

City of Morro Bay

City Council Agenda

Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

**NOTICE OF
SPECIAL MEETING
TUESDAY, OCTOBER 14, 2014
MORRO BAY VETERAN'S HALL – 5:00 P.M.
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

PUBLIC COMMENT RE: ITEMS ON THE AGENDA

SPECIAL MEETING AGENDA ITEMS:

- I. PRESENTATION OF INFORMATION ON VISIT SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT BY REPRESENTATIVES FROM VISIT SAN LUIS OBISPO COUNTY
- II. PRESENTATION OF THE MORRO BAY TOURISM BUREAU'S STANCE ON THE VISIT SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT
- III. COUNCIL DISCUSSION AND DIRECTION TO STAFF ON THE LEGAL AND FINANCIAL IMPLICATIONS OF THE CITY'S PARTICIPATION IN THE SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT

ADJOURNMENT

DATED: October 9, 2014

Christine Johnson, Mayor Pro Tempore

MATERIALS RELATED TO AN ITEM ON THIS AGENDA SUBMITTED TO THE CITY COUNCIL AFTER DISTRIBUTION OF THE AGENDA PACKET ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL LOCATED AT 595 HARBOR STREET; MORRO BAY LIBRARY LOCATED AT 625 HARBOR STREET; AND MILL'S COPY CENTER LOCATED AT 495 MORRO BAY BOULEVARD DURING NORMAL BUSINESS HOURS.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.



SPECIAL AGENDA NO: I

MEETING DATE: October 14, 2014

Staff Report

TO: Honorable Mayor and City Council DATE: October 8, 2014

FROM: David Buckingham, City Manager

SUBJECT: Presentation of Information on Visit San Luis Obispo County Tourism Marketing District (TMD) by Representatives from Visit San Luis Obispo County and Consideration of Actions to Take Regarding the TMD

RECOMMENDATION

Staff recommends the Council consider the information presented by Visit San Luis Obispo County regarding the TMD and Morro Bay's possible participation in preparation for the December 9, 2014 agenda item.

DISCUSSION/SUMMARY

Visit San Luis Obispo County will present information and answer questions regarding the TMD. The following information has been included as part of this agenda item as provided by Visit San Luis Obispo County: a fact sheet for Morro Bay, the San Luis Obispo County TMD Management District Plan and letters of support from various community partners.

Prepared by: JB Dept. Review:

City Manager Review:

City Attorney's Review:



Management District Plan

San Luis Obispo County Tourism Marketing District

July 30, 2014



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Prepared by Civitas



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I. OVERVIEW

Developed by a nonprofit corporation, Visit San Luis Obispo County (VSLOC), the San Luis Obispo County Tourism Marketing District (SLOCTMD) is an assessment district proposed to provide specific benefits to payors, by funding marketing, advertising, promotions, and sales efforts for assessed businesses. Each of the jurisdictions within the Tourism Marketing District (TMD) has benefitted for several years from local districts funding local marketing. This county-wide TMD is a new, cooperative effort to collectively market all that the County has to offer for the benefit of assessed lodging businesses.

Location: The proposed SLOCTMD includes all lodging businesses located within the boundaries of the cities of Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, and San Luis Obispo, and the unincorporated portions of the County of San Luis Obispo.

Services: The SLOCTMD is designed to provide specific benefits directly to payors by increasing room night sales. Marketing, sales, promotions, and advertising will increase overnight tourism and market payors as tourist, meeting, and event destinations, thereby increasing room night sales.

Budget: The total SLOCTMD annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$2,800,000. This budget is expected to fluctuate as room sales do, but is not expected to significantly change over the SLOCTMD's term.

Cost: The annual assessment rate is one percent (1%) of gross short-term (stays 30 or fewer consecutive days) room rental revenue. Based on the benefit received, assessments will not be collected on certain stays as described in Section V.

Duration: The proposed SLOCTMD will have a five (5)-year life. The SLOCTMD assessment will be implemented beginning January 1, 2015 through December 31, 2019. Once per year beginning on the anniversary of the formation of the district there is a 30-day period in which owners paying more than 50% of the assessment may protest and initiate a Board of Supervisors hearing on district termination.

Management: Visit San Luis Obispo County (VSLOC) is the nonprofit corporation which will serve as the SLOCTMD's Owners' Association. As the Owners' Association, VSLOC is responsible for managing funds and implementing programs in accordance with this Plan. The VSLOC Board of Directors and staff will be responsible for day-to-day program management and direction, within the guidelines set by this Plan. On an annual basis, VSLOC must provide a report on TMD activities and expenditures to the Board of Supervisors.

