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June 12, 2015

Re: San Luis Obispo County Tourism Marketing District

Dear lodging business owner:

Earlier this year you were mailed a notice of hearings on the San Luis Obispo County Tourism Marketing District (SLOCTMD). As indicated in that notice, the final hearing on formation of the SLOCTMD was held June 10, 2015. At the hearing, the County Board of Supervisors adopted a resolution forming the SLOCTMD.

You are receiving this letter because your business will be assessed by the SLOCTMD. The SLOCTMD assessment is in addition to the Paso Robles Tourism and Lodging Promotions Business Improvement District assessment that your business is currently paying. The assessment goes into effect on July 1, 2015. The assessment rate is one percent (1%) of gross short-term (stays for a period of 30 days or less) room rental revenue. Stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty, stays by employees of Federal Credit Unions while on official credit union business, and stays pursuant to contracts executed prior to July 1, 2015, will not be assessed.

The City will collect the assessment concurrently with transient occupancy tax and existing assessment. A new line item for the assessment will appear on the transient occupancy tax form effective July 1, 2015. Because the assessment is collected at the same time as transient occupancy tax, you may submit the assessment and transient occupancy tax in a single check.

If you intend to pass this assessment on to your guests, please begin collecting it on July 1, 2015. The amount of assessment passed on to the guest must be separately stated from the amount of rent charged and any other applicable taxes, and each guest must receive a receipt for payment. Please identify this assessment as the "SLOCTMD Assessment" in a separate line item on the guests' folio.

If you have any questions regarding payments or the assessment, please call me at (805) 541-8000.

Sincerely,

Chuck Davison

President & CEO, Visit San Luis Obispo County