

Presented by: The Manager  
Introduced:  
Drafted by: A. G. Mead

**ORDINANCE OF THE CITY AND BOROUGH OF JUNEAU, ALASKA**

**Serial No. 2017-24**

**An Ordinance Increasing the Hotel-Motel Room Rental Tax by Two Percent and Providing for a Ballot Question Ratifying the Increase.**

WHEREAS, the City and Borough of Juneau has an existing hotel-motel room tax that provides funding for the development and promotion of tourism, and the municipality's convention and community centers; and

WHEREAS, the proposed two percent increase would serve as an appropriate source of revenue to further develop the visitor, arts, and convention industries in the City and Borough of Juneau.

BE IT ENACTED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

**Section 1. Classification.** Section 2 of this ordinance, if approved by a majority of qualified voters voting on the question pursuant to Sections 3 and 4, shall be of a general and permanent nature and shall become a part of the City and Borough code, until it expires under its own terms. Sections 3 and 4 are noncode sections.

**Section 2. Amendment of Section.** CBJ 69.07.020 Imposition of hotel-motel room rental tax, is amended to read:

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2 **69.07.020 Imposition of hotel-motel room rental tax.**

3 (a) The City and Borough hereby levies a tax on hotel-motel room rentals for transients  
4 equal to nine ~~seven~~ percent of the room rent. The tax shall be applicable to all room rentals for  
5 transients unless the rental is specifically exempted from taxation by constitution or other  
6 valid law.

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10 **Section 3. Submission to the Voters.** The question of whether to increase the rate  
11 of the hotel-motel room rental tax from seven to nine percent shall be submitted to the  
12 qualified voters of the City and Borough at the regular municipal election. The Municipal  
13 Clerk shall prepare the ballot proposition as provided by this ordinance and shall perform all  
14 necessary steps in accordance with law to place this proposition before the voters at the next  
15 regular municipal election.  
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18 **Section 4. Proposition.** The proposition to be submitted to the voters as required  
19 by Section 3 shall read substantially as follows:

20 **Explanation**

21 Juneau levies a seven percent hotel-motel room rental tax. This ballot  
22 proposition, if approved by the voters, would increase the hotel-motel room rental  
23 tax from seven percent to nine percent with an effective date of January 1, 2018.

24 It is the intent of the Assembly to use this permanent increase in the hotel-motel  
25 room rental tax to provide partial funding up to \$1.6M for the construction of  
capital improvements for the Juneau Arts & Culture Center, and as funding for  
improvements to Centennial Hall, parking infrastructure, visitor information and  
marketing services, and other tourism and visitor services and facilities.

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**PROPOSITION NO. \_\_\_\_**

Shall the City and Borough of Juneau, Alaska, increase the tax on hotel-motel room rentals from seven to nine percent?

Increase the tax on hotel-motel room rentals to nine percent YES [ ]

Increase the tax on hotel-motel room rentals to nine percent NO [ ]

**Section 5. Effective Dates.** (a) The amendment of subsection (a) of CBJ 69.07.020 set forth in Section 2 of this ordinance shall become effective on October 1, 2018, if the proposition required by Sections 3 and 4 of this ordinance is approved by a majority of the qualified voters of the City and Borough voting on the proposition at the next regular municipal election.

(b) Sections 3 and 4 of this ordinance authorizing the submission of the ballot proposition to the qualified voters of the City and Borough shall be effective 30 days after adoption of this ordinance.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

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Kendell D. Koelsch, Mayor

Attest:

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Laurie J. Sica, Municipal Clerk