MEASURE RW WILL RAISE THE WAGE FOR OUR HOTEL WORKERS! VOTE YES ON MARCH 5TH!

Workers in Long Beach’s thriving hotel 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.

Measure RW will ensure that hotel workers, 86% of whom are people of color, earn fair wages to live and thrive in Long Beach.

Large corporate hotels are making record profit—its workers are left behind.
Large corporate hotels received subsidies when they were built, while others got 13.7 billion in bailouts during the pandemic, and little has been passed on to workers.

Hotels reached record revenues in 2022, with an estimated total of $239.7 billion. The industry is thriving and it is guaranteed a future of growth with global events like the 2028 Olympics and 2028 FIFA.

While the industry is making record profits, our hospitality workers are being priced out of Long Beach.

Poverty wages from large corporations are hurting Long Beach
Fair wages keep working families housed and prevent homelessness. The number of unhoused individuals increased 62% during the pandemic because Long Beach residents can’t afford rent.

48% of workers in the tourism sector are disproportionately rent-burdened.

When corporations refuse to pay fair wages, taxpayers foot the bill when their workers have to rely on public assistance.

Good for Long Beach small businesses!
160 Long Beach small businesses support raising wages for hotel workers.

More money in the pockets of working families means they can shop at our local businesses and put it back in our local economy.

How much is the new minimum wage?
Hotel workers will earn $23/hour by July 2024, with an escalator to $29.50/hour by the 2028 Olympics.
I nearly became homeless because what we earn has not kept up with the cost of living. I have to choose how many meals I can have because I can’t afford groceries. These are basic life necessities. Workers like me, continue to struggle in Long Beach.

— Ernest Lara  
Long Beach Hotel Worker

I believe that raising the wage for these workers is good for Long Beach and local businesses like mine because tourism workers are also consumers. When workers make more, they can spend more at businesses like mine.

— Dalila Esquivel  
Long Beach Small Business Owner, Dino’s Burgers

Long Beach hotels have a responsibility to provide good jobs to the people who work hard to make our tourism industry a success. Our communities suffer when workers and their families live in poverty.

— Rev. Dr. Osie Leon Wood  
CEO & Founder of Success in Challenges

FAQ:

How is it good for the local economy?

It will support an additional 107 jobs and $21 million of economic activity due to the multiplier effects of spending by workers affected by the living wage.

What is the current minimum wage for hospitality workers?

The current minimum wage is $17.55/hour. Under the present wage scale, Long Beach hospitality workers must pay an average of 77% of their income towards rent to live in Long Beach.

Who will be covered by Measure RW?

Measure RW will cover both union and non-union workers at large Long Beach hotels of 100 rooms or more.

How many hotels will be impacted?

Approximately 20 large corporate hotels and more than 2000 hotel workers will be impacted.

What was Measure N?

Measure N or the “Long Beach Hotel Workers Initiative Ordinance” was a 2013 initiative that passed overwhelmingly with voters’ support.

Measure N brought hospitality workers’ wages to $13/hour.

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