AVENAL MEASURE "B"
FREQUENLTY ASKED QUESTIONS (FAQ)
for the November 5, 2024 Elections

What is Measure B?

Measure B establishes: (1) vacancy tax; (2) transient occupancy tax (TOT); & (3) progressive business license fee. This initiative is designed to secure Avenal's future by supporting small businesses and encouraging sustainable growth, while ensuring that larger corporations and property owners contribute their fair share to the community.

Securing Avenal's Future!

How does Measure B differ from existing taxes?

Measure B updates outdated policies and provides tools to support economic growth. It includes:

1. **A vacancy tax on unused or neglected properties to encourage development.**
2. **A transient occupancy tax (TOT) adjustment, bringing Avenal's rate in line with other cities in California as we prepare for future hotel developments.**
3. **A progressive business license fee, where larger businesses contribute more, while small, local stores benefit from a reduced annual fee.**

Why does the City need Measure B?

As Avenal grows and more economic development takes place, we need to ensure that this growth benefits the community. Measure B helps position Avenal to welcome larger franchises and corporations while ensuring they contribute their fair share to our city's future. It's about preparing for sustainable growth that supports both local businesses and residents.

Will Measure B increase my taxes?

NO, an estimated 98% of Avenal's residents will NOT be affected. The vacancy tax only impacts property owners who neglect their buildings or parcels, often who live outside of Avenal, that are holding back our community's growth. Small, locally owned stores will see their annual business license fees reduced by an average of $20-$40 for any business with less than a million in gross receipts. As larger businesses enter Avenal, they will contribute more to help support small businesses assistance programs and community development.

How much revenue will Measure B generate and what will the funds be used for?

Measure B is expected to generate approximately $80,000 annually from vacant properties and larger enterprise businesses, while reducing the annual business license fee burden on small, locally owned stores. These funds will be used to support essential City services, infrastructure improvements, and economic development efforts that benefit the entire community

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What is the Vacancy Tax, and how does it work?

The vacancy tax applies to properties that are unused or neglected for more than 183 days within a year. This tax is designed to encourage outside property owners to develop or make productive use of their properties, benefiting the community, making room for new businesses, and reducing blight.

What is the Transient Occupancy Tax (TOT), and how does it affect Avenal?

Avenal currently has one of the lowest TOT rates in the state at **6%**. Measure B will bring this rate up to the state average of **15%**, which will apply to outside travelers who stay in local hotels. While Avenal currently does not have any commercial hotels, this prepares the city for future growth in tourism and lodging.

Will Measure B funds stay in Avenal?

Yes, all funds generated by Measure B will stay local, benefiting the City of Avenal and its residents by supporting essential services, small business assistance, and future growth initiatives.

Questions about Measure B?

For additional questions, please contact the City Clerk at: **CityClerk@CityofAvenal.us**