REBUTTAL TO ARGUMENT IN FAVOR OF THE MEASURE

Vote NO on Measure HH. Stop Pleasanton's new "Bed Tax."

Living and doing business in Pleasanton is already expensive. Measure HH makes it more expensive.
Measure HH raises Pleasanton's hotel tax from 8% to 12% — a 50% increase in the tax rate — with no automatic expiration date.

City Hall says "visitors" pay this tax. But those visitors are our parents, children, friends, wedding guests, customers and business travelers. Their spending supports Pleasanton businesses, and higher hotel costs make Pleasanton less competitive with neighboring communities.
Pleasanton hotels are already facing higher insurance, utility and labor costs. Hotel guests also pay an additional $4-per-night tourism assessment on occupied rooms. This is not the time to pile on another tax increase.

Most importantly, Measure HH is a general tax. Not one penny is legally required to be spent on police, fire, parks, streets or other services highlighted by its supporters. City Hall can spend the money on any lawful government purpose.

Meanwhile, Visit Tri-Valley is exploring public funding for a proposed $365 million sports and entertainment arena in Dublin, potentially involving additional hotel, restaurant and tax revenues from throughout the Tri-Valley.

Before asking visitors, families and businesses to pay more, City Hall should demonstrate better priorities and accountability with the money it already receives.

A 50% tax increase. No sunset. No guaranteed use for the services being advertised.

Vote NO on Measure HH.

s/Kelly Montgomery Ceglio
s/Glenn T. Melanson