

**BALLOT ARGUMENT IN FAVOR OF MEASURE C**  
**(THE CITY OF BURBANK CITY SERVICES MEASURE)**

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**VOTE YES ON MEASURE C.**

Measure C is a common-sense way to **MAINTAIN QUALITY CITY SERVICES** through a hotel tax **PAID BY VISITORS, NOT RESIDENTS**, all for the benefit of our community.

Every year, millions of visitors utilize Burbank's police and fire protection, 9-1-1 emergency medical response, well-maintained streets, parks, and many other City services. Measure C would ensure visitors pay their fair share of the cost of maintaining those services.

As your City Council, we are committed to maintaining the high-quality services residents rely on every day. Like many local governments, Burbank is experiencing increasing financial pressure as the cost of providing services continues to rise. Maintaining public safety, emergency response, parks, recreation programs, libraries, streets, and other essential services requires sustainable local funding.

Measure C would update Burbank's hotel tax from 10% to 12% and generate approximately \$3 million annually – **MONEY THAT STAYS IN BURBANK** to benefit our community.

The funding stays in Burbank and cannot be used by the state or federal government. It can only be used to support local priorities and the services that help make Burbank a safe, vibrant, and desirable community.

Measure C would also bring Burbank's hotel tax rate in line with neighboring cities such as Glendale and Pasadena, helping keep Burbank competitive while asking visitors to contribute their fair share for the services they use during their stay.

The choice is straightforward: **MAINTAIN QUALITY CITY SERVICES** with funding generated by visitors, or place greater pressure on the City's budget in the years ahead.

Join your City Council and **VOTE YES ON MEASURE C** to help maintain essential City services and protect Burbank's quality of life.

*Supporters: Burbank City Council*