



# City of Malibu News

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## **For Immediate Release**

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## **Measure T Transient Occupancy Tax Rate Increase Effective January 1**

(Malibu, CA) – Measure T, the increase in the City of Malibu’s Transient Occupancy Tax (TOT) approved by voters to raise revenue for City services needed to protect the community’s quality of life, safety and property, goes into effect January 1, 2021.

“Malibu has always welcomed the millions of visitors who come to our City each year to enjoy our beautiful beaches and mountains, but it does have an impact on our resources and services,” Mayor Mikke Pierson said. “Since the TOT is paid by guests in hotels and other lodgings, it is a fair way for them to contribute for their use of City roads, parks, the beaches, public safety and other City services. As cities across the Country grapple with the financial impacts of the ongoing pandemic it is important that we continue to evaluate all our revenue sources and I am glad Malibu voted to put this in place.”

Malibu voters approved Measure T which raises the TOT from 12% to 15% in the 2020 General Municipal Election by 56.18% of votes cast.

The revenue generated by the TOT is remitted directly to the City to be used for unrestricted general municipal purposes such as public safety, infrastructure, street repair and park improvements as directed by the City Council. TOT revenues cannot be taken by Los Angeles County or the state.

The Malibu City Council voted during the Council meeting on December 14, 2020 to schedule the implementation date of Measure T as January 1, 2021.

The 3% increase in the TOT is estimated to generate up to \$775,000 annually. That additional revenue will go towards City services and help offset the economic impacts of the COVID-19 pandemic.

For questions regarding the City's Transient Occupancy Tax program, please contact the Finance Division at 310-456-2489.

For more information, including the forms required for registration of rental property and for remittance of the TOT, visit the TOT web page at [www.malibucity.org/TOT](http://www.malibucity.org/TOT).

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