



KNOW THE FACTS!

- The hotel/motel tax is collected on gross rental receipts on guests at hotels and motels.
- It is a tax that, for the most part, only affects visitors and not local residents.
- West Plains' hotel/motel tax is 2 percent, which is the state minimum, making West Plains' rate the lowest in the state.
- Other cities of a similar size in Missouri—such as Washington, Sedalia, and Hannibal—have a 5 percent rate.
- Revenue generated from the tax goes to support the Ozark Heritage Welcome Center here in West Plains.
- Revenue from this tax also supports local events that bring people into town, such as the Old Time Music Ozark Heritage Festival and the Home & Garden Show.

Official Ballot Language:

Shall the City of West Plains, Missouri increase the gross receipts license tax on hotels and motels from 2 percent to 5 percent of the gross daily rental receipts due from or paid by transient guests, such gross receipts license tax to be used for tourism development, economic development, and/or the creation of the Community Development Grant Program?

- Yes
 No



MAKE IT HAPPEN HERE

This brochure was prepared and paid for by the City of West Plains solely to educate and inform residents about a question that will be presented at the polls on April 2, 2019.

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Ballot Issue for April 2, 2019 Proposition 1 HOTEL/MOTEL TAX INCREASE

A "Yes" vote will help support:

- Day-to-day operations of the Ozark Heritage Welcome Center;
- Local events and festivals, including the Old Time Music Ozark Heritage Festival, the Home and Garden Show, and other tourism-related events.

Supports YOUR Community

Revenue generated from the hotel/motel tax goes to promote the City of West Plains and support the staffing and day-to-day operations of the Ozark Heritage Welcome Center here in town.

Funds are also used to support local events in town, such as:

- Old Time Music Ozark Heritage Festival;
- Southern Missouri Home Builders Association Home & Garden Show; and
- Greater Ozarks Blues Bash Festival.

In addition, revenue generated from an increased tax will be made available through a grant program, which would allow individuals or organizations to apply for funding to support any tourism-related events, activities or projects that would bring people into town.



Revenue Generated From VISITORS

Guests staying in West Plains temporarily pay tax on sleeping rooms in hotels and motels in the City of West Plains.

Visitors to West Plains can generate vital revenue for the community through this tax. In addition, travelers directly impact the West Plains economy by spending on lodging, attractions, entertainment, etc. This results in broader impacts, such as spending on food and drink, retail purchases, gas, and products manufactured locally.

Statewide, the economic impact of the overall Missouri Tourism industry is \$17.2 billion. In 2018, visitors to Missouri generated an estimated \$1.428 billion in state and local taxes, and reduced the average Missouri resident's tax burden by \$602 per household.



Where Does West Plains Rank?

Branson	7.6%
Kansas City	7.5%
St. Louis	7.25%
Independence	6.5%
Springfield	5%
Washington	5%
Sedalia	5%
Hannibal	5%
Joplin	4.28%
Poplar Bluff	4%
Mountain Grove	4%
Cape Girardeau	4%
Jefferson City	3%
Rolla	3%
Lebanon	2%
* West Plains	2%

** The minimum hotel/motel tax rate in Missouri is 2%, making West Plains' rate the lowest in the state.*

