



COUNTY OF SAN LUIS OBISPO
EXECUTIVE OFFICE

Matthew P. Pontes, Chief Executive Officer

September 29, 2026

RE: Proposed Formation of Highway 1 Tourism Marketing District (H1TMD)

Dear Lodging Owner:

On September 29, 2026, the San Luis Obispo County Board of Supervisors (Board) adopted a Resolution of Intention to form the Highway 1 Tourism Marketing District (H1TMD), and to levy an assessment on lodging businesses within the district to fund activities and improvements that promote tourism and increase transient stays within the unincorporated coastal communities of San Luis Obispo County. You are receiving this letter because your lodging business will be assessed as part of the proposed district.

The next step in the formation process is a public meeting and a public hearing where the Board will take public testimony and receive any written or oral protest against the formation of the H1TMD and levying of assessments. As shown in the included notice of proposed assessment, the public meeting before the Board of Supervisors is scheduled for November 3, 2026, and the public hearing is scheduled for November 17, 2026. You may attend either meeting to protest or submit the written protest form (included in this mailing) to the Clerk of the Board.

If formed, the H1TMD assessment would be in addition to the assessment for the County's Tourism Marketing District (TMD) Visit SLO CAL, and would replace the County Business Improvement District (CBID). If formed, H1TMD is scheduled to begin July 1, 2027, following expiration of the CBID on June 30, 2026.

If you have any questions, please contact Tessa Cornejo of the County Executive Office, 805-781-4691 or tcornejo@co.slo.ca.us.