II. IMPETUS

For many years, lodging businesses throughout San Luis Obispo County have been served by individual tourism business improvement districts. While those TIDs have been successful in their mission of increasing room night sales locally, there is still opportunity for businesses to benefit from county-wide efforts.

The proposed SLOCTMD is an opportunity for lodging business from throughout the County to come together and engage in joint marketing, advertising, sales, and promotional efforts. This joint effort will help foster collaboration and ensure TMD dollars are spent in the most streamlined manner possible. It will aim to establish San Luis Obispo County as a premiere Central Coast tourism destination and a leader in the California tourism community. Programs will increase lodging business revenue by positioning, branding, and promoting San Luis Obispo County as a preferred destination for regional, national, and global overnight visitors.

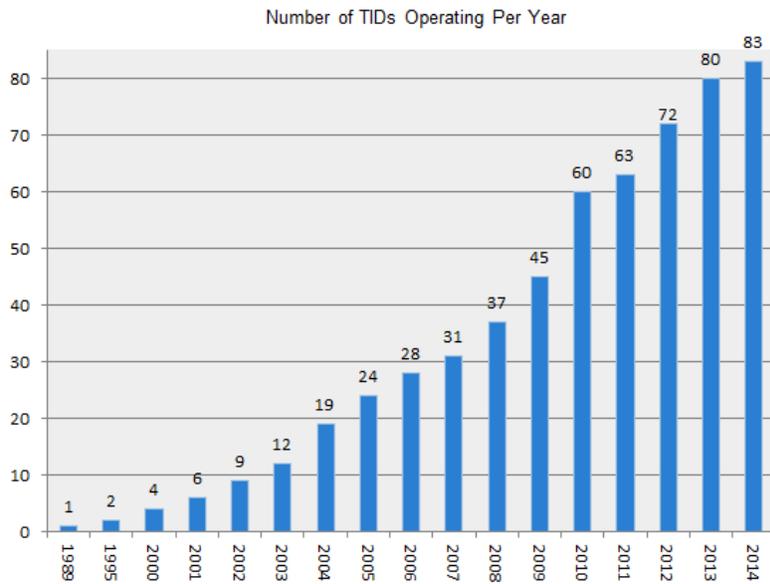
The bottom-line purpose of the proposed SLOCTMD is two-fold: to put more heads in beds, and to increase the average daily rate charged for those beds. To that end, the programs to be funded by the SLOCTMD will have two specific goals: to increase demand for and revenue from room night sales, and to increase awareness of San Luis Obispo County as an overnight destination (which increased awareness will ultimately lead to further room night sales and revenue). The district will also work to increase the average stay-length; thereby increasing room night sales.

In order to increase room night sales and revenue, the proposed programs also have a series of three objectives. The first is to expand the San Luis Obispo County brand to accelerate the destination's competitiveness in California, reach new domestic markets, and build upon key international marketing to bolster overnight room sales and revenue. The second is to manage the Visit San Luis Obispo County brand platform and lead integration of a county-wide strategic plan working in concert with partners to reduce duplication of programming, increase efficiency, and maximize effectiveness of resources to increase overall reach. The final is to create industry resources (research, education, communication, etc.) backed by current data specific to San Luis Obispo County to increase competitiveness against other destinations, and to leverage existing research to extrapolate county-specific information and identify key data points needed to support room night sales.



III. BACKGROUND

TMDs are an evolution of the traditional Business Improvement District. The first TMD was formed in West Hollywood, California in 1989. Since then, over eighty California destinations have followed suit. In recent years, other states have begun adopting the California model – Washington, Montana, and Texas have adopted TMD laws. Several other states are in the process of adopting their own legislation. And, some cities, like Portland, Oregon, have utilized their charter powers to create TMDs without a state law.



California’s TMDs collectively raise over \$150 million for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that the San Luis Obispo County lodging businesses invest in stable, lodging-specific marketing programs.

TMDs utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. TMDs allow

lodging business owners to organize their efforts to increase room night sales. Lodging business owners within the TMD pay an assessment and those funds are used to provide services that increase room night sales.

In California, TMDs are formed pursuant to the Property and Improvement District Law of 1994. This law allows for the creation of a special benefit assessment district to raise funds within a specific geographic area. *The key difference between TMDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

There are many benefits to TMD:

- Funds must be spent on services and improvements that provide a specific and special benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are *designed, created and governed by those who will pay* the assessment; and
- They provide a stable funding source for tourism promotion.

