

MEASURE I
IMPARTIAL ANALYSIS BY THE NAPA COUNTY COUNSEL

The purpose of Measure I is to enable the voters to enact or reject an ordinance that would increase by one percent (1%) the Transient Occupancy Tax (“Hotel Tax”). Napa County currently assesses a Hotel Tax on persons occupying any lodging for thirty days or less. The Hotel Tax applies only to lodging located in Napa County but outside any city or town. Some examples of lodging include hotels, motels, and bed and breakfast inns.

Napa County currently imposes a Hotel Tax of twelve percent, or twelve cents on each dollar of the rate charged. Measure I would amend the Napa County Code to increase that Hotel Tax rate to thirteen percent, or thirteen cents on each dollar of the rate charged. Measure I, if approved, would apply only to lodgings in the unincorporated areas of Napa County. It would not apply to the cities or towns in Napa County.

If approved by the voters, revenues generated from the thirteen percent Hotel Tax must be allocated as follows: twelve percent must be allocated to the County’s general fund and may be used for general governmental purposes, and one percent must be placed in a segregated account and restricted to affordable and workforce housing programs and services.

California law requires voter approval of general and special taxes. The voter approval requirement is higher for special taxes than general taxes. General taxes may be used for any lawful governmental purpose. Special taxes may only be used for the purposes identified in the tax measure. General tax increases must be approved by a majority of the voters. Special tax increases must be approved by two-thirds of the voters. Because Measure I requires funds generated as a result of the imposition of the increased rate to be restricted for a specific, identified purpose, Measure I is considered a special tax. The Hotel Tax increase was approved by the Board of the Supervisors and is now on the ballot for voter approval.

A YES VOTE MEANS you want to increase the Hotel Tax in the unincorporated areas of the County by 1% and take related actions described above.

A NO VOTE MEANS you do not want to increase the Hotel Tax by 1% in the unincorporated areas of the County.

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County Counsel

**The above statement is an impartial analysis of proposed Ordinance No. 2018-04 (Measure "I"). If you desire a copy of the Measure I, please contact the elections official’s office at (707) 253-4322 and a copy will be provided at no cost to you. You can also access the full text of the ordinance on the County website at the following address:
www.countyofnapa.org/396/elections**