

Frequently Asked Questions and Answers About Measure V

Q: What is Measure V?

A: Measure V is a hotel tax paid ONLY by hotel and motel guests. Hotel visitors pay this tax when they stay at a Riverside hotel or motel. Riverside residents, homeowners or property owners – who are not hotel/motel guests – are NOT taxed. Like many California cities, Riverside has had a hotel tax, also known as a Transient Occupancy Tax, since 1966.

Q: Why was Measure V placed on the ballot?

A: The Riverside City Council placed Measure V on the November 2010 ballot because it will provide a stable local revenue source that can't be taken by Sacramento. The State has taken \$65 million from the City of Riverside – most recently \$17 million this spring from redevelopment money used to create local jobs. Sacramento will continue to take millions from the City due to the State budget crisis. Funds from Measure V are legally required to stay here in Riverside, giving us local control to protect essential city services.

Q: Would Measure V maintain local services?

A: Yes. If passed, Measure V funds will help maintain essential city services, including:

- Maintaining 9-1-1 response times
- Maintaining fire protection and neighborhood police patrols
- Providing community services
- Improving convention center services and facilities to promote tourism and economic growth
- Maintaining city parks and playgrounds
- Supporting library programs and hours

Q: What will it cost?

A: Measure V (paid only by hotel and motel guests) increases the cost of a hotel room by just 2% for hotel/motel visitors. This increase will be implemented in phases with 1% in July 2012 and an additional 1% in July 2014. If passed, Measure V would provide Riverside with additional revenue of over \$730,000 annually to keep our city on the right track, stimulate local economic growth, maintain services impacted by visitors such as public safety, emergency response, park, library, and community services. Measure V is NOT a property tax.

Q: How do we know that funds will be spent responsibly?

A: Measure V includes strong fiscal accountability protections, including being subject to publicly available, annual, independent audits of city funds and expenditures.

Q: When is the election?

A: November 2, 2010.

Q: How can I find out more factual information about Measure V?

A: For additional information about Measure V, visit www.riversideca.gov or contact Tina English at 951-826-5649 or tenglish@riversideca.gov.