Mayor

/s/ **Calvin Hinton** August 23, 2010
Former Mayor

/s/ **Susan Vellone** August 23, 2010
president / Chamber of Commerce

/s/ **Dilipkumar Patel** August 23, 2010
Owner of Sea Breeze Motel

/s/ **Len Stone** August 23, 2010

Businessman