

**CITY OF CLOVIS  
MEASURE B**

**CITY OF CLOVIS PUBLIC SAFETY IMPROVEMENT MEASURE:** Shall the measure to maintain and improve public safety services including emergency response times, police protection, neighborhood services, anti-gang and antidrug programs, and provide other City services be adopted to increase the Transient Occupancy Tax (hotel bed tax paid by hotel guests) from 10% to 12%, with the 2% increase providing approximately \$500,000 annually until ended by voters, subject to publicly available annual audits, with all funds benefitting Clovis residents?

YES

NO

**IMPARTIAL ANALYSIS BY CITY ATTORNEY**

The City Council of the City of Clovis has placed Measure B on the ballot for November 8, 2022. Measure B asks voters of the City of Clovis whether a two percent (2%) increase in the transient occupancy tax, also known as a hotel tax, paid only by hotel guests, should be approved and imposed on individuals who stay overnight in hotels, inns, motels, or other short-term rentals in the City of Clovis.

The current transient occupancy tax rate in the City of Clovis is ten percent (10%) and would increase to twelve percent (12%) if Measure B is approved by the majority of votes cast at the November 8, 2022, election. Measure B would amend Clovis Municipal Code Section 3.3.403 only to increase the tax rate for hotel guests from 10% to 12% as defined in the Municipal Code. The hotel tax would remain limited to only guests staying in hotels, inns, motels, or other short-term rentals for thirty (30) days or less, and continue to be collected in the same manner as the existing hotel tax is collected in the City of Clovis. Measure B would not result in a tax on homes, properties, apartments, rental units, or leases of more than thirty (30) days.

The City estimates that approval of Measure B would generate approximately \$500,000 each year. If Measure B is approved, the increased hotel tax rate of twelve percent (12%) will begin on January 1, 2023. By law, all revenues raised by the Measure B would belong to the City of Clovis and could not be taken by the State, County, or any other agency.

Measure B is a general tax and does not require that any additional tax revenue be used for a particular purpose. Any additional tax revenue generated would go to the City of Clovis general fund and be available to be used for any

government purpose, including but not limited to funding police and public safety services, maintaining and improving parks, streets and other City facilities, and paying for other general fund obligations. The proposed tax increase contains no sunset date and would continue indefinitely until repealed by the voters of the City in a subsequent election.

/S Scott G. Cross  
City Attorney

**The above statement is an impartial analysis of Measure B. If you desire a copy of the ordinance or measure, please call the Clovis City Clerk's office at 559-324-2060, and a copy will be provided at no cost to you.**

**ARGUMENT IN FAVOR OF MEASURE B**

Vote YES on Measure B. Measure B would raise the Transient Occupancy Tax (TOT) in the City of Clovis from 10% to 12%. This is the hotel tax paid by tourists and visitors who stay in our hotels and motels; City of Clovis residents do not pay this tax unless they stay in a local hotel or motel.

The Clovis City Council approved placing Measure B on the ballot after a 25-person community member Citizens' Advisory Committee recommended the need to increase funding for public safety significantly. One option to address a portion of the needed funding is to increase the TOT.

Visitors use our streets, parks, and emergency services as they enjoy all that Clovis has to offer, and we welcome all to experience what Clovis has to offer. Raising the TOT represents a direct and fair way to recover the increased costs associated with visitor stays in Clovis.

A 2% increase in the TOT will bring in an additional estimated \$500,000 annually and will make the TOT rate in Clovis the same as Fresno and other nearby cities. Approval of Measure B will help Clovis maintain the important balance between remaining competitive for tourism dollars and providing needed funding for critical public safety services.

Measure B revenues will be available to help fund critical police services and hire additional police officers, and because none of the money can be taken away by the State, all Measure B revenue will stay here in Clovis.

Please join us in voting YES on Measure B, and help provide additional funding to keep Clovis the safest city in the Central Valley.

/S Jose Flores, Mayor  
City of Clovis

/S Lynne Ashbeck, Mayor Pro Tem  
City of Clovis

/S Drew Bessinger, Councilmember  
City of Clovis

/S Vong Mouanoutoua, Councilmember  
City of Clovis

/S Bob Whalen, Councilmember  
City of Clovis

**NO ARGUMENT WAS FILED AGAINST THIS MEASURE**