

City of Calistoga  
Argument in Favor of Measure D

Many people who work in Calistoga cannot afford to live here, making traffic worse and filling jobs more difficult. Measure D increases the Transient Occupancy Tax (“TOT”) which overnight hotel guests pay, from 12% to 13%, and sets aside the additional 1% for creating housing programs and services that benefit people in Calistoga. The revenue cannot be used for any other purpose. Measure D shares with our tourists the cost of affordable and workforce housing.

Calistoga expects to raise approximately \$512,325 annually. Napa County’s Measure I, which is also on your ballot, raises the TOT in the unincorporated County to provide additional funding for housing needs as well.

The City of Calistoga will use these funds to make housing more available and affordable for our working residents. This includes expanding housing opportunities for Calistoga families who are being priced out of the housing market, expanding and preserving rental housing, and providing first-time homebuyer assistance.

Housing availability, housing affordability and traffic congestion are linked. Programs and projects that increase the supply of affordable and workforce housing in proximity to Calistoga will help ease traffic congestion.

All five Napa cities and the county are asking voters to increase TOT by 1% for housing, a collaborative solution to a countywide problem.

A “Yes” vote on Measure D is a “Yes” vote for housing that is affordable and reducing traffic congestion.

/s/ Chris Canning  
Mayor, City of Calistoga

/s/ Indira Lopez  
Board Member, Calistoga Joint Unified School District

/s/ Diane Barrett  
Part Owner & Board Member, Calistoga Spa Hot Springs