

Argument in favor of Measure __:

Workers in Long Beach’s thriving tourism industry are struggling to put food on the table and keep a roof over their heads, because wages have not kept up with the region’s skyrocketing cost of living. Meanwhile, the tourism industry benefited from substantial government support, including \$13 billion in PPP loans to the hotel industry. In part because of this support from the federal government, the hospitality industry is now rebounding to pre-pandemic levels.

In 2012, Long Beach voters passed Measure N, which created an inflation-adjusted minimum wage for hospitality workers. And while workers benefited from Measure N, wages have not kept up with the rising cost of living in Long Beach, and workers are continuing to be left behind.

Long Beach City Council voted to put Measure _ on the ballot to ensure hospitality workers—including hotel housekeepers, servers, and bartenders—earn enough to stay in their homes and support their families.

Long Beach workers need the community to stand with them and vote YES.

Workers in the tourism sector are disproportionately rent-burdened— “compared to 40% of all Long Beach wage workers, 48% of tourism workers are rent-burdened.”¹ Since the passage of Measure N, rents have increased by 109% in downtown Long Beach, compared to a 60% increase across Los Angeles County.²

Measure _ will raise hospitality workers’ wages from \$17.50 to \$23 an hour, with progressive increases to \$29.50 by 2028.

Making sure hospitality workers, 86 percent of whom are people of color, earn wages that are fair and competitive will protect the economic stability of working families across the region.³ We believe that Long Beach should be a city where everyone, particularly workers, renters, immigrants, and communities of color have real agency and dignity. Your yes vote will bring us closer to that reality.