

Revenue Options

to Protect and Invest in City Services



City Administrative Officer
Matthew W. Szabo
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Items for Consideration

June/November Elections

Items for Consideration | Ready for June 2, 2026 Ballot

	Change	Est. Annual Revenue Increase
Sales Tax	9.75% → 10.25%	\$327M
Hotel Tax (TOT)	14% → 16% 18% for Mega Events thru 2028	\$45M Base \$89M Total
Parking Tax	10% → 15%	\$67M
Cannabis Parity	<i>Tax Unlicensed Businesses</i>	\$70M



Items Requiring Further Study

Items for Further Study

	<i>Description</i>	<i>Potential Annual Revenue</i>
Major Event Tax	6% tax on tickets for events with 5,000+ attendees	\$48M ongoing \$100M during 2028 Games
Shared Ride Tax	A tax on Uber, Lyft, and taxi fares	~\$6M – \$200M
Vacancy Tax	Taxing vacant properties to encourage renting or selling	~\$4M - \$148M
Retail Delivery Fee	<i>\$1 flat fee on delivered goods to offset road wear-and-tear</i>	\$200M



Policy Issues

within City Jurisdiction

Policy Issues within City Jurisdiction

1. Vacation Rental Ordinance

2. Transportation Communications Network *(Digital Billboards)*





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