

**SAN LUIS OBISPO COUNTY**

**HIGHWAY 1 TOURISM MARKETING DISTRICT (H1TMD)**

**PROTEST OF PROPOSED FORMATION AND ASSESSMENT**

A protest of the proposed formation and assessment shall be in writing and must be received prior to the start of the hearing on **November 17, 2026**. The following information is required:

Owner name: \_\_\_\_\_

Business name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Authorized Representative name\*: \_\_\_\_\_

\* If this Protest is signed by someone other than the person shown on the official records of the County as the owner of the business, please include written evidence that the person subscribing is the owner of the business or the authorized representative.

For additional information, please feel free to contact Tessa Cornejo, Principal Administrative Manager, at (805)781-4691.

All written protests must be received prior to the close of the hearing on **November 17, 2026**. Protests received after the close of the hearing will not be counted.

\*Note – This proposal does **not** increase the current 2% assessment. It establishes a new Highway 1 Tourism Marketing District (H1TMD) under the 1994 Property and Business Improvement District Law to replace the existing County Business Improvement District (CBID) formed under the 1989 law. The existing CBID will be disestablished, and the current 2% assessment for lodging businesses in the unincorporated coastal areas of San Luis Obispo County will continue under the new district.

If 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, Ste D430  
San Luis Obispo, CA 93408