

Argument in Favor of Measure ____

As members of the Farmersville City Council we urge you to vote "YES" on Measure _____. We seek to improve the quality of life for all of us in town which includes enhancing existing vital City services such as police, fire and other fundamental City services including economic development. This measure helps us accomplish this.

Measure _____ is a hotel tax otherwise referred to as a Transient Occupancy Tax which does NOT impose new taxes on Farmersville residents. It is paid solely by those staying at a hotel in Farmersville. Visitors to Farmersville also have an impact on City services so they should be paying this tax that will in turn benefit the community.

A YES vote will establish a 10% tax rate on motel/hotel occupancy and will bring more revenue to our community. The rate is very competitive with other communities and could become an important funding source for essential City services. When a single mid-level hotel is constructed, it is estimated to generate \$185,000 in additional revenue annually to the City of Farmersville. It is important to have this tax approved before a hotel is built, so the tax can be collected immediately from guests.

This tax has the potential to generate long-term revenue for general purposes including maintaining and improving city services, expanding programs, furthering economic development, and implementing capital improvement projects.

The City Council supports this Measure and urges you to vote YES on _____. Please join us to ensure that our City continues to work towards building a stronger economy, delivering high quality services, and move forward in building a community we can be proud of for generations to come.

The undersigned proponents or authors of the primary argument in favor of Measure _____ at the General Municipal Election to be held on November 8, 2022, hereby state that this argument is true and correct to the best of their knowledge and belief.

Signed

Date

Ruben Macareno
City Council Member

06-27-22

Gregorio Gomez
City Council Member