

Fw: Email the Clerk-Recorder (response #3950)  
Annette Ramirez to: Nikki Schmidt

04/26/2016 09:10 AM

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Survey Information

Site:	County of SLO
Page Title:	Email the Clerk-Recorder
URL:	<a href="http://www.slocounty.ca.gov/clerk/ContactUs/Email_Clerk.htm">http://www.slocounty.ca.gov/clerk/ContactUs/Email_Clerk.htm</a>
Submission Time/Date:	4/25/2016 7:56:09 PM

Survey Response

Name:	John Heidrick
Telephone number:	661-201-5407
Email address:	<a href="mailto:JTHEIDRICK@AOL.COM">JTHEIDRICK@AOL.COM</a>
Comments or questions:	<p>From: John Heidrick Vacation Rental with Breen Vacation Station Property owner at 398 Lancaster Street, Cambria, CA 93428 Dear Board of Supervisors: Please note that I again protest the 2% fee to be assessed, levied on my business rental home property in Cambria. You speak out of both sides of your collective mouth: The Board supposedly wants to promote tourism and marketing by charging more taxes. (Yes, that single statement makes no sense!) However, this is in contrast to rental rules that restrict the number of rental days, discourage business owners who may want to rent their homes, yet cannot do so because another home is within 200 ft., etc. On top of this is a water over-usage tax by the CCSD which penalizes homeowners who do more than flush the toilet once a day. To promote tourism, instead of creating more taxes, how about letting up on some of the overly restrictive rental rules so that more people can rent my property and bring their money to SLO county. (That would make too much sense! But then, this IS the Board of Supervisors!) John Heidrick</p>

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TOMMY GONG, COUNTY CLERK-RECORDER

MAY - 2 2016

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# PROTEST FORM

## SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT

The undersigned owner (or owner's authorized representative) hereby protests the formation of the San Luis Obispo County Tourism Marketing District in accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36600, et seq.

LODGING BUSINESS NAME AND ADDRESS: Allan Family LP, 321 Juanita Ave

THE UNDERSIGNED HEREBY CERTIFIES HE/SHE IS AUTHORIZED TO SIGN THIS PROTEST ON BEHALF OF THE LODGING BUSINESS IDENTIFIED ABOVE.



Signature

Andrew G. Clark

Print Name

Managing Partner

Title (Owner or Owner's Authorized Representative)

RETURN SIGNED PROTEST TO:

County Clerk-Recorder  
ATTN: Countywide TMD Process  
County of San Luis Obispo  
1055 Monterey Street Room D120  
San Luis Obispo, CA 93408

**Timothy J. Murphy & Patricia M. Murphy**  
**1114 Monte Verde Dr.**  
**Arcadia, CA 91007**  
**(626) 574-0404**

May 1, 2016

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

**Re Resolution No. 2016-102 - County Tourism Business Improvement District**

Dear Supervisors:

I have chosen to address this issue again, even though I know that my voice and those of other owners of homes used as vacation rentals will not be considered by you with regard to this matter, as you have adequately demonstrated in the past hearings. Our upbringing simply won't allow us not to at least attempt to express ourselves, in spite of the futility. My wife and I own a small home at 6094 Charing Lane in Cambria, that we have used as a vacation rental for a number of years.

Let me begin with the false premise of the entirety of the matter and try to work toward the more subtle flaws with the CBID.

The stated purpose of the CBID is "...targeted at increasing transient stays". So the first step at this endeavor is to levy a tax on the people and businesses providing the lodging, which they then pass through to the potential visitors. If I have this correctly, you believe that raising the price of the lodging will bring in more visitors? I don't even know what kind of a mind can conceive of such a premise.

Let me narrow the focus to those of us who own small homes that are infrequently occupied as vacation rentals. We are not a cohesive organization. We are families just trying to hang onto pieces of real property that we've struggled to purchase and enjoy. The structure of your CBID gives us no effective voice in how the funds raised through taxing us are spent. Rather, a Board controlled by Hotel and Motel owners, and who see us as "competition", control the expenditure of our funds. I am certain that you justify your action in continuing to impose this tax on vacation rental home owners through a provision that allows a nominal position on the Board controlled by our competitors. In fact, we have no real representation in these matters and you truly know it. We just have a seat to watch first hand how we're being hurt.

