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June 6, 2015

Board of Supervisors

San Luis Obispo County

RE: Countywide Tourism Marketing District

I am a TVR Licensee and I am opposed to the imposition of this assessment for the following reasons:

- 1) Occupancy rates in the county are doing fine.
- 2) The benefits of the assessment inure to a limited segment of business, while the general public incurs all of the additional costs of the impact of increased visitors. Visitor serving businesses such as restaurants, souvenir stores, etc., receive a windfall.
- 3) Tourism, while important, should not be the county or the cities' priority. The jobs in the industry are low paying and often part time due to the seasonality of the industry in a high cost of living county – a difficult scenario for hotel and restaurant workers.
- 4) Because tourism becomes concentrated around holidays and vacations, additional stress is placed of 'peak flow' capacities in our infrastructure. Morro Bay and Cayucos have to build a larger sewer treatment facility, for example.

How many times does the public have to bear the costs so a few can reap the cargo? I urge you to take more time to look further into who benefits from this petition.

What we need is a focus on creating an environment to bring in other industries that create full time family wage employment - jobs that will keep our college graduates here to form households and businesses and keep the county a vibrant place to live, not just to visit.

Michael Foster