

NOTICE OF PROPOSED ASSESSMENT
For the Highway 1 Tourism Marketing District (H1TMD)

NOTICE IS HEREBY GIVEN that on **Tuesday, September 29, 2026**, the Board of Supervisors (the “Board”) of the County of San Luis Obispo (the “County”) adopted a resolution of intention to establish the Highway 1 Tourism Marketing District (the “H1TMD”) and to levy an assessment on the lodging businesses within the H1TMD beginning July 1, 2027, 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, November 3, 2026**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, San Luis Obispo, California, a public meeting shall be held pursuant to Government Code Section 54954.6 to allow public testimony regarding the establishment of the H1TMD and 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 36600 et seq.

NOTICE IS FURTHER GIVEN that 9 a.m. on Tuesday, **November 17, 2026**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, California, has been set as the time and place for a public hearing at which time members of the Board propose to levy the proposed assessment as set forth in the resolution of intention and pursuant to Government Code Section 54954.6 and Streets and Highway Codes Section 36600 et seq.

Assessment: An assessment is proposed to be levied on all lodging businesses, which include hotels, motels, bed and breakfasts, and vacation homes, that pay transient occupancy tax (TOT) within the H1TMD 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 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 \$2.8 million.

Purpose: The Highway 1 Tourism Alliance, Inc. (H1TA) proposes to fund marketing to promote the unincorporated coastal communities in San Luis Obispo County as a tourism destination, as well as activities and improvements within the boundaries of the district for the purpose of 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 Highway 1 Tourism Marketing District (H1TMD).

Protest: No district will be established or assessments levied if a majority protest is received. Protests may be made orally or in writing. Upon receipt by the Clerk of the Board of written protests from the owners of lodging businesses in the proposed district that will pay 50 percent or more of the annual assessments levied, no further proceedings to levy the proposed assessment shall be taken 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 **November 17, 2026**. Your written protest must contain the following information: property owner’s name, business name, property address, and business owner’s signature. A protest form is attached for your use. It is also available on the Clerk of the Board’s website under services and H1TMD Formation.

Should you desire to mail a protest against this assessment, the address is:

Clerk of the Board of Supervisors
County of San Luis Obispo
1055 Monterey Street, Suite D430
San Luis Obispo, CA 93408

Information: Should you desire additional information about this assessment, contact:

Tessa Cornejo, Principal Administrative Manager
County of San Luis Obispo
1055 Monterey Street, Suite D430, San Luis Obispo, CA 93408
Phone: (805) 781-4691 or Email: tcornejo@co.slo.ca.us

DATED: September 29, 2026

Matthew P Pontes, Clerk of the Board of
Supervisors and Ex-Officio Clerk of the Board

By: /s/ Sandy Currens, Deputy Clerk of the Board