

REBUTTAL TO ARGUMENT AGAINST CITY OF FREMONT 2008 TRANSIENT OCCUPANCY TAX MEASURE MM

Voting YES on Measure MM is both an obvious and easy choice for Fremont. In 1994, the price of a first class postage stamp was 29¢, a gallon of gas was \$1.11, the internet was in its infancy, and Fremont's Transient Occupancy Tax (TOT) was 8%. Currently, Fremont is one of only 8 cities in Alameda and Santa Clara counties with a TOT rate of less than 10%.

Measure MM was placed on the ballot by the entire City Council with the input and support from the representatives of our local hotel and motel industries. Measure MM will raise our TOT from 8% to 10%, a modest increase that will contribute \$800,000 to our general fund, and still allow our hotels and motels to stay competitive with our neighboring cities.

The City Council priorities have been consistently very clear – more than 85% of the city's general funds are allocated to protecting our 92 square miles, maintaining over 486 miles of streets and preserving over 850 acres of parks. The City has been fiscally responsible by reducing spending and decreasing services, while working to attract and retain retail sales in order to increase our income. It is important for Fremont to have a local revenue source that cannot be taken away by Sacramento to balance its budget.

Please join the Fremont Chamber of Commerce, the League of Women Voters and representatives of the Fremont hotel industry in voting YES on Measure MM.

For more information, please visit www.FremontFirst.com.

s/Dominic D. Dutra

Former Councilmember

s/Dirk Lorenz

Business Owner

s/Ken Ariathurai

Business Owner

s/Callette Nielsen

Fremont Marriott General Manager

s/Syeda R. Yunis

President, League of Women Voters of Fremont,
Newark and Union City