



### CITY OF HALF MOON BAY REBUTTAL ARGUMENT SUBMISSION FORM

If both an argument in favor of and against a measure have been selected for publication in the voter information pamphlet, a rebuttal to the argument in favor of or the argument against the measure may be submitted as outlined in this form.

The author(s) or a majority of the authors of the argument in favor of the measure may prepare and submit a rebuttal argument to the argument against the measure or may authorize in writing other person(s) to prepare, submit, or sign the rebuttal argument. Likewise, the author(s) or a majority of the authors of the argument against the measure may prepare and submit a rebuttal argument to the argument in favor of the measure or may authorize in writing other person(s) to prepare, submit, or sign the rebuttal argument.

A rebuttal argument shall not be accepted unless accompanied by this completed form. In addition to the information provided here, the argument shall contain the printed name(s) and signatures(s) of the person(s) submitting it, or, if submitted on behalf of a bona fide association of citizens/organization, the name of the association/organization and the printed name and signature of at least one of its principal officers who is the author of the argument.

Word count limit for Rebuttal Arguments - 250 words

Deadline for Receipt of Rebuttal Argument – August 24, 2020 at 5:00 pm

- REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE U
- REBUTTAL TO ARGUMENT AGAINST MEASURE \_\_\_\_\_

SIGNED BY EXACT SAME INDIVIDUAL(S) AS ARGUMENT ALREADY SELECTED FOR THE VOTER INFORMATION PAMPHLET	
If you are submitting a rebuttal argument and the individual(s) signing the rebuttal argument are the same as the individual(s) signing the original Ballot Measure Primary Argument Submission Form, check the following box and complete the back side of this form.	
<input checked="" type="checkbox"/> Rebuttal Argument is Signed by Same Individual(s) as Argument Already Selected for the Voter Information Packet	

SIGNED BY INDIVIDUAL(S) DIFFERENT FROM THE PRIMARY ARGUMENT	
If the rebuttal argument is signed by anyone different than the signer(s) of the Ballot Measure Primary Argument Submission Form already submitted – including whether there is only one different individual or whether there are up to five new individuals – the signers must complete the section below, complete the back side of this form, and attach to this form written authorization by the authors, or a majority of the authors, of the Primary Argument that indicates: (i) your name(s); and (ii) the Primary Argument author's name(s), contact information, and signed statement authorizing the individuals to prepare, submit, and sign the Rebuttal Argument.	
Contact Person:	Phone:
Mailing Address:	
Fax #:	
Email:	Date:

Signature:

1. Name: Title (optional):

Phone: Email:

Address:

Signature: Date:

2. Name: Title (optional):

Phone: Email:

Address:

Signature: Date:

3. Name: Title (optional):

Phone: Email:

Address:

Signature: Date:

4. Name: Title (optional):

Phone: Email:

Address:

Signature: Date:

5. Name: Title (optional):

Phone: Email:

Address:

Signature: Date:

With their signature, signers state that they have read the argument and believe it not to be false or misleading.

PLEASE ATTACH A PDF HARD COPY OF THE REBUTTAL ARGUMENT TO THIS FORM AND PROVIDE AN ELECTRONIC (WORD) COPY VIA EMAIL TO



Measure U does not guarantee new revenue nor how it's spent. The biggest environmental and infrastructural impacts from visitors come from day-trippers. In 2019, based on hotel occupancy data, the Chamber of Commerce estimates there were over 4 million visitors to the HMB Coastside. Occupancy of the 13 hotels within the City limits indicate roughly 267,559 of those visitors stayed the night in HMB, paying into the Occupancy Tax. Day-trippers far exceed the overnights. The ideal visitor to HMB spends more money into our local economy by paying for lodging, eating out multiple times, and spending more in our shops. A 3% hike in the Occupancy Tax, during a pandemic whose effects have decreased traveler spending, could further inhibit ideal travelers, pushing them away to other destinations, or turning them into day-trippers. Creative solutions to garner funds from the day-trippers would have a larger positive impact on City funding and long-term revenue. The 13 HMB hotels typically employ, pre-pandemic, about 650 workers. A hike in the Occupancy Tax at such a fragile economic time jeopardizes the full return of those jobs, jeopardizes continued revenue for the Occupancy Tax, and jeopardizes the quickest possible recovery of our local economy. City of HMB officials have noted that the projected increase in revenue may not be seen for many years to come, therefore, this rate increase could wait until November 2022, be less harmful to the business economy, and could see the City receive its projected revenue increase within its projected timeline.

-Dana Dahl, chair  
Half Moon Bay Hotel BID

