December 20, 2019

Re: Santa Barbara South Coast Tourism Business Improvement District

Dear Valued Stakeholders,

A few weeks ago, you were mailed a notice of hearings on the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID). As indicated in that notice, the final hearing on the renewal of the SBSCTBID was held December 10, 2019. At the hearing, the Santa Barbara City Council adopted a resolution renewing the SBSCTBID.

All lodging businesses including hotels, motels, resorts, inns and short-term rentals (STR) are required to remit payment for each room sold per night. You are receiving this letter because your STR has been and will continue to be assessed by the SBSCTBID. If you are no longer operating as a STR, please disregard this letter.

The new assessment goes into effect on February 1, 2020. The current assessment will remain in effect through January 31, 2020. There is no change in rates until February 1, 2020. The new assessment rates, which will be effective on February 1, 2020, are based on your 2018 annual average daily rate, as shown in the table below.

<table>
<thead>
<tr>
<th>Short-Term Rental</th>
<th>Assessment Per Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Properties</td>
<td>$4.00</td>
</tr>
</tbody>
</table>

The City of Santa Barbara, City of Goleta and County of Santa Barbara will continue to collect the assessment concurrently with transient occupancy tax (TOT). Because the assessment is collected at the same time as TOT, you may continue to submit the assessment and TOT in a single check.

If you intend to pass this updated assessment on to your guests, please begin collecting the new assessment amount per night, effective February 1, 2020. The amount of assessment passed on to the guest must be separately stated from the amount of rent charged and any other applicable taxes, and each guest must receive a receipt for payment. Please identify this assessment as the “SBSCTBID Assessment” in a separate line item on the guest’s folio.

Attached are the samples of the remittance forms for the City of Santa Barbara, City of Goleta and the County of Santa Barbara. Please complete and mail the form for your respective jurisdiction. Original forms may be downloaded at the following website addresses (these will be updated by each jurisdiction below in early 2020):

**City of Santa Barbara:** [https://www.santabarbaraca.gov/business/license/tot/default.asp](https://www.santabarbaraca.gov/business/license/tot/default.asp)
City of Goleta: https://www.cityofgoleta.org/city-hall/finance/finance-administration-budget/transient-occupancy-tax-tot

County of Santa Barbara: https://www.countyofsb.org/ttcpapg/taxcoll/tot.aspx

If you have any questions regarding payments or the assessment, please call me at (805) 966-9222.

Sincerely,

[Signature]

Kathy Janega-Dykes
President & CEO
Visit Santa Barbara