

Tourism Helps Tempe

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Tempe, AZ 85281
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**Visit www.YesOnProp400.com
to learn more about how Prop.
400 will benefit Tempe!**

Tourists Pay. You Benefit. Tempe Wins.

YES on Prop. 400!
March 9th Tempe Election



Here are some important reasons to support Prop. 400!

In March, Tempe voters will be asked to vote on Proposition 400, which would slightly increase the city's hospitality tax, also known as the "bed tax," charged only on hotel rooms. Here's why a "YES" vote makes sense for Tempe's future!

- ✓ Proposition 400 would help Tempe attract more tourism revenue to our community. More tourism represents more money for Tempe businesses, more tourism-related jobs in Tempe, and more money to the City which lowers the tax burden on residents.
- ✓ Proposition 400 would increase the existing 3 percent tax on hotel rooms to 5 percent, consistent with a proposal in Scottsdale. This would create approximately \$1.5 million per year in new revenue to fund tourism promotion for Tempe.
- ✓ Only people who stay in a Tempe hotel would pay the tax.
- ✓ Those most impacted by Prop. 400 — Tempe hotels and the Tempe Convention & Visitors' Bureau — are its most enthusiastic supporters.
- ✓ Research shows that each dollar invested in tourism returns \$34 to the community.
- ✓ Tempe tourism is very positive for jobs and the economic health of our community because it brings in over \$100 million per year in economic impact.
- ✓ Proposition 400 is supported by the Mayor and all members of the City Council, Republicans and Democrats alike.
- ✓ If approved, Tempe's bed tax would be the same as Scottsdale's, lower than Tucson's and still below the national average.

A "YES" vote is supported by...

Mayor Hugh Hallman
Vice Mayor Shana Ellis
Councilman Ben Arredondo
Councilman Mark Mitchell
Councilman Joel Navarro
Councilwoman Onnie Shekerjian
Councilman Corey Woods
Former Mayor Rudy Campbell
Former Mayor Neil Guiliano
Michael Monti and Eddie Goitia
Downtown Tempe Community
Tempe Firefighters
P.F. Chang's Rock 'n' Roll Arizona Marathon
& ½ Marathon
Circle K Tempe Music Festival
Tempe Mission Palms Hotel
AIR Marketing
Twin Palms Hotel
Four Points Sheraton
Fiesta Resort Conference Center
The Buttes, A Marriott Resort
Arizona Mills
Tempe Marketplace



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Vote YES on Prop. 400 on March 9th!