

West Marin Transient Occupancy Tax (TOT)

Proposal: Election in 2018

As of: 12/07/17

County Team:

- Matthew Hymel, County Administrator
- Roy Given, Department of Finance
- Brian Washington, County Counsel
- Dennis Rodoni, 4th District Supervisor

The team will work on the ballot language, format, and boundaries.

Current TOT:

The current TOT in West Marin is 10%. The current funds generated by the TOT go into the General Fund with expenditures for the Sherriff, Marin County Fire Department (MCFD), Library, our roads, and other General Fund needs.

Proposal:

A 5% increase to the current TOT that would enhance the TOT in West Marin to 15%.

Uses for 5% increase:

- 3% dedicated to affordable housing administered by Community Development Agency (CDA) affording housing group, with input/approval from Board of Supervisors (BOS).
- 2% for emergency services including 1 % for volunteer fire departments, and 1% for Marin County Fire Department (MCFD). MCFD to administer with input and approval from BOS.
- [Estimated Revenue]: \$ 1,000,000 per year.

Boundary:

The boundary shall be established in West Marin only.

The boundary will encompass the areas from Muir Beach to Dillon Beach and including Nicasio, eastward to top of Big Rock ranch, including San Geronimo Valley to top of White's Hill. Note: This boundary excludes Muir Wood Parks Association and other unincorporated areas in Marin. The map will be available soon.

Ballot Initiative:

2/3 vote (66%) for designated by ballot uses: by vote identifying affordable and emergency services as the uses. This method forever identifies affordable housing and emergency service as stipulated in ballot measure. Unless a subsequent ballot measure is passed directing expenditures for other items.

Funding/Logistics:

Election and administration costs are to be reimbursed to the county from successful ballot measure.

Ongoing administration costs would be deducted from proceeds and determined by County Department of Finance in conjunction with Community Development Agency and Marin County Fire Department. Administrative costs shall be no more than 5% of total.

We need to form an Advisory TOT2 group to develop the campaign and support the ballot measure. This could also be an ongoing advisory group that meets once or twice a year to review expenditures with the guidance of CDA, MCFD, CAO, and BOS.

Suggested ongoing advisory group representation appointed by 4th District Supervisor:

- Affordable housing advocate
- Short-term rental owner
- Volunteer firefighter
- West Marin Chamber of Commerce
- Community Development Agency staff
- 4th District Supervisor (or staff)
- Marin County Fire