IV. BOUNDARY

The SLOCTMD will include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the cities of Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, and San Luis Obispo, and the unincorporated portions of the County of San Luis Obispo. As used herein the term “lodging business” means all businesses which pay transient occupancy tax in each respective jurisdiction.

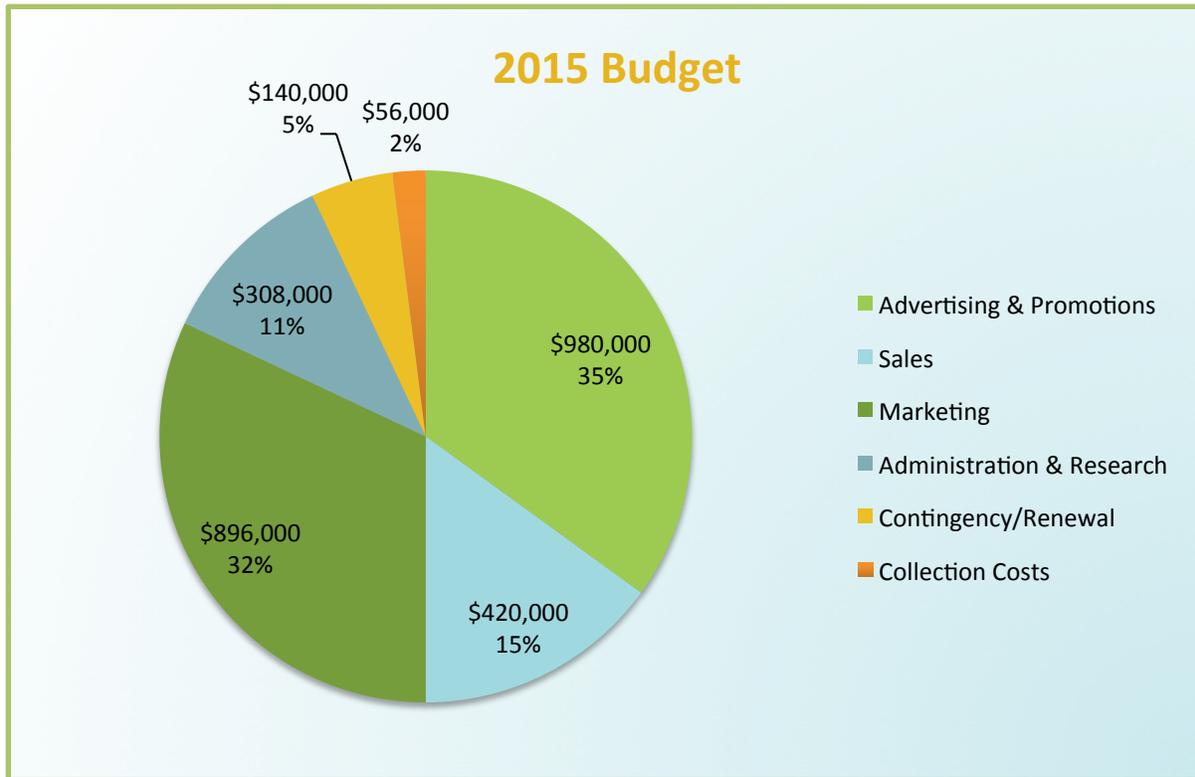
The boundary, as shown in the map below, currently includes 1,321 lodging businesses. A complete listing of lodging businesses within the proposed SLOCTMD can be found in Appendix 2.



V. BUDGET AND SERVICES

A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the County of conferring the benefits or granting the privileges. The privileges and services provided with the SLOCTMD funds are sales, marketing, advertising, and promotional programs available only to assessed businesses.



A service plan budget has been developed to deliver services that benefit businesses throughout the District. A detailed annual budget will be developed and approved by the Owners' Association. The table here illustrates the initial annual budget allocations. In the event of a lawsuit against the SLOCTMD, any and all assessment funds may be used for the costs of defending the District.

Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the County and the VSLOC board shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) per year. All staffing costs (including salary and benefits) shall be based on the industry standard for comparable positions in San Luis Obispo and similar markets. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years.

Advertising & Promotions

Advertising and promotions efforts will be designed to increase awareness of assessed businesses as overnight destinations.

