



County of San Diego

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NOTICE OF TOBACCO RETAIL LICENSE FEE SAN DIEGO COUNTY, EFFECTIVE JULY 1, 2022

This notice is to inform tobacco retailer establishments in the unincorporated area that a Tobacco Retail License (TRL) fee will be introduced to the County of San Diego (County) Board of Supervisors on April 26, 2022. Effective July 1, 2021, tobacco retailers located in the unincorporated area were required to obtain an annual TRL to continue selling tobacco products. Licensed retailers will be required to submit a TRL fee when they submit their application to renew their license. New retailers will be required to submit a TRL fee along with their application beginning July 1, 2022.

The County of San Diego is offering the following opportunities for tobacco retailers to give feedback on the proposed TRL fee:

1. **Community Forum:** This forum is designed to share information with retailers about the TRL fee and to answer questions before the Board Hearing. Please see the Community Forum [flyer](#) with more information about a virtual community forum taking place on Friday, April 22, 2022, from 1:00-2:00pm
2. **Board Hearing:** To participate in the Board meeting or comment on the item on Tuesday, April 26, 2022, go to the Clerk of the Board webpage at: www.sandiegocounty.gov/content/sdc/cob/bosa.html

The County Board of Supervisors adopted [Ordinance No. 10699](#), on December 8, 2020, which established a Tobacco Retail Licensing Program in unincorporated San Diego County. As a result, tobacco retailers in the unincorporated area must obtain a TRL to sell tobacco products and comply with operating and tobacco product requirements.

County staff have conducted in-depth visits with retailers in the unincorporated area to help them understand and comply with TRL licensing requirements. If additional assistance is needed, the Tobacco Retail Licensing Program offers the following resources:

- Informational resources on our webpages at www.sandiegocounty.gov/hhsa/tobacco.
- Assistance via email at tobacco@sdcounty.ca.gov or telephone at (619) 542-4178.
- In-person assistance at your business location.