

Measure LL: Laguna Beach Vital Services Measure



Measure LL: Measure on the November Ballot

The Laguna Beach City Council voted to place Measure LL, the Laguna Beach Vital Services Measure, on the November 8, 2016 ballot. Measure LL would enact a 2% increase in room taxes paid by tourists who stay in local hotels and other lodging establishments and would generate approximately \$2 million/year, which could be used to:



Protect beaches from pollution



Provide fire and police protection and emergency response services



Promote utility undergrounding to prevent fires and power outages



Improve the cleanliness of public areas such as sidewalks and streets



Provide other services and improvements in Laguna Beach

Funds Would Stay in Laguna Beach – Not Sacramento

By law, all funds must stay in Laguna Beach under local control and cannot be taken away by the State.

Additionally, the City Council will create a Measure LL Citizens' Oversight Committee to conduct annual audits, review expenditures and provide public reports.



More Information about Voting on Measure LL :

Election Day: November 8

Vote-by-Mail Ballots Sent Out: Week of October 10

Last Day to Register to Vote in this Election: October 24

Last Day to Request a Vote-by-Mail Ballot: November 1

Find Your Polling Place: Visit www.OCVote.com

Register to Vote: Visit www.registertovote.ca.gov



Please visit our website at www.lagunabeachcity.net/MeasureLL.htm