

NOTICE OF PROPOSED ASSESSMENT
For the San Luis Obispo County Tourism Marketing District (TMD)

Due to a procedural notification error, the Board of Supervisors directed staff on April 7, 2015 to re-notice all lodging businesses within the proposed San Luis Obispo County Tourism Marketing District (TMD) and re-set the public meeting and public hearing. If you have already submitted a Protest you do not need to submit another. All Protests previously received remain valid and additional Protests may be received by the Clerk up until the commencement of the public hearing on June 10, 2015.

NOTICE IS HEREBY GIVEN that on **Tuesday, February 10, 2015**, the Board of Supervisors (the “Board”) of the County of San Luis Obispo (the “County”) adopted a Resolution of Intention to establish the San Luis Obispo County Tourism Marketing District (the “TMD”) and to levy an assessment on the lodging businesses within the TMD as set forth in said Resolution of Intention. Resolution No. 2015-45 is hereby incorporated herein by reference.

NOTICE IS HEREBY FURTHER GIVEN that at 9 a.m. on **Tuesday, April 21, 2015**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, San Luis Obispo, California, a public meeting shall be held pursuant to Government Code Section 54954.6 to allow public testimony regarding the establishment of the TMD and levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6 and Streets and Highway Code section 36600 et seq.

NOTICE IS FURTHER GIVEN that 1:30 p.m. on **Wednesday, June 10, 2015**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, San Luis Obispo, California, has been set as the time and place for a public hearing at which time members of the Board propose to levy the proposed assessment as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6 and Streets and Highway Code section 36600 et seq.

Assessment: An assessment is proposed to be levied on all lodging businesses, which include hotels, motels, bed and breakfasts, vacation homes and RV Parks, that pay transient occupancy tax (TOT) within the TMD boundaries based upon 1% of the rent charged by the operator per occupied room per night for all transient occupancies. The amount of the assessment shall be one (1) percent of your annual gross room rental revenue. The following stays shall be exempt from assessment:

1. Stays of more than thirty (30) days;
2. Stays by any officer or employee of a foreign government who is exempt from Transient Occupancy Taxes by reason of express provision of federal law or international treaty;
3. Employees of Federal Credit Unions while on official credit union business; and
4. Stays pursuant to contracts executed prior to July 1, 2015.

Revenue: The amount of revenue to be raised by the assessment is estimated to be approximately \$2.8 million in the initial year.

Purpose: The TMD will fund tourism promotions and marketing programs to promote San Luis Obispo County lodging businesses as a tourism destination and projects, programs, and activities that benefit lodging businesses located and operating within the boundaries of the district. The proposed improvements and activities shall be targeted at increasing transient stays.

Collection: The assessment shall be collected on a monthly or quarterly basis from lodging businesses within the TMD.

Protest: Upon receipt by the Clerk of the Board of written protests from the owners of lodging businesses in the proposed district that will pay 50 percent or more of the annual assessments levied, no further proceedings to levy the proposed assessment shall be taken for a period of one year. Written protests must be received by the Clerk of the Board prior to the start of the public hearing on **June 10, 2015**. Your written protest must contain the following information: business name, property address, and business owner's signature. A protest form is attached for your use. It is also available on the Clerk Recorder's website at www.slocounty.ca.gov/clerk.

Should you desire to mail a protest against this assessment, the address is:

Clerk of the Board of Supervisors
County of San Luis Obispo
1055 Monterey Street, Suite D120
San Luis Obispo, CA 93408

Information: Should you desire additional information about this assessment, contact:

Nikki Schmidt, Administrative Analyst
County of San Luis Obispo
1055 Monterey Street, Suite D430, San Luis Obispo, CA 93408
Phone: (805) 781-5496 or Email: nschmidt@co.slo.ca.us

DATED: April 8, 2015

TOMMY GONG, County Clerk-Recorder
and Ex-Officio Clerk of the Board of Supervisors

By: /s/ Annette Ramirez, Deputy Clerk-Recorder