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**\*\* MEDIA ADVISORY \*\***

## **“PAY THEIR OWN WAY” SETS TOURIST TAXES AT COMPETITIVE RATES, ENCOURAGES HOTELS TO SELF-ASSESS, PROVIDES OPTIONS FOR ADDRESSING MAJOR INFRASTRUCTURE AND OTHER VISITOR-RELATED ISSUES**

**What:** News conference to announce new initiative.  
**Where:** Briggs Law Corporation’s San Diego office (address above).  
**When:** Thursday, October 22, at 11:45 a.m.

Supporters of the “Pay Their Own Way” Initiative today announced they will begin circulating the initiative with the aim of qualifying it for the June 2016 ballot. The initiative would increase the City of San Diego’s Transit Occupancy Tax to 15.5%, at the low end of similar taxes charged by cities that compete with San Diego for visitors. Money raised by the increase would supplement the City’s General Fund to improve services and infrastructure for residents and tourists alike.

The initiative would also permit hotel owners to assess themselves (“self-assessment”) to fund the maintenance and improvement of visitor-related facilities, promotional activities, and an off-waterfront expansion of the downtown Convention Center.

In addition, the initiative would allow, but not require, development of a downtown stadium in conjunction with a Convention Center expansion and authorize redevelopment of the Qualcomm Stadium site with university, eco-tourism, and park-related uses if the Chargers depart the site and redevelopment is approved by the City Council.

Key benefits of the Initiative include:

1. Generating a minimum of \$18 million per year in new revenue paid by hotel guests for the City’s General Fund, which can be used to improve city services and infrastructure for residents.
2. Establishing incentives for hotel owner-funded Convention Center expansion off the waterfront to keep the Convention Center competitive, attract new conventions, and retain events like Comic-Con.
3. Accommodating the City’s current Mission Valley plans for the Chargers, while allowing for a downtown backup plan. The Initiative does not authorize spending taxpayer dollars for a new Chargers stadium.
4. Providing a strong incentive for the City and other public agencies to resolve costly litigation related to the Convention Center and tourism taxes.

