

## **Argument In Favor of Measure I**

Housing that is affordable to Napa County's workforce is a priority of the Napa County Board of Supervisors, the local lodging industry, and community leaders.

Measure "I" increases the Transient Occupancy Tax (TOT) on hotels outside city limits in the unincorporated County, from 12% to 13%, and sets aside those new funds (over \$1 million annually) for workforce and affordable housing projects, programs, and services.

Simply put, many people that work in Napa County cannot afford to live in Napa County. This forces workers to live outside the County and commute, causing traffic, social, and other environmental impacts. Under Measure "I", visitors to Napa County hotels will help pay for housing opportunities for our workforce including those employed in hospitality, the wine industry, retail, public safety, and education.

Measure "I" revenues will be protected and set aside only provide for programs and services that provide affordable and workforce housing. Funds generated by Measure "I" will be collected and managed by Napa County. Funds can be leveraged with other sources for programs like increasing housing stock for the workforce and down payment assistance programs for home ownership.

Measure "I" only applies to hotels outside the city limits and is voted on by all Napa County residents. However, the cities and town throughout the county are also asking voters to increase TOT by 1% for housing as there is a county-wide housing/jobs imbalance.

A "Yes" vote on Measure I will provide a continued source of revenue for workforce and affordable housing.