



County of San Diego

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

Tobacco Retail License Fee Proposal

This notice is to inform tobacco retailer establishments in the unincorporated area that a Tobacco Retail License (TRL) Fee will be introduced to the Board of Supervisors of the County of San Diego by Health and Human Services Agency's Public Health Services Department on May 24, 2022.

The Board of Supervisors of the County of San Diego will consider the Health and Human Services Agency's Proposal regarding its charges and fees, including the new TRL Fee. For more information about the TRL Fee, go to <http://www.sandiegocounty.gov/hhsa/tobacco>.

If approved, beginning July 2022, licensed retailers will be required to submit a TRL Fee when they submit their application to renew their license and new retailers will be required to submit a TRL Fee along with their application.

County staff will provide additional information to tobacco retailers on renewing their license, or obtaining a new license, after a final decision has been made on the TRL fee.

Stakeholder Engagement

The County of San Diego is inviting community members to join a community forum to give feedback on the proposed TRL Fee. The community forums will share information about the proposed TRL Fee 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 are as follows:

- Wednesday, May 11, 3:00-4:00 P.M.
- Tuesday, May 17, 3:00-4:00 P.M.
- Thursday, May 19, 3:00-4:00 P.M.

Board Hearing

The Board Hearing information is as follows:

- **Date:** May 24, 2022
- **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 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 at <http://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