



HOTEL GUEST TAX Proposal



PROPOSAL GOALS:

- ★ **Invest** in growing and maintaining the City's **key tourism facilities** and fund capital improvements necessary for market competitiveness and continued growth
- ★ **Increase** resources for **tourism and marketing investments** to drive enhanced destination awareness, increased hotel occupancy, economic impact, and tax generation
- ★ Serve as **good stewards of public funds** by reducing debt payment, capitalizing on visitor spending, and establishing a competitive hotel guest tax rate

HOTEL GUEST TAX RATE PROPOSAL:

- ★ **Current 5%** | In 2026, this generated \$10.4 MM
- ★ **Proposed 9.9%** | Estimated to generate \$20.6 MM
- ★ **Public Vote** | November 3, 2026
- ★ **Effective** | January 1, 2027, if approved by voters

FUND BREAKOUT:

The proposal aims to achieve the above goals through a phased approach:

Phase 1	January 1, 2027	2% General Fund 4.5% Economic Development 40% Marketing and Tourism 53.5% Facilities
Phase 2	January 1, 2031	2% General Fund 4.5% Economic Development 45% Marketing and Tourism 48.5% Facilities
Phase 3	After Revenue Bonds for Arvest and BOK improvements are fully paid	2% General Fund 4.5% Economic Development 50% Marketing and Tourism 43.5% Facilities

Note: The above proposal assumes a TID sunset date of January 1, 2028.

Present Day Allocation: Hotel Guest Tax revenue currently generated at the 5% rate is distributed into the following funds: 2% General Fund, 4.5% Economic Development, 45% Marketing and Tourism, 48.5% Facilities