

NOTICE OF PROPOSED ASSESSMENT
For the San Luis Obispo County Tourism Business Improvement District

NOTICE IS HEREBY GIVEN that on **Tuesday, April 17, 2012**, the Board of Supervisors (the “Board”) of the County of San Luis Obispo (the “County”) adopted a resolution of intention to renew the San Luis Obispo County Tourism Business Improvement District (the “CBID”) and to continue to levy an assessment on the lodging businesses within the CBID as set forth in said resolution of intention. The resolution is attached hereto and hereby incorporated into the notice.

NOTICE IS HEREBY FURTHER GIVEN that at 9 a.m. on **Tuesday, May 22, 2012**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, California, a public meeting shall be held to allow public testimony regarding the renewal of the CBID and to continue the levy of assessments therein as set forth in the enclosed resolution of intention and pursuant to Government Code Section 54954.6 and Streets and Highway Codes Section 36500 et seq.

Assessment: An assessment is proposed to continue to be levied on all lodging businesses, which include hotels, motels, bed and breakfasts, and vacation homes, within the CBID boundaries based upon 2% of the rent charged by the operator per occupied room per night for all transient occupancies. The amount of the assessment shall continue to be two (2) percent of your annual gross room rental revenue. Federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than 30 consecutive calendar days, shall be exempt from the levy of assessment.

Estimate: The estimated amount of revenue to be raised by the assessment is estimated to be approximately in the \$1 million - \$1.2 million range.

Purpose: The CBID proposes to administer tourism promotions and marketing programs to promote San Luis Obispo County 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 is proposed to be levied on an annual basis and shall be collected monthly from lodging businesses within the CBID.

Protest: Upon receipt by the Clerk of the Board of written protests from the owners of lodging businesses in the area who pay 50 percent or more of the annual assessments levied, the assessment shall not be imposed for a period of one year. Protests must be received by the Clerk of the Board by the close of the public hearing on **May 22, 2012**. Your written protest must contain the following information: property owner’s name, business name, property address and owner’s signature. There is no formal protest form; however for your convenience a protest form is 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
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: _____

JULIE L. RODEWALD, County Clerk-Recorder
and Ex-Officio Clerk of the Board of Supervisors

By: /s/ _____, Deputy Clerk-Recorder