



Dear Neighbor,

On June 10th, the Solvang City Council placed Measure E-2024 – The Solvang Tourism Enhancement and Mitigation Measure -- on the November Municipal ballot for voter consideration.

Measure E-2024 is a proposed 2% increase to the local hotel/lodging tax that is paid by visitors and tourists who stay in the local hotels and lodging in Solvang. Measure E-2024 is not a tax on Solvang residents who don't stay in local hotels and will reduce the impact on local taxpayers so local residents do not shoulder the cost and visitors and tourists also contribute to the services they utilize.

If enacted, Measure E-2024 will give Solvang local control over local funds for local needs – allowing Solvang to be self-reliant and requiring local tax dollars are spent for Solvang residents and no money can be taken for Sacramento.

Measure E-2024 funding could address resident identified City service funding priorities such as maintaining pothole and street repair, completing deferred maintenance of streets, roads, sidewalks, and City facilities, maintaining City parks, providing traffic safety and parking relief, maintaining senior, adult and youth recreation programs and City funded community and special events and maintaining 911 emergency response.

Measure E-2024 includes strict accountability requirements such as public disclosure of all spending and annual independent financial audits that ensure funds are used effectively and as promised, and only to benefit the Solvang community.

Solvang voters will also have the opportunity to decide on the City's next Mayor and Councilmembers for Districts 1 and 2 in November.

Sincerely,

Randy Murphy
City Manager