



July 21, 2022

Dear Paso Robles Lodging Business Owner:

Travel Paso, the nonprofit marketing organization whose mission is to promote tourism is pleased to announce that the Paso Robles Tourism Improvement District (PRTID) has been renewed for 10 years. Thanks to the lodging community who signed petitions in support of the district renewal and the Paso Robles City Council who unanimously adopted a resolution on June 7, 2022 to renew the PRTID for a 10 year term – July 1, 2022 and ending on June 30, 2032.

As the official destination marketing organization, [Travel Paso](#) raises awareness through 1. Marketing, branding, and selling Paso Robles to visitors to attract leisure, groups, events, and meetings 2. Represents the voice of tourism stakeholders and 3. Serves as an information source.

You are receiving this letter because your business will continue to be assessed by the PRTID. There is no change to how you've been operating. The initial annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, the assessment shall not be collected on: stays of more than 30 consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and complimentary room stays.

The City of Paso Robles will collect the assessment concurrently with transient occupancy tax (TOT). A line item for the PRTID assessment will continue to appear on the TOT form. Because the PRTID assessment is collected at the same time as TOT, you may submit the PRTID assessment and TOT in a single check. If you intend to pass the PRTID assessment on to your guests, please continue collecting it through June 30, 2032. The amount of assessment passed on to the guest must be separately stated from the amount of rent charged and any other applicable taxes. Each guest must receive a receipt for payment. Please update your guests' folios and identify this assessment as the "PRTID Assessment" in a separate line item on the guests' folio.

Thank you for your continued support. We will continue working on your behalf to promote the Paso Robles destination. As you know, tourism is a key economic driver in our community adding to the quality of life for all residents. This long-term renewal reaffirms the resounding support for tourism. Please take a minute to confirm your listing in our lodging section at [www.travelpaso.com](http://www.travelpaso.com).

If you have any questions or want to get more involved with Travel Paso, please contact me at [info@travelpaso.com](mailto:info@travelpaso.com). Our meetings are open to everyone. Join us anytime.

Regards,

A handwritten signature in blue ink that reads "Stacie Jacob".

Stacie Jacob,  
Executive Director, Travel Paso