

# Hotel and Lodging Tax Measure

(also known as "TOT" or "Transient Occupancy Tax")



The following provides information related to Measure C, placed on the November 2022 ballot for Roseville voters' consideration.

## What is the hotel and lodging tax?

This tax is paid only by persons, primarily visitors, who rent a hotel room or short-term rental, for stays of 30 consecutive days or less. It is not paid by the property owner. A hotel is defined in the Roseville Municipal Code as any hotel, inn, hostelry, tourist home or house, motel, rooming house, or other lodging place. According to the California State Controller's website, most U.S. cities currently impose this tax, including 419 California cities.

## Who pays the hotel and lodging tax?

People who stay in hotels and short-term rentals within the Roseville City limits.

## Why are voters being provided the opportunity to consider amending the current rate?

The City's hotel and lodging tax has remained unchanged for 47 years, while demand for City services, including from visitors, has increased along with the number of hotels—from 4 to 17. With its ongoing focus on aligning costs with services, and reviewing expenses and revenues to determine if updates are warranted, the City placed Measure C on the November ballot for voters to decide.

## What is the tax currently and what is proposed?

Roseville's hotel and lodging tax rate is currently 6% and has remained unchanged since 1975. Measure C proposes an increase to 10% of rent charged for a hotel room or short-term rental.

## What's an example of how much this would add to the cost of a hotel room night in Roseville?

Based on, say, a daily room rate of \$125, it is estimated that Measure C would increase the cost of that overnight hotel stay by \$5 per night.

## How much additional funding would be raised?

The City anticipates that, if approved by the voters, the passage of this Measure C would generate an estimated revenue increase of \$2.7 million to \$3 million annually.

The increase represents approximately 1% of the General Fund's anticipated revenues.

## How would the additional funding be used?

The City may use revenues for any general unrestricted municipal purpose, including, but not limited to, essential services, such as 9-1-1 emergency response; repairing potholes and streets; neighborhood police patrols; fire protection; addressing blight; maintaining existing and future City amenities; economic development and job creation support; and other general government services.

## Can the hotel tax revenues be taken by the State?

No. Hotel and lodging tax generated in the City of Roseville stays in Roseville and cannot be taken by the State of California or federal government.

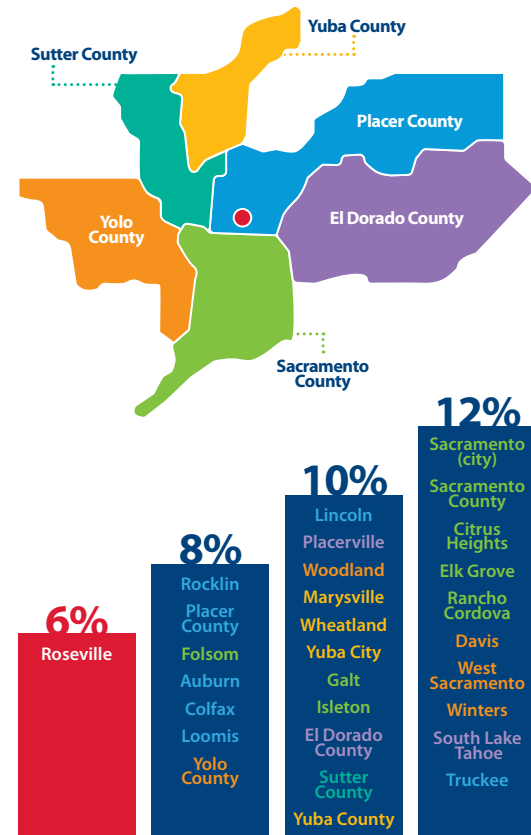
## Why is this tax referred to as TOT or Transient Occupancy Tax?

When the legislature established the authority in 1963 for local jurisdictions to collect this tax, this was the term in use at the time to reflect the temporary nature of a visitor's stay in a hotel or temporary lodging.

A variety of terms are used throughout the country, including hotel tax, bed tax, and lodging tax.

## How does Roseville's Hotel Tax compare with the six-county region?

Roseville has the lowest Hotel and Lodging Tax among cities and counties in the region at 6%.



For more information visit [Roseville.ca.us/MeasureC](http://Roseville.ca.us/MeasureC)



## Register to vote by October 24

to vote in the November 8 election

## Get voter registration forms at:

## Drop off your ballot:



Roseville City  
Clerk's Office  
311 Vernon Street  
8 a.m. – 5 p.m., M-F



Santucci Justice Center  
10810 Justice Center Dr.  
24-hour Outdoor  
drop box



All City of Roseville  
Library Locations  
24-hour Outdoor  
drop box

For more locations, visit [PlacerElections.com](https://PlacerElections.com)



Roseville Civic Center  
311 Vernon Street  
Roseville • 916-774-5200



Placer County Registrar of Voters  
2956 Richardson Drive  
Auburn • 530-886-5650



California Secretary  
of State web site  
[registertovote.ca.gov](https://registertovote.ca.gov)

Find your City Council district and candidates at [Roseville.ca.us/election](https://Roseville.ca.us/election)

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It's easy to stay informed with what's happening in the City of Roseville.

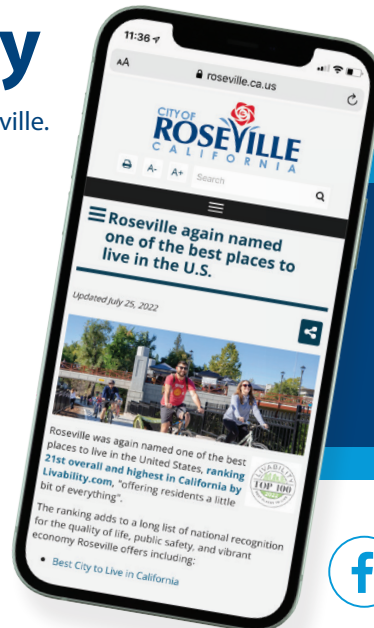
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Let your voice be heard about City issues by taking short surveys from FlashVote at [Flashvote.com/rsvl](https://Flashvote.com/rsvl).

And be sure to follow the City of Roseville on social media and join the conversation.



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