

BENEFITS OF A KENAI PENINSULA BOROUGH LODGING (BED) TAX

- **Reduced Burden on Residents:** It will reduce the tax burden on Peninsula residents by shifting a portion of local taxation to visitors who benefit from our community services and amenities.
- **Mill Rate Reduction:** It can be used to reduce the Kenai Peninsula Borough mill rate for all property owners.
- **Revenue Generation:** It can be used to fund essential services, infrastructure improvements, tourism promotion, education, etc.
- **Diversification of Revenue Streams:** It will diversify Borough revenue streams, making our peninsula less dependent on property taxes and general sales tax.
- **Fairness and Equity:** It will be applied at the same rate throughout Borough by exempting a portion in the cities to create a more fair and equitable situation for short-term lodging businesses, both, within and outside of the cities.
- **Simplification of Process:** It will simplify the collect process for all short-term lodging businesses by only requiring a percentage of the sale be collected for an entire stay of a person or group rather than on a per unit, per day basis as it is currently structured.
- **Community Ownership and Pride:** It can be used to support initiatives that strengthen our community's sense of ownership and pride, making the Peninsula an even more appealing destination to visit.
- **Destination Maintenance:** It will create revenue that can be used to maintain and improve the very attractions and services that draw visitors to our Borough.