“FOR A BETTER SAN DIEGO”

be it enacted by the people of the City of San Diego.

Title.

This measure is an initiative measure, to be known as the “For a Better San Diego” measure.

The people of the City of San Diego have long been a leader in the nation in the development of the tourist industry and have experienced significant growth in tourism revenues. San Diego has long been a leader in the nation in the development of the tourist industry and has experienced significant growth in tourism revenues. San Diego has been a leader in the development of the tourist industry and has experienced significant growth in tourism revenues. San Diego has been a leader in the development of the tourist industry and has experienced significant growth in tourism revenues.

Section 1.

Notice is hereby given of the intention of the persons whose names appear hereon to circulate a petition within the City of San Diego for the purpose of increasing the overnight lodging tax paid by visitors to San Diego by 3.75%.

The petition is hereby made available for inspection at the Office of the City Clerk located at 202 32nd Street, Suite 1360, San Diego, CA 92101, between the hours of 9:00 a.m. and 5:00 p.m., Monday through Friday, except legal holidays.

By this date, the petition has been signed by the persons appearing hereon.

The undersigned certify that they are qualified petition circulators for the purpose of circulating the petition and that they are not disqualified from circulating the petition by the provisions of Section 137.040 of the California Elections Code.

They have caused the petition to be printed as follows:

[Printed Petition]

Section 2.

In order to make San Diego a world-class convention destination and to mitigate the damage resulting from the decline in tourism, the City Council shall adopt a measure to increase the overnight lodging tax paid by visitors to San Diego by 3.75%.

The additional overnight visitor tax proposed in this measure will take effect five years after the effective date of the measure and will expire five years from the date the measure is adopted. The provisions of the measure shall take effect on the date the measure is adopted.

The measure shall authorize the City to collect and distribute the additional overnight visitor tax revenues as follows:

Section 3.

The provisions of the measure shall be subject to the expenditure restrictions of City Charter sections 510, 511, 512, and 513, and shall be included in the annual budget relating to Convention Center現代化 Costs.

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The measure will increase the overnight visitor occupancy tax from 3% to 4%. This tax is currently levied on hotel and motel rooms, and the funds generated by this tax have been critical in supporting various projects, including San Diego's convention center expansion and improvements. The expansion and improvements are necessary to ensure that the Convention Center remains competitive with other top-tier convention centers nationwide.

The Convention Center Expansion and the improvements planned for the existing Convention Center will be designed and built to meet the highest standards of energy efficiency and sustainability. The project aims to create a world-class convention center that will attract more visitors, increase the local economy, and enhance the overall visitor experience. The expansion will include additional meeting rooms, ballrooms, and exhibit spaces, as well as improved public amenities such as restaurants and lounges. The improvements will also include upgraded technology, accessibility, and sustainability features that will position San Diego as a leader in sustainable event hosting.

The revenue generated from the increased occupancy tax will be dedicated to financing the expansion and improvements of the Convention Center. The City of San Diego will work with the Convention Center Commission and private partners to ensure that the project is completed in a timely and cost-effective manner. The goal is to have the new convention facilities ready for use by 2024.

In conclusion, the measure to increase the overnight visitor occupancy tax from 3% to 4% is essential for the ongoing success of San Diego's Convention Center. The expansion and improvements will attract more visitors, stimulate the local economy, and enhance the visitor experience. The revenue generated from the increased tax will be used to finance this major project, ensuring that San Diego remains a world-class convention destination.