

Measure U would raise the Transient Occupancy Tax (TOT) or “hotel tax” in Madera County from 9% to 11%.

This is the hotel tax paid by tourists and visitors who stay in our hotels, motels, AirBnBs, and other vacation rentals. Madera County residents do not pay this tax unless they stay in a local hotel, motel, or vacation rental.

The Madera County Board of Supervisors approved placing Measure U on the ballot after authorizing a needs assessment to understand how to serve County residents amid growth, confront the pressure placed on the County budget by Sacramento’s unfunded mandates, and increases in the cost of delivering essential services – including public safety – to residents.

One option to address a portion of the needed funding is to increase TOT.

Visitors use our streets, roads, and emergency services as they enjoy all that Madera County has to offer, and we welcome them to experience the Gateway to Yosemite.

Raising the TOT represents a fair approach to recover the increased costs associated with visitor stays in our County, without burdening residents.

If Measure U is approved, Madera County will still have a lower TOT rate than any other county bordering Yosemite National Park.

A 2% increase in TOT will bring in an estimated \$1.78 million annually to the County budget, assisting the County in:

- Recruiting and retaining Sheriff’s deputies, firefighters, and prosecutors.
- Reducing the average response times for emergency medical services when Madera County residents call 9-1-1.
- Improving access to County services, especially in Eastern Madera County where visitors increase demand on services.

Along with funding key improvements in public safety and essential services, Measure U revenues stay local and cannot be taken away by the State.

Vote YES on Measure U to deliver a safer Madera County without raising taxes on residents.

FILED
MADERA COUNTY

2026 JUL 24 PM 1:50

REBECCA MARTINEZ
COUNTY CLERK



DECLARATION BY AUTHOR(S) OF ARGUMENTS OR REBUTTALS

(E.C. §9600)

All arguments concerning measures filed pursuant to Division 9 of the Elections Code shall be accompanied by the following declaration to be signed by each author of the argument/rebuttal. Names and titles will be printed in the Voter Pamphlet portion of the County Voter Information Guide in the order provided below.

The undersigned author(s) of the: ☒ Argument in Favor ☐ Rebuttal to Argument in Favor
☐ Argument Against ☐ Rebuttal to Argument Against

of ballot measure U- MADERA Co. TOR at the GENERAL ELECTION
(Name and/or Letter) (Title of Election)
for the COUNTY OF MADERA to be held on 11/3/26 hereby state that this
(Jurisdiction) (Date)

argument is true and correct to the best of his/her/their knowledge and belief.

1.	<u>TYSON ROGUE</u> (Printed Name) <u>MADERA Co. SHERIFF</u> (Title to Appear on Argument)	<u>7-23-2026</u> (Date)
2.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
3.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
4.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
5.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)

IMPORTANT FILING INFORMATION: I, ALEX TANYAN am the
(Printed Name)

designated filer of the above titled argument/rebuttal. Please notify me of any questions pertaining to this filing.
Below is my contact information:

Mailing Address

E-Mail Address:

Contact Number

Daytime

Evening

Fax

FILED
MADERA COUNTY

2026 JUL 24 PM 1:50

REBECCA MARTINEZ
COUNTY CLERK



DECLARATION BY AUTHOR(S) OF ARGUMENTS OR REBUTTALS

(E.C. §9600)

All arguments concerning measures filed pursuant to Division 9 of the Elections Code shall be accompanied by the following declaration to be signed by each author of the argument/rebuttal. Names and titles will be printed in the Voter Pamphlet portion of the County Voter Information Guide in the order provided below.

The undersigned author(s) of the: ☒ Argument in Favor ☐ Rebuttal to Argument in Favor
☐ Argument Against ☐ Rebuttal to Argument Against

of ballot measure U - MADERA Co. TOT at the GENERAL Election
(Name and/or Letter) (Title of Election)
for the COUNTY OF MADERA to be held on 11/3/26 hereby state that this
(Jurisdiction) (Date)

argument is true and correct to the best of his/her/their knowledge and belief.