Now let's talk about the facts in greater detail. There is a statewide drought, and no community

May 1, 2016

has been affected harder than Cambria. You yourselves have been integrally involved in our struggles just to get approval to build and operate a small desalination plant on San Simeon Creek. In that process, where you have generally been supportive, you acknowledge the extreme drought conditions. Because of these conditions, the Cambria Community Services District has rightfully established a sliding scale of fees and penalties designed to curtail water usage in the community. These penalties (as well as our consciences) have mandated that we cut our water usage substantially. To avoid the penalties, we have had to substantially curtail the rental of our home. The rental of our home does not require a CBID fund to encourage tourism. Trust me, word of mouth, Coastal Escapes, our property manager, VRBO and Air BnB are all that we need. Unfortunately, there isn't enough water and so we cannot rent our home more often than we do.

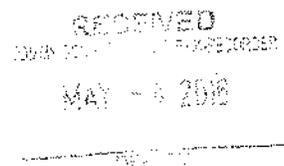
So in good conscience, will any one of you look deep in your heart and tell me with a straight face, in what way is this CBID tax and system benefitting my wife and I and the other vacation rental home owners? It is costing us money and not bringing us any more business.

In summation, and I will limit this to vacation home rentals, you are imposing a tax on people who have no effective representation, to promote the increased rental of properties that have insufficient water to support any such increase? Really? Shame on you!

Vacation rental homes should be excluded from this unfair tax.

Respectfully,

Timothy J. Murphy



SAN LUIS OBISPO COUNTY

TOURISM BUSINESS IMPROVEMENT DISTRICT (CBID)

PROTEST OF PROPOSED ASSESSMENT

A protest of the proposed assessment shall be in writing and must be received prior to the start of the hearing on **May 24, 2016**. The following information is required:

Owner name: Janice Kleinsmith (co-owner)  
Business name: Avila Beach Apartments & Vacation Rentals  
Property Address: 306 2nd St., 302 2nd St., Avila Beach  
Signature: Janice Kleinsmith

For additional information, please feel free to contact Nikki Schmidt, Administrative Analyst, at (805)781-5496.

All protests must be received prior to the close of the hearing on May 24, 2016. Protests received after the close of the hearing will not be counted.

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

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

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MAY 14 2016

Owner Name: Janice Kleinsmith

Business: Avila Beach Apartments & Vacation Rentals

Property Address: 302 and 306 2<sup>nd</sup> Street, Avila Beach, CA

Re: PROTEST OF PROPOSED ASSESSMENT

Hearing: May 24, 2016

This added tax is for the purpose of promoting tourism. I have had 3 vacation rentals in Avila Beach for over 10 years and our vacation rentals have always had vacancies only when we leave them empty for our own purposes. We have never needed or wanted added tourism to our beautiful little town. The events brought to Avila through sponsorship by CBID have not assisted most or any of the small vacation rentals. The added crowds bring day/evening traffic and noise during the events to the detriment of locals who have their peace and quiet disturbed. Most of these visitors (to sponsored events) are from the local area and do not even stay in Avila overnight although those that do will get rooms in the large hotels. (Vacation rentals typically have a 2 night stay which hotels do not.) The only entity that benefits from this extra 2% are the large hotels that support them. They have many beds to fill and we do not. They need the advertising so let them pay for it. It does not seem fair that small vacation rentals who do not require this extensive advertising should have to assist the large hotels to pay for it. We do not benefit from it. We do not need it. Vacation rentals should be exempt from this 2% added fee.

Thank you. I appreciate your time.



Janice Kleinsmith

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TOWN OF AVILA BEACH

MAY - 3 2016

OFFICE OF THE TOWN CLERK