

Communication from Public

Name: Ahir
Date Submitted: 01/20/2026 08:46 AM
Council File No: 25-0029

Comments for Public Posting: I respectfully urge you to oppose any increase to the City of Los Angeles's Transient Occupancy Tax (TOT) at this time. While I support efforts to strengthen our city's workforce and hospitality economy, raising the TOT now would compound existing financial pressures facing hotels, motels, and all hospitality operators — to the detriment of our local economy, jobs, and tourism competitiveness. First, the hospitality industry in Los Angeles is already under significant wage pressure. The City recently adopted substantial minimum wage increases for hotel and airport workers, with rates scheduled to escalate to \$30 per hour by 2028 and additional healthcare benefit obligations for employers. These increases mean labor costs for hotels and tourism businesses will rise sharply — by nearly 50% over just a few years — at a time when many establishments are still dealing with post-pandemic recovery challenges. ? Second, raising the TOT would further squeeze an industry that operates on tight margins. Higher TOT rates inevitably get passed on to guests through increased room rates. In a market still contending with lower average daily room rates (ADR) and competitive pressures from other cities and states, this could reduce demand for stays in LA, making our city less competitive as a destination. Third, combined cost pressures could harm jobs and local revenue in the long run. Industry stakeholders — including hotel associations — have warned that elevated labor costs combined with higher taxes can lead to reduced staffing, job losses, scaled-back services, or even closures of smaller hotels. This risk threatens not only tourism employment but also the very TOT revenues the City hopes to increase. Finally, we cannot ignore the broader economic context. Los Angeles faces economic headwinds from inflation, rising operating costs, and competition from other destinations that do not burden hospitality businesses with both high wages and regressive tax increases. A premature TOT hike, layered on top of mandated wage expansions, risks undermining the recovery our tourism sector needs. For these reasons, I respectfully request that you reject or postpone any approval of an increased Transient Occupancy Tax. Let's prioritize policies that grow tourism demand and support sustainable job creation without overburdening the very businesses that drive our local economy.

Communication from Public

Name: L&R Group of Companies

Date Submitted: 01/20/2026 04:12 AM

Council File No: 25-0029

Comments for Public Posting: Dear Councilmembers: I am writing to strongly urge you to vote AGAINST the 50% proposed Parking Occupancy Tax (POT) increase as you are considering ways to close the budget shortfall in our City. An increase to the POT will have a detrimental impact on an already challenging economic recovery from the pandemic and will hurt the citizens of Los Angeles. The businesses and people of our City are already struggling with a volatile economy and soaring prices. The parking industry already contributes well over \$100 million annually to the City's general fund. We are one of the City's most consistent and transparent revenue sources. Such a drastic increase in the price of parking will dissuade many Los Angeles residents, visitors, and workers from being able to afford to park the urban areas where the greatest percentages of the POT revenues are collected. With parking supply at a record high – many workers are still working remotely full or part time - parking operators cannot pass the cost of a tax increase through without losing customers. The current oversupply of parking makes major price increases impossible. The practical result is simple: operators will have no choice but to reduce their workforce, which is comprised of predominantly union workers. Vote NO on an increase to the Parking Occupancy Tax. This is not a responsible way to generate revenue for our City. Sincerely, Charles Bassett President of Operations L&R Group of Companies - WallyPark - Airport Center Garage - Joe's Airport Parking

Communication from Public

Name: Marco Pacheco

Date Submitted: 01/20/2026 06:09 AM

Council File No: 25-0029

Comments for Public Posting: Dear Members of the Budget and Finance Committee, I am writing to express my opposition to the proposed increase of the parking tax from 10% to 15%. This increase represents an additional tax burden on our Los Angeles communities. Such a measure will likely prompt landlords to raise parking fees, creating further financial strain for city constituents. I urge you not to impose this additional cost on our city. Thank you,

Communication from Public

Name: G J Zala

Date Submitted: 01/20/2026 08:10 AM

Council File No: 25-0029

Comments for Public Posting: TOT increases will affect tourism industry and it will be lesser revenue for the city. Lower TOT rate has more visitors and high revenue for city in long run.

Communication from Public

Name: Satish Patel

Date Submitted: 01/20/2026 08:13 AM

Council File No: 25-0029

Comments for Public Posting: Increasing the Transient Tax to 20% is the last straw for small motel operators. Between rising insurance premiums, labor shortages, and inflation on basic supplies, we are facing an unsustainable environment. If this increase passes, it will force many local businesses to shut down permanently. Our industry cannot continue to bear the brunt of these financial burdens."