



Measure LL: Laguna Beach Vital Services Measure

Laguna Beach Is a Great Place to Live

Laguna Beach has a long tradition of having safe neighborhoods, good schools and a vibrant business community, in addition to being an artists' colony. We are proud that a recent survey of Laguna Beach residents indicated that our community feels our city is moving in the right direction and that residents enjoy living here.

Keeping Laguna Beach Beautiful

Millions of tourists come to Laguna Beach every year, which increases traffic and demand for city services and resources. This results in higher costs to: 1) maintain our clean beaches and streets; 2) provide quality public safety services such as police, fire and marine safety; 3) provide quality paramedic and 9-1-1 emergency response services; and 4) maintain other services that are utilized by tourists.

Local Funding for Local Services

Our city's first priority is to protect the safety of our citizens and preserve the quality of life that we all expect in Laguna Beach. To address these needs, the Laguna Beach City Council has placed Measure LL on the November 8, 2016 ballot to provide stable, locally-controlled funding for city services.

Measure LL would enact a 2% increase in the transient occupancy tax ("TOT"), which is a fee assessed to tourists who stay in local hotels and other lodging establishments. This 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

Strict Fiscal Accountability

By law, all Measure LL funds must stay here 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.



For More Information

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