

County of San Luis Obispo

County Government Center, RM. D430 • San Luis Obispo, California 93408 • (805) 781-5011



DAN BUCKSHI
COUNTY ADMINISTRATOR

April 21, 2015

RE: Renewal of the County's Business Tourism Improvement District (CBID)

Dear Lodging Owner:

As you know, the County is in the process of considering the formation of a countywide tourism marketing district (TMD). Due to a procedural error, there were lodging businesses within the proposed TMD that were not noticed. Subsequently, the Board of Supervisors continued the public hearing on the formation of the TMD to June 10th and directed staff to re-notice all lodging businesses within the proposal TMD. Those notices were distributed the week of April 13th. Unfortunately, this delay has caused the renewal process of the County's Business Tourism Improvement District (CBID) and the formation of the TMD to occur within the same time frame.

The purpose of this letter is to clarify that the copy of the Resolution of Intention and Notice of Proposed Assessment enclosed pertains to the renewal of the CBID, not the formation of the TMD. The enclosed Notice of Proposed Assessment sets **May 19, 2015 as the date of the public hearing to consider the renewal of the CBID**. This resolution and notice were approved by the Board of Supervisors on April 21, 2015.

Oral and written protests may be made at the public hearing. Upon receipt by the Clerk of the Board of written protests from the owners of lodging businesses with the CBID who pay more than 50 percent of the annual assessments levied, the CBID will not be renewed and assessment shall not be imposed for a period of one year. Written protests must be received by the Clerk of the Board prior to the start of the public hearing on May 19, 2015.

Protests submitted against the formation of the TMD are not valid as protests against the renewal of the CBID. A protest specific to the renewal of the CBID must be submitted to be considered a valid protest.

We understand that having both of these activities occurring at the same time can be difficult to follow and apologize for any confusion that this may cause.

If you have any questions about either process, please contact Nikki Schmidt of the County Administrative Office. She can be reached at 805/781-5496 or nschmidt@co.slo.ca.us.