

**From:** David Stiller [mailto:kuscvoli@aol.com]  
**Sent:** Sunday, July 13, 2008 5:59 PM  
**To:** CMCouncil; Lisa Reedy; KATRINA FOLEY - City Council  
**Subject:** The TOT

2008 JUL 14 PM 12:40

CITY OF COSTA MESA  
BY: \_\_\_\_\_

Dear Council-members:

I support asking the voters of Costa Mesa to vote about increasing the local TOT. A modest increase is needed to help the city maintain local services, it will not discourage occupancy in local hotels and it will not negatively impact our economy as that impact from the slower economy has already taken place.

There is no reason why Costa Mesa's TOT should be the lowest in Orange County.

Why should the Council decline to let the voters decide this question? I have not heard a good reason to refuse to let the voters decide that issue. *After all, those voters elected you to office.*

Respectfully,

David J. Stiller  
2879 Regis Lane  
Costa Mesa, CA 92626  
7614-557-9375  
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IX-3

2008 JUL 14 PM 2:18

**From:** deborah speer [mailto:debspeer77@yahoo.com]  
**Sent:** Monday, July 14, 2008 11:12 AM  
**To:** CMCouncil  
**Subject:** bed tax

CITY OF COSTA MESA  
BY \_\_\_\_\_

Hi Council Members,

I've been reading a little bit about the bed tax and wanted to express my feelings as a Costa Mesa resident. I am not normally one who wishes to raise taxes on anything, but I really think that Costa Mesa needs to jump up to the big leagues and consider this tax. We are way below the Orange County average and just adding 2% would still keep us below the norm yet add to our coffers. I have heard the argument that people choose Costa Mesa because of the low bed tax...if that is true, then just add 2% and we would still be far below other hoteliers in Orange County. I must add that I travel extensively and have never chosen a site because of it's city's bed tax. I choose a site because it's close to attractions that I want to see.....Thank you for considering my opinion.  
Debbie Speer 1079 Corona Lane

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2008 JUL 14 PM 2:28

**From:** Lisa Reedy [mailto:reedys@gmail.com]  
**Sent:** Monday, July 14, 2008 10:48 AM  
**To:** CMCouncil; ROEDER, ALLAN  
**Subject:** TOT on the Ballot

CITY OF COSTA MESA  
BY \_\_\_\_\_

Dear City Council Members:

I SUPPORT increasing the transient occupancy tax. The TOT impacts people who stay in Costa Mesa hotels. Costa Mesa for nearly 30 years has charged a 6% bed tax (the lowest in Orange County). The average in OC is 10.5%.

The City recognizes 6 million dollars in revenue from the current TOT. For every 1 percentage point increase, the estimated additional revenue is 1 million dollars.

City Manager Allan Roeder and his staff have expressed concerns with the current economic conditions and believe the additional revenue will be needed to support existing service levels. I fear without creative strategies to enhance the City's finances, we will see a reduction in services, including the repair of my community streets (Mesa del Mar).

Keep in mind, if we increase the TOT by 2%, the hotel bill for a \$100 room rate would increase to \$102., yet the City would recognize \$2 million dollars in additional revenue. I did some research on Costa Mesa and surrounding cities hotel rates. Considering how low our current TOT is, I don't see the benefit being applied to the end user.

Costa Mesa Hotels current room rates (from [travelcostamesa.com](http://travelcostamesa.com))

Ayres \$139

CM Marriott (3 star) \$249

CM Residence Inn (3 star) \$199

Hilton OC/CM (3 star) \$200

Holiday Inn (3 star) \$144

Holiday Inn Express (3 star)\$126

Ramada Inn \$109

Westin South Coast (4 star) \$221

Wyndham (3 star) \$136

Hotel Comparisons (other cities) (from my favorite site [farecast.com](http://farecast.com))

MARRIOTT

Costa Mesa Marriott (3 star) \$249  
Anaheim Marriott (3 star) \$179  
Norwalk Marriott (3 star) \$189  
Laguna Hills Marriott (4 star) \$220  
Newport Beach Marriott \$289  
Irvine Marriott \$289

TRAVELODGE

Huntington Beach (2 star) \$61  
Costa Mesa (2 star) \$73  
Costa Mesa (2 star) \$81  
Anaheim-Ball (2 star) \$76  
Anaheim-Harbor (2 star) \$78  
Anaheim-Orangethorpe (2 star) \$67  
Anaheim-Beach (2 star) \$75

HOLIDAY INN

Santa Ana (3 star) \$135  
Costa Mesa (3 star) \$144

At the last study session, the full Council did not appear to be supporting having this issue placed on the ballot for the voters consideration. I think it is economically reckless to not allow the voters to address this matter on the ballot. I have not heard of any other remedies being offered.

Please move this item forward and allow the voters of Costa Mesa to make the final decision.

Sincerely,

Lisa Reedy  
714-328-4400