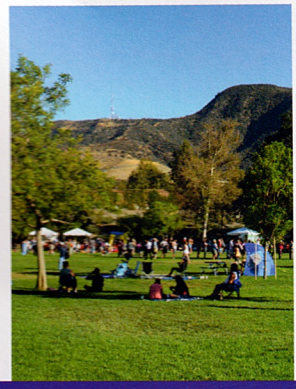
# MEASURE C

## CITY SERVICES MEASURE

**To help maintain essential services and address long-term financial needs, the Burbank City Council placed Measure C on the November 3, 2026 ballot.**

Like many cities across California, Burbank is facing rising costs to provide the services residents rely on every day. During the City's budget process, Burbank identified a projected $2.7 million gap between revenues and expenses for the upcoming fiscal year.



## FAST FACTS

**Visitors**
Tax is paid by visitors, not residents or homeowners

**$3 milllion**
Estimated annual funding that could be generated by Measure C

**100%**
All funding stays in Burbank

**10% → 12%**
Proposed hotel tax adjustment

**1983**
The last time Burbank adjusted its hotel tax rate

## What Is Measure C?

If approved, Measure C would require visitors staying in Burbank hotels and motels to contribute additional funding toward maintaining the services residents rely on every day.

The measure would update Burbank's Transient Occupancy Tax (TOT), also known as the hotel tax, from 10% to 12%. It could generate approximately $3 million annually in locally controlled funding to help maintain public safety, 9-1-1 emergency response, disaster preparedness and response, parks, libraries, recreation programs, and other services.

Measure C would bring Burbank's hotel tax rate in line with nearby cities such as Glendale and Pasadena, which have similar hotel tax rates.

## Paid by Hotel Guests – Not Burbank Residents

The hotel tax is paid by visitors staying at hotels and motels in Burbank. Visitors use local roads, public spaces, and emergency services during their stay. The hotel tax helps ensure they contribute toward the services they use while visiting the community.

CITY OF BURBANK

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## Local Control & Accountability

- Every dollar generated by Measure C stays in Burbank and may only be used for local services.
- The measure requires annual independent financial audits and public disclosure of spending to help ensure transparency and accountability.
- Funds generated by Measure C cannot be taken by the state, county, or federal government.

**Burbank's current hotel tax rate of 10% is lower than several full-service cities of similar size.***

Beverly Hills: 14%
Glendale: 12%
Pasadena: 12.11%
Santa Monica: 15%

*Cities with city-operated police and fire departments and various municipal utilities, including water, electric, sewer, and refuse.

## Why Is the City Considering This Measure?

Measure C could generate revenue to maintain high quality City services **without increasing taxes on Burbank residents, property owners, or local businesses.** Like many local cities, Burbank is experiencing increasing financial pressure as the cost of providing services continues to rise.

**Key factors include:**

- Rising costs for public safety, equipment, and infrastructure
- Reduced state and federal support for local governments
- Growing demand for City services

The City has worked to manage costs, improve efficiency, and carefully evaluate spending. Even with those efforts, financial pressures continue to grow and the City must consider options to help maintain services.

## POTENTIAL FUNDING FOR

- Fire protection, paramedic services, & 911 emergency response
- Safe & clean public areas & neighborhoods
- Crime prevention & neighborhood safety
- Disaster preparedness & wildfire prevention
- Parks & recreation programs
- Youth programs & activities
- Services that support seniors & vulnerable residents

## Learn More

For additional information on Measure C and to learn about the type of services it could help maintain, please visit:
**BurbankCA.gov/measure-c.**

## Հայերեն տեղեկատվության համար

Խնդրում ենք այցելել BurbankCA.gov/measure-c կամ սկանավորել QR կոդը:

## Para información en español

Por favor, visite BurbankCA.gov/measure-c o escanee el código QR.