



FOR IMMEDIATE RELEASE

Contact:

Crane Friedman | 619-629-7342 | [cfriedman@sandiego.gov](mailto:cfriedman@sandiego.gov)

**MEDIA ADVISORY**

**San Diego City Council to Consider Changes to Transient Occupancy Tax (TOT) Budget Process to Fund Arts and Culture**

*Councilmembers Campillo (D7) and Moreno (D8) lead charge in asking City Council to prioritize arts and culture and fulfill Penny for the Arts promise*

- WHAT:** Councilmembers Raul Campillo (D7) and Vivian Moreno (D8) will join advocates to take a photo and gather briefly in advance of the City Council's afternoon session. At the 2pm City Council meeting, the two Councilmembers will be proposing a revision to the City's budget process that would recommend the use of 9.52% of the City's annual TOT (hotel tax) revenue for Arts and Culture.
- WHO:** Raul Campillo, San Diego City Councilmember (7<sup>th</sup> District)  
Vivian Moreno, San Diego City Councilmember (8<sup>th</sup> District)  
Approximately 20-30 Arts and Culture Advocates
- WHERE:** Breezeway outside of City Hall  
202 C St  
San Diego, CA 92101
- WHEN:** Tuesday, December 5<sup>th</sup> at 1:30pm
- WHY:** In 2012, the San Diego City Council voted unanimously to approve a "Penny for the Arts" plan that would increase arts and culture funding from the city's TOT. The plan's recommendation included restoring arts and culture funding levels to 9.52% of annual TOT revenue by 2017. However, this has not happened; most recently, the Council's FY24 adopted arts and culture budget was only 4.67% of TOT revenue. The policy proposed by Councilmembers Campillo and Moreno would establish a legislative process for the City Council to recommend that 1 cent of the 10.5 cents collected on each eligible dollar, or 9.52% of TOT revenue, would be used in each budget in order to meet the Penny for the Arts goal.
- VISUALS:** Councilmembers Campillo and Moreno available for 1:1s  
Advocates available for 1:1s  
Councilmembers taking photos with advocates

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