



San Luis Obispo County Tourism Marketing District Assessment – Increases to 1.5% on July 1, 2020

On January 14, 2020, the San Luis Obispo County Board of Supervisors approved the renewal of the San Luis Obispo County Tourism Marketing District (TMD). In addition to the renewal, the Board of Supervisors approved an increase in the assessment from 1% to 1.5%, effective July 1, 2020.

You will continue to report and remit the increased 1.5% TMD assessment along with the 10% Transient Occupancy Tax (TOT) and the 2% Paso Robles Tourism Improvement District Assessment (PRTID) to the City of Paso Robles.

The TMD assessment is applicable at the time rents are collected from guests. For reservations scheduled on or after July 1, 2020, you are to collect 1.5% for the TMD assessment. Reservations where the rents have already been collected from guests prior to July 1, 2020 may use the current 1% TMD rate. In order to accommodate the potential remittance of two separate TMD rates, we have adjusted our monthly TOT remittance form accordingly. For your reference, enclosed is a copy of our temporary monthly TOT remittance form, effective July 1, 2020.

Please note that beginning July 1, 2020, the City will no longer mail monthly TOT remittance forms. You can file your monthly TOT remittances online by visiting <https://businesslicense.prcity.com/PrimeWeb/>. Additionally, remittance forms are available by email or by going to our website at <https://www.prcity.com/161/Transient-Occupancy-Tax>. Please contact our office at (805) 237-3999 to ensure we have your email address on file. A TOT remittance form or online remittance must be filed for each month, even if no tax is due.

The TMD was initially formed in 2015 after a majority of lodging businesses in the County voted in favor of the creation of the district and the self-assessment based on the taxable rents collected from guests. In most cases, lodging operators pass the TMD assessment on to their guests. The TMD is managed by Visit SLO CAL. Enclosed is a letter from Visit SLO CAL which includes additional details. For more information on Visit SLO CAL and the TMD, please visit www.SLOCAL.com/TMD.

If you have any questions regarding reporting/remitting the 1.5% TMD assessment, please contact the Administrative Services Department at (805) 237-3999 or by email at finance@prcity.com.