



CITY OF DALY CITY

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Frequently Asked Questions About Measures BB, VV & UU

Q: What are Measures BB, VV & UU?

A: On July 23, 2018, the Daly City City Council unanimously placed measures BB and VV on the November 6, 2018 ballot. If enacted by voters, Measures BB, VV & UU would help ensure businesses operating in Daly City and visitors to our City continue to pay their fair share, while re-investing in our local public safety and long-term fiscal stability. Measures BB, VV & UU do NOT increase taxes for Daly City residents who are not hotel guests or business proprietors.

Measure BB – the City of Daly City Business Tax License Measure – is simply an update to the rate businesses pay for the right to do business in our City.

Measure VV – the City of Daly City Hotel Guest Tax—which if enacted, is only paid by guests (typically out-of-town visitors and tourists) when they stay at a hotel or motel in our City.

Measure UU – the City of Daly City Cannabis Business Tax – if enacted, would tax cannabis businesses should the City allow them.

Q: What local priorities will Measures BB, VV & UU help address?

A: If approved, Measures BB, VV & UU will address local priorities identified by the public, including:

- ✓ Maintaining the City's long-term financial stability and requiring all funds be used locally
- ✓ Maintaining 911 emergency response and improving police protection
- ✓ Keeping streets and public areas safe and clean
- ✓ Maintaining local fire protection and paramedic services

Q: How does Measure BB change the business license tax?

A: Measure BB is simply an update to the rate businesses pay for the right to do business in our City. It raises the minimum business license tax from \$100 to \$110 and slightly adjusts the percentages of gross receipts that businesses that gross over \$100,000 and rental and leasing businesses pay.

Type of Business	Current Rate:	After Measure BB:
BUSINESSES WITH GROSS RECEIPTS UP TO \$100,000	\$100	\$110
BUSINESSES WITH GROSS RECEIPTS OVER \$100,000	$\$100 + 1/10\%$ of gross receipts Example: Business with gross receipts of \$1 million a year currently pays \$1,000	$\$110 + 11/100\%$ of gross receipts Example: Business with gross receipts of \$1 million would pay \$1,100
RENTAL/LEASING BUSINESSES (EXCLUDING TRANSIENT LODGING)	$1/2\%$ of gross receipts, but not less than \$100 Example: Apartment building owner with gross receipts of \$1 million a year currently pays \$5,000.	$55/100\%$ of gross receipts, but not less than \$110 Example: Apartment building owner with gross receipts of \$1 million a year would pay \$5,500.

Q: Why were Measures BB, VV and UU placed on the ballot?

A: Daly City’s Police and Fire Departments have seen a dramatic increase in calls for service in the past few years while the cost of providing services is increasing every year. Measures BB, VV and UU will help maintain the City’s level of police officers, firefighters and paramedics, ensuring rapid emergency response, the City is prepared for a natural disaster and the City’s long-term fiscal stability.

Q: Who would pay for Measures BB, VV and UU?

A: Measures BB, VV and UU will NOT increase taxes for Daly City residents who are not business proprietors or hotel guests. Only those who stay in hotel rooms overnight in Daly City will pay for Measure VV and only those who conduct business in the City will pay for Measure BB. Daly City residents and homeowners who are not engaged in these activities will NOT be taxed.

Q: Are Measures BB, VV and UU fiscally accountable?

A: Yes. Measures BB, VV and UU include tough accountability provisions by requiring annual independent financial audits and public review of expenditures. And, all funds remain in the City of Daly City and cannot be taken by Sacramento. These safeguards will ensure funds will be used efficiently, effectively and as promised.

Q: What else is on the November ballot?

A: Also on the November ballot, voters will have the opportunity to elect three city council members. For a full list of candidates and measures on the November ballot, visit: www.smcacre.org/post/november-6-2018.

Q: Where can I find more information about Measures BB, VV and UU?

A: For more information, please visit the City’s website at: www.dalycity.org. If you have specific questions, please contact the City Manager’s office at: (650) 991-8127.