



SANTA CLARA COUNTY REGISTRAR OF VOTERS

ARGUMENT

DECLARATION BY AUTHOR(S) OR PROPONENT(S) (Elections Code § 9161, 9164, 9501, 9501.5, 9600)

MEASURE B Against

CITY OF PALO ALTO, CA CITY CLERK'S OFFICE

14 AUG 12 PM 4:20

The undersigned author(s) of the argument in favor of against ballot measure B at the (circle one) (letter)

SPECIAL election for the CITY OF PALO ALTO (title of election) (name of jurisdiction)

to be held on, NOVEMBER 4, 2014 hereby state that such argument is true and correct to the best of their knowledge and belief. (his / her / their)

1. Signature: [Handwritten Signature] Date: 8/12/14 Residential Address: 261 El Dorado Ave., Palo Alto, CA 94306 Type Title to Appear on Argument: Chair - Palo Alto Chamber of Commerce Type Name as Signed: JON D. KIYA Male/Female

2. Signature: [Handwritten Signature] Date: 8/12/14 Residential Address: 605 LEXINGTON WAY, BURLINGAME, CA 94010 Type Title to Appear on Argument: EXECUTIVE DIRECTOR, PALO ALTO DOWNTOWN BUSINESS & PROFESSIONAL ASSOCIATION Type Name as Signed: RUSS COHEN Male/Female

3. Signature: [Handwritten Signature] Date: 8/12/14 Residential Address: 129 Center drive Palo Alto CA 94301 Type Title to Appear on Argument: Hotel Manager Type Name as Signed: BARBARA GROSS Male/Female

4. Signature: [Handwritten Signature] Date: 8/12/14 Residential Address: 583 Glanbrook Dr. Palo Alto Type Title to Appear on Argument: architect Type Name as Signed: TONY CARRASCO Male/Female

5. Signature: [Handwritten Signature] Date: 8/12/14 Residential Address: Type Title to Appear on Argument: Type Name as Signed: Male/Female

Author meets criteria of: Gov. Bd. Member Principal Officer of Bona Fide Assoc. Reg. Voter in Dist.

Contact Person: Matt Mickelson Telephone #: 650 868 2938 Fax #: 650 324 1215 Email: unchehal.paloalto@gmail.com

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Argument against Measure B

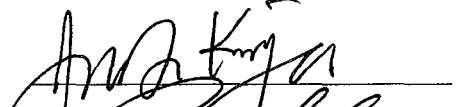
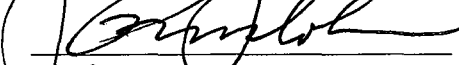


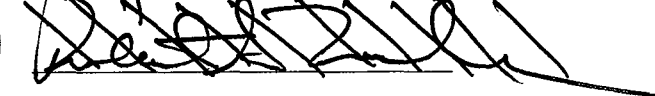
Raising our city's Transient Occupancy Tax (TOT) to a level that puts Palo Alto at a competitive disadvantage would be unwarranted and unfair, with unintended consequences.

The business community believes that other, better ways can be found to fund the city's infrastructure needs. We stand ready to work with the Council and staff to explore the means by which those needs can be addressed. Increasing the TOT is not the answer.

Most of the burden of the added tax would fall on the employers, large and small, that send hundreds of people on thousands of visits to this area to meet and do business. All those employers have a keen eye for saving money, and travel expenses are often a significant item in their budgets. If there's a higher TOT rate in Palo Alto than in neighboring communities, there would be every reason to worry that those employers would re-direct visitors to less expensive destinations. Palo Alto could potentially lose some of the restaurant and retail revenue that it now receives from these visitors, and taxes linked to that revenue, as well as money spent on lodging. Those losses could affect city services or create the need for further taxation.

No one is arguing that hotels and hotel guests are disproportionately heavy users of city services. Proceeds from the increase would not – cannot – be earmarked for expenses relating to visitors. This measure would impose an unfair burden on a single group of Palo Alto businesses that already contribute substantially to the city's revenues.

For these reasons, the Palo Alto Chamber of Commerce and Palo Alto Downtown Business and Professional Association are on record as opposing the TOT increase. We ask our neighbors and fellow residents to join us in voting against it.

ARGUMENTS IN SUPPORT OR
OPPOSITION OF THE
PROPOSED LAWS ARE THE
OPINIONS OF THE AUTHORS.