



Administrative Services Department
Finance Division
760 Mattie Road
Pismo Beach, CA 93449
Ph: 805.773-4655 Email: TOT@PismoBeach.org

November 9, 2020

Operators of Hotels and other Transient Lodging Providers

Re: **Additional 1% TOT effective January 1, 2021**

Dear Transient Lodging Providers:

We are grateful that you are continuing to choose Pismo Beach as your business location. We appreciate your business and hope to continue our long-lasting relationship.

As you may know, the Pismo Beach Ballot Measure B-20 was approved on November 3, 2020 by over 82% of Pismo Beach voters. This measure increases the City's Transient Occupancy Tax (TOT) by 1%, from 10% to 11%. This additional 1% will help maintain police and firefighter service levels; reduce 911 emergency response times; protect local groundwater and beaches; and enhance senior programming and other essential services.

January 1, 2021 – Additional 1% TOT for transient rent

This change will be implemented as of January 1, 2021. This means that any rent subject to TOT should be using the new 11% rate instead of the former 10% rate. Please make this change effective as of January 1, 2021.

Submitting TOT to City

Please note that online filing will incorporate the additional 1% for January 2021 TOT. If you are not using the online system, there will also be a new pdf fillable form on our website for your January 2021 and future payments.

Please do not hesitate to email or call me, Nadia Feeser, if you have any questions regarding this letter. It is a pleasure doing business with you. Thank you!

Sincerely,

A handwritten signature in blue ink that reads "Nadia Feeser".

Nadia Feeser, Administrative Services Director
nfeeser@pismo-beach.org, Phone: 805.773.7010

