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Taxpayers Association Reveals Thumbs Up, Thumbs Down on November Sales and Hotel Tax Measures

*Watchdog group says voters should support measures with thoughtful plans, reject
measures that are cash grabs*

NO on Solana Beach Sales Tax Increase - Measure S

No Need, Just Greed

YES on El Cajon Sales Tax Increase - Measure P

Turns Off when Independent Oversight Says its No Longer Needed

NO on Escondido Sales Tax Increase - Measure E

It's a Bandaid; Escondido Can't Tax Its Way Out of Its Problems

YES on Imperial Beach Transient Occupancy Tax Increase - Measure R

Tourists Pay, I.B. Wins!

San Diego, CA (September 22, 2022) – With a raft of tax increases on the November ballot, the San Diego County Taxpayers Association announced its recommendations today on four tax proposals – endorsing two and opposing two.

“We review every tax proposal closely, evaluating the facts and its impact on the local community,” said Haney Hong, president and CEO of the SDCTA. “These recommendations are non-partisan, highly-researched, and made in the best interest of taxpayers.”

SDCTA is recommending a “no” vote on Measure S, which would raise Solana Beach’s sales tax.

“The City of Solana Beach has healthy revenue already,” said Hong. “There’s no need when the residents say their quality of life is good, and approving it would be a money grab.”

SDCTA is also recommending voters reject Measure E, which would increase the sales tax in the City of Escondido.

“Escondido has a structural budget deficit that won’t be solved by this tax hike. Measure E will only make life more expensive for Escondido residents while not solving the city’s underlying fiscal problems,” Hong said. “This is a bandaid for Escondido’s financial challenges, but what they really need is a surgeon.”



SDCTA recommends voters approve Measure R, which increases the transient occupancy tax in Imperial beach.

“Measure R earned our recommendation because the City of Imperial Beach has a structurally sound budget and a thoughtful long-term plan on how to use this new revenue,” Hong said. “Tourists pay and residents win; it’s that simple.”

SDCTA also recommends approval of Measure P, a sales tax increase in El Cajon.

”We endorsed Measure P because they are looking far ahead on their financials and created an innovative way to stop tax collection if not needed,” Hong said. “El Cajon has committed to independent oversight that will recommend year-to-year whether to suspend the tax, and their elected leaders will surely pay a price if they don’t heed their citizens.”

SDCTA President and CEO Haney Hong is available to speak with the media. Please email press@sdcta.org to arrange an interview.

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San Diego County Taxpayers Association (SDCTA) is a non-profit, non-partisan organization, dedicated to promoting accountable, cost-effective, and efficient government and opposing unnecessary new taxes and fees. Since 1945, SDCTA has served as “San Diego’s Taxpayer Watchdog Group” by educating the public and helping save the region’s citizens millions of dollars. Public opinion polls consistently rate SDCTA as the most “influential” and “trusted” public policy institution in San Diego. For more information, please visit www.sdcta.org, Twitter, Facebook, Instagram, call 619-234-6423, or email info@sdcta.org