

New measure on November ballot



MEASURE V

In an effort to generate additional funds for the City's general services, the Riverside City Council placed Measure V on the November 2 ballot. Measure V is a hotel tax, paid only by hotel guests.

Like many California cities, Riverside has had a hotel tax since 1966. Measure V provides Riverside with additional revenue of over \$730,000 annually to keep our City on the right fiscal track, market Riverside to attract more visitors, and stimulate local economic growth. Revenue generated by the measure will fund general services, including 9-1-1, fire and police services, renovations to the convention center to promote tourism and economic growth, and visitor services.

Measure V is supported by Riverside hoteliers, the Greater Riverside Chambers of Commerce, the Visitors and Convention Bureau, and the Police and Fire Associations. Hotel visitors would pay an additional 2% when they stay at a local Riverside hotel. This increase will be implemented in phases with 1% in July 2012 and an additional 1% in July 2014.

The state has already taken \$65 million from the City of Riverside and will continue to take millions from the City due to the State budget crisis. Measure V protects and maintains local city services as these funds are legally required to stay in Riverside.

For additional information, visit riversideca.gov or contact Tina English at 951-826-5649 or tenglish@riversideca.gov.

