

# Measure 21-165 Lincoln County

## Ballot Title

# 21-165

Increases Lincoln County transient lodging tax from 9% to 10%

**QUESTION:** Shall County lodging tax be increased 1%, with revenues for fairgrounds redevelopment and operations or similar projects?

**SUMMARY:** Since 2007, Lincoln County has levied a voter approved 9% tax on transient lodging. It is paid by tourists, business travelers and other visitors. Currently, a portion of the tax revenues are dedicated to tourism promotion, economic development, support for the Oregon Coast Aquarium and a Fairgrounds Facilities Improvement Fund. This measure would enact Ordinance # 485 to increase the transient room tax by 1%, from 9% to 10%. It is estimated the increase would raise \$176,000 annually. The additional revenue would be available for future fairgrounds redevelopment and operations, or similar facilities and operations throughout the County. A "Yes" vote enacts Ordinance # 485 and increases the County transient lodging tax to 10%. A "No" vote keeps it at 9%.

## Explanatory Statement

Lincoln County collects a voter approved transient lodging tax of 9%. It is paid by tourists, business travelers and other visitors. It was last changed in 2007.

A portion of the tax is currently dedicated to a Fairgrounds Facilities Improvement Fund. That funding is intended to support the redevelopment of the fairgrounds, recently renamed the County Commons, including the addition of a new exhibition hall of about 25,000 square feet.

This measure would enact Ordinance # 485 to increase the County transient room tax an additional 1%, from 9% to 10%, effective July 1, 2016. The new tax revenue would be dedicated to increase support for the redevelopment of the fairgrounds (County Commons), and also be available for operations of the facilities at that location. It could also be used to support similar facilities throughout the County.

It is estimated that this tax increase would generate approximately \$176,000 in revenue per year.

A "Yes" vote enacts Ordinance # 485 and increases the County transient lodging tax to 10%. A "No" vote keeps it at 9%.

*(This information submitted by Wayne Belmont, County Counsel, Lincoln County Board of Commissioners.)*

## Measure 21-165 Argument in Favor

IT'S MORE THAN FAIR! VOTE YES ON 21-165 TO IMPROVE THE LINCOLN COUNTY COMMONS -- the home of the Lincoln County Fair.

The Lincoln County Commons (Fairgrounds), home of the Lincoln County Fair, has suffered from decades of neglect. You have an opportunity to set in motion immediate steps to restore this vital asset by voting YES on Measure 21-165. The enhanced Commons will be a central meeting place for youth development, cultural attractions and community development.

One of the most exciting aspects of the new Commons is the emphasis on things for young people -- Lincoln County youth and visitors to Lincoln County.

Measure 21-165 raises the room tax by one percent on lodging properties outside of the incorporated cities of Lincoln County. That means the average visitor will pay about a dollar more per night. This is only the second time in 25 years that voters have been asked to increase this tax, and the new rate will still be competitive with other coastal communities.

Without any impact to local property tax payers, we'll be able to improve the infrastructure and structures at the Commons. Included in these improvements will be electrical, plumbing, sewer and internet services. All of these improvements will undergird a new exhibit hall which will serve the Lincoln County Fair, Festivals, 4-H, Winter Farmer's Market, sportsmen's shows, home shows, gem and mineral shows, animal shows, arts and craft shows, concerts, sporting events, emergency preparedness, large meetings and conferences and a host of other activities that will enrich county life both culturally and economically. ECONorthwest, a respected economic research firm, reported that a new exhibit hall can generate much-needed economic activity annually.

A new and improved fairgrounds will become our new Lincoln County Commons.

This is a plan to make the entire Commons property a vital destination for residents and visitors alike.

VOTE YES! It's More Than Fair!

*(This information furnished by The Committee for a Better Lincoln County Commons and Fair.)*

Election May 17, 2016

Yes - 9549 60%

No - 6310 40%