



04 ●●●●

Assessment Rate: Restaurants & Retail (Vote for 1)

Mark your ballot like this ■

Option A:

The assessment level should be increased based on a formula of \$975 per one million dollars in travel and tourism related revenue beginning July 1, 2015 through June 30, 2019. The amount due is calculated by multiplying the annual gross receipts of a single business location by the percentage of revenue derived from travel and tourism, and multiplying the amount by 0.000975. By selecting this option Visit California will reach its targeted goal in three years.

Option B:

The assessment level should be increased based on a formula of \$1,175 per one million dollars in travel and tourism related revenue beginning July 1, 2015 through June 30, 2019. The amount due is calculated by multiplying the annual gross receipts of a single business location by the percentage of revenue derived from travel and tourism, and multiplying the amount by 0.001175. By selecting this option Visit California will reach its targeted goal in one year.

The selected formula will be the maximum rate for 4 years.

The commission may be terminated at any time by a referendum called by 10 percent of assessed businesses, calculated by weighted percentages. With the agreement of 20 percent of assessed businesses, calculated by weighted percentages, different assessment levels can be added to the referendum. For more information, refer to the enclosed Ballot Guide also located at vote.visitcalifornia.com.



THIS IS YOUR OFFICIAL BALLOT. YOU SHOULD HAVE ALSO RECEIVED A DOUBLE WINDOW RETURN ENVELOPE AND AN ENVELOPE MARKED "SECRET BALLOT ENVELOPE." **You may vote by mail or via the internet.**

Voting by Internet:

1. Go to vote.visitcalifornia.com and follow instructions for online voting.
2. You will need your unique CTTC ID number and User PIN (printed on the bottom of this page) in order to vote.
3. Online voting begins November 26, 2014.
4. Your ballot must be received no later than 11:59 p.m. EDT December 19, 2014.

Voting by Mail:

1. Mark the appropriate box next to your choice like this ■. Do not sign or write comments on the ballot.
2. When you have finished marking the ballot, separate the bottom stub along the dotted line.
3. Place the marked ballot in the solid envelope marked "Secret Ballot Envelope."
4. Sign the separated stub where indicated certifying that you are authorized to cast votes on behalf of your organization.
5. Place the signed stub and the "Secret Ballot Envelope" into the double window envelope so that the post office address and bar code are visible through the windows.
6. Seal and mail the envelope (no postage necessary if mailed in the United States).
7. **BALLOTS MUST BE RECEIVED BY December 19, 2014: LATE BALLOTS WILL NOT BE COUNTED!**
8. If you damage your ballot you may request a duplicate from the Office of Tourism at (916) 322-1266.

The Director of the Governor's Office of Business and Economic Development/Chair of the California Travel & Tourism Commission has called a referendum in accordance with Government Code Sections 13995.60 (back). The purpose of the referendum is to vote for the formula to establish the assessment level.

DETACH HERE BEFORE ENCLOSING BALLOT PORTION IN SECRET ENVELOPE

Signature _____

Your PIN #

**DO NOT DISCARD THIS PORTION
PLACE IT IN THE RETURN ENVELOPE**

You MUST sign above indicating that you are the authorized representative

CTTC 2014 BALLOT
PO BOX 41045
BETHESDA, MD 20897-2124