

Limit Short-Term Vacation Rentals In Our Neighborhoods

Hysteria and the Money Myth

The owners of Short-Term Vacation Rentals (STRs) have been running bogus ads claiming Pacific Grove will lose \$1.5 million to as much as \$30 million if voters approve Measure M in the Nov. 6 election and limit the STRs in our residential neighborhoods.

That's self-serving nonsense. The City Attorney's impartial analysis in the official Voter Guide mailed to all voters says the city expects to lose \$1.1 million in Transient Occupancy Taxes (TOT) if Measure M passes. (Page 16 in your Voter Guide.)

Fortunately the same ballot has a Measure U, which would increase the TOT rate from 10 to 12%. Voter approval of that is expected to increase the city's TOT collections by \$1.1 million, according to the City Attorney's impartial analysis. (Page 28.)

That sounds like a win-win. M + U = stability.

Read the Initiative at: www.pgneighbors.com

Or contact the city clerk (648-3181) for a copy, then,

Vote YES on M

to Protect Pacific Grove's Residential Character in this fall's election.



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