



## Legislation Text

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File #: 24-694, Version: 1

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*Report Prepared by: Jennifer Levesque, Assistant City Clerk, City Clerk's Office*

**SUBJECT:** Approval of a Resolution to Call for a General Municipal Election for the Purpose of Placing a Ballot Measure Before the Voters to Increase the Transient Occupancy Tax by Two Percent on November 5, 2024, to be Consolidated with the Presidential General Election to be Conducted by the County of Merced and Requesting the Merced County Board of Supervisors to Consolidate Said Election with the General Municipal Election Being Held on the Same Date

### REPORT IN BRIEF

Considers approving a Resolution calling a November 5, 2024, General Municipal Election for the purpose of placing a measure on the ballot regarding the two percent increase in Transient Occupancy Tax (TOT) and requesting the County Board of Supervisors to consolidate the City's election with the General Municipal Election being held on the same date.

### RECOMMENDATION

**City Council** - Adopt a motion:

- A. Adopting **Resolution 2024-79**, Resolution of the City Council of the City of Merced Approving and Ordering the Submission to the Qualified Electors of the City of Merced a Ballot Measure to Amend Merced Municipal Code Section 3.08.030 to Increase the Transient Occupancy Tax (Tot) Rate by Two Percent at the General Election to be Held on Tuesday, November 5, 2024, Directing that the City Attorney Prepare an Impartial Analysis and Providing for Arguments and Rebuttals Related to the Measure and Authorizing Merced County Elections Department to Conduct the Election and Canvass the Returns and Expressing Intent to Reimburse Merced County for the Actual Costs of the Election; and,
- B. Approving the form and ballot question of the Ballot Measure; and,
- C. Directing the City Manager/City Clerk and the City Attorney's Office to prepare and execute documents appropriate to carry out the tasks necessary for the General Municipal Election and to take actions related thereto.

### ALTERNATIVES

1. Approve, as recommended by staff; or,
2. Approve, subject to other than recommended by staff (identify specific findings and/or conditions amended to be addressed in the motion); or,
3. Deny; or,
4. Refer to staff for reconsideration of specific items (specific items to be addressed in the motion); or,
5. Continue to a future meeting (date and time to be specified in the motion).

## **AUTHORITY**

Charter of the City of Merced, Sections 400 and 1000; and, California Elections Code Section 10403

## **CITY COUNCIL PRIORITIES**

Placing a Ballot Measure on the November 2024 General Municipal Election to increase the TOT by two percent.

## **DISCUSSION**

At the July 1, 2024, City Council meeting, Mayor Serratto requested to discuss a potential placement of a Transient Occupancy Tax (TOT) Ballot Measure for the November Election. Council discussed increasing the TOT by two percent, how to spend the additional money, and how it will affect the Tourism Based Improvement District (TBID). After a lengthy discussion, Council directed staff to prepare Resolutions and an Ordinance for their consideration at the July 15, 2024, City Council Meeting.

The City has consistently recognized a cost savings in previous years by consolidating the General Municipal Election with the Consolidated District Election and the Unified District Election conducted by the Merced County Elections Office. The County has trained staff and volunteers, in addition to the necessary equipment, software, and locations to conduct elections efficiently and economically. Therefore, staff recommends that the City Council call for the General Municipal Election on November 5, 2024, and consolidate the General Municipal Election with the Presidential General Election on November 5, 2024, per the resolution as Attachment 1.

The item before Council is to consider placing the proposed Ballot Measure on the November 5, 2024, General Municipal Election.

## **IMPACT ON CITY RESOURCES**

It is estimated that the November 5, 2024, Presidential General Municipal Election will cost approximately \$100,000. Funds have been included in the Fiscal Year 2024-2025 budget to cover this expense.

## **ATTACHMENTS**

1. Resolution 2024-79
2. Exhibit A