



County of San Diego

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NOTICE OF UPCOMING TOBACCO RETAIL LICENSE FEE COUNTY OF SAN DIEGO

Tobacco Retail License Fee Proposal

This notice is to inform tobacco retailer establishments, in the unincorporated area, about the Tobacco Retail License (TRL) fee, which will be proposed on April 30, 2024, by the Health and Human Services Agency (HHS), to the County of San Diego (County) Board of Supervisors.

The County Board of Supervisors will consider the HHS proposal regarding TRL changes and fees, including the TRL fee for fiscal year 2024-25. For more information about the TRL fee, go to our Tobacco Retail Licensing Program website page at:

https://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/tobacco_control_resource_program/tobacco_sales_regulations.html

Licensed retailers are required to submit the TRL fee when they submit their application for a tobacco retail license. County staff members will provide additional information to tobacco retailers on renewing their license, by May 1, 2024. Also, the Tobacco Retail Licensing Program website will include the new application form, with all fee updates.

Stakeholder Engagement

The County of San Diego is inviting tobacco retail store owners to join a community forum to receive information about the proposed TRL fee, TRL renewal period, and answer questions before the Board Hearing. Each forum will have the same content. Please see the attached flyer for more information on how to participate, dates, and times.

Board Hearing

The Board Hearing information is as follows:

- **Date:** April 30, 2024
- **Time:** 9:00 A.M.
- **Location:** County Administration Center, 1600 Pacific Highway, Room 310, San Diego, CA 92101
- **Public participation:** Those wishing to participate in the meeting and/or comment should visit the Clerk of the Board website at <https://www.sandiegocounty.gov/content/sdc/cob/bosa.html>.

Background & Resources

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 license 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, please contact us via email, at PHS-TRLApplications.HHSA@sdcounty.ca.gov or leave a message at (833) THE-TRLP or (833) 843-8757.