1.	<u>Jordan Wamhoff</u> (Printed Name)	_____ (Signature)
	_____ (Title to Appear on Argument)	_____ (Date)
2.	<u>Jordan Wamhoff</u> (Printed Name)	_____ (Signature)
	<u>MADERA County Supervisor</u> (Title to Appear on Argument)	<u>7/21/26</u> (Date)
3.	_____ (Printed Name)	_____ (Signature)
	_____ (Title to Appear on Argument)	_____ (Date)
4.	_____ (Printed Name)	_____ (Signature)
	_____ (Title to Appear on Argument)	_____ (Date)
5.	_____ (Printed Name)	_____ (Signature)
	_____ (Title to Appear on Argument)	_____ (Date)

IMPORTANT FILING INFORMATION: I, Alex Tavian
(Printed Name)

am the

designated filer of the above titled argument/rebuttal. Please notify me of any questions pertaining to this filing. Below is my contact information.

Mailing Address:

E-Mail Address:

Contact Numbers:

Daytime

Evening

Fax

FILED
MADERA COUNTY

2026 JUL 24 PM 1:50

REBECCA MARTINEZ
COUNTY CLERK



DECLARATION BY AUTHOR(S) OF ARGUMENTS OR REBUTTALS

(E.C. §9600)

All arguments concerning measures filed pursuant to Division 9 of the Elections Code shall be accompanied by the following declaration to be signed by each author of the argument/rebuttal. Names and titles will be printed in the Voter Pamphlet portion of the County Voter Information Guide in the order provided below.

The undersigned author(s) of the: ☒ Argument in Favor ☐ Rebuttal to Argument in Favor
☐ Argument Against ☐ Rebuttal to Argument Against

of ballot measure U- MADERA Co. TOT at the GENERAL ELECTION
(Name and/or Letter) (Title of Election)
for the COUNTY OF MADERA to be held on 11/3/76 hereby state that this
(Jurisdiction) (Date)

argument is true and correct to the best of his/her/their knowledge and belief

1.	<u>ROBERT MACANLAY</u> (Printed Name) <u>MADERA COUNTY SUPERVISOR</u> (Title to Appear on Argument)	<u>7/24/86</u> (Date)
2.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
3.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
4.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
5.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)

IMPORTANT FILING INFORMATION: I, ROBERT MACANLAY
(Printed Name)

designated filer of the above titled argument/rebuttal. Please notify
Below is my contact information.

_____ am the

_____ ons pertaining to this filing.

Mailing Address _____

_____ E-Mail Address: _____

Contact Numbers: _____ Daytime _____ Evening _____ Fax _____

FILED
MADERA COUNTY

2026 JUL 24 PM 1:50

REBECCA MARTINEZ
COUNTY CLERK



DECLARATION BY AUTHOR(S) OF ARGUMENTS OR REBUTTALS

(E.C. §9600)

All arguments concerning measures filed pursuant to Division 9 of the Elections Code shall be accompanied by the following declaration to be signed by each author of the argument/rebuttal. Names and titles will be printed in the Voter Pamphlet portion of the County Voter Information Guide in the order provided below.

The undersigned author(s) of the: ☒ Argument in Favor ☐ Rebuttal to Argument in Favor
☐ Argument Against ☐ Rebuttal to Argument Against

of ballot measure V- MADERA CO. TOT at the GENERAL ELECTION
(Name and/or Letter) (Title of Election)
for the COUNTY OF MADERA to be held on 11/3/26 hereby state that this
(Jurisdiction) (Date)

argument is true and correct to the best of his/her/their knowledge and belief.

1.	<u>Bryan Crabill</u> (Printed Name) <u>CAL FIRE CALIFORNIA LOCAL 2931 CHAPTER DIRECTOR</u> (Title to Appear on Argument)	<u>7/24/26</u> (Signature) (Date)
2.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
3.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
4.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)
5.	 (Printed Name) (Title to Appear on Argument)	 (Signature) (Date)

IMPORTANT FILING INFORMATION: I, ALEX TAVLAN
(Printed Name)

am the

designated filer of the above titled argument/rebuttal. Please notify me of any questions pertaining to this filing. Below is my contact information.

Mailing Address:

E-Mail Address:

Contact Numbers:

Daytime

Evening

Fax

FILED
MADERA COUNTY

2026 JUL 24 PM 1:50

REBECCA MARTINEZ
COUNTY CLERK