- Seasonal and event-related promotions and event guides to drive room night sales

- Digital media advertisement and promotions, including social media
- Staff engaged in implementing advertising and promotions activities
- Development and production of a visitors' guide featuring assessed businesses
- Radio, print and tv advertising featuring assessed businesses

Sales

Sales efforts will be designed to attract group, leisure travel, and event business to San Luis Obispo County.

- Consumer communication for the benefit of assessed businesses
- Working with the Film Commission to increase room night sales
- Staff engaged in sales activities
- Attendance of conferences, events, and trade shows to showcase assessed businesses
- Sales missions to increase room night sales

Marketing

Marketing efforts will be designed to market assessed businesses to potential customers and raise awareness of assessed lodging businesses as overnight destinations.

- Strategic alliances with travel associates to benefit assessed businesses
- Brand development and management to attract overnight visitors
- Media and public relations to showcase assessed businesses
- Strategic planning and message positioning to attract overnight visitors
- Development of a media kit to showcase assessed businesses
- Creation of a resource library to assist in sales and marketing efforts
- Staff engaged in marketing activities
- Website development and maintenance to drive room night sales
- Digital marketing to drive room night sales, including blogs, e-newsletters, social media and direct response campaigns
- Event marketing to drive room night sales

Administration and Research

The administrative and operations portion of the budget, which is eleven percent (11%), shall be utilized for administrative (non-program) staffing costs, office costs, and other general program-related administrative costs such as insurance, legal, auditing, and accounting fees. Research on market conditions and opportunities may also be conducted as part of the administration programs.

Collection Costs

The County and each City shall retain a fee not to exceed two percent (2%) of the amount collected in their respective jurisdictions to cover the costs of collecting and forwarding the assessment.

Contingency/Renewal

A prudent portion of the budget will be set aside in a contingency fund, to be used for lower than anticipated collections and unforeseeable costs in carrying out the programs. If at the expiration of the District there are contingency funds remaining, and business owners wish to renew the District, the remaining contingency funds may be used for renewal costs.

B. Determination of Specific Benefit

State law requires that assessment funds be expended on specific benefits conferred directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the County of conferring the benefits. The services in this Management District Plan are designed to provide targeted benefits directly to assessed lodging businesses. These services are tailored not to serve the general public, but rather to serve the specific lodging businesses within the District, e.g., the proposed activities are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the District, and are narrowly tailored. SLOCTMD funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assessees. For example, non-assessed businesses will not be featured in SLOCTMD programs and will not receive sales leads from them. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

Further, the assessment may be utilized to provide specific government services directly to the payors that are not provided to those not charged, and which do not exceed the reasonable costs to the County of providing the services. In the context of assessment districts, the legislature has recognized that marketing and sales programs like those to be provided by the SLOCTMD are government services. The amount of the assessment is no more than necessary to cover the reasonable costs of the proposed activities, and the manner in which the costs are allocated to a business owner bear a fair share or reasonable relationship to the businesses' benefits received from the proposed activities.

District services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. Funds will be managed by the Owners' Association, and reports submitted on an annual basis to the County. Only assessed businesses will be featured in marketing materials, receive sales leads generated from district-funded activities, be featured in advertising campaigns, and benefit from other district-funded services. Non-assessed businesses will not receive these, nor any other, district-funded services and benefits.

C. Assessment

The annual assessment rate is one percent (1%) of gross short-term (stays 30 or fewer consecutive days) room rental revenue. Based on the benefit received, assessments will not be collected on the following stays:

1. Stays of more than thirty (30) consecutive days;
2. Stays by any officer or employee of a foreign government who is exempt from Transient Occupancy Taxes by reason of express provision of federal law or international treaty;
3. Employees of Federal Credit Unions while on official credit union business; and
4. Stays pursuant to contracts executed prior to January 1, 2015.

The term "gross room rental revenue" as used herein means the consideration charged, whether or not received, for the occupancy of space in a hotel valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits, and property and services of any kind or nature, without deduction. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes. Any other charges shall be considered gross revenue only in accordance with the local transient occupancy tax.

The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. The assessment shall be disclosed as the “TMD Assessment.” The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

Bonds will not be issued.

D. Penalties and Interest

1. Any business which fails to remit the assessment within the time required shall pay a penalty of ten percent of the amount of the assessment in addition to the amount of the assessment.
2. Any business which fails to remit any delinquent remittance on or before a period of thirty days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent of the amount of the assessment in addition to the amount of the assessment and the ten percent penalty first imposed.
3. If it is determined that nonpayment of any remittance is due to fraud, a penalty of twenty-five percent of the amount of the assessment shall be added thereto in addition to the above penalties.
4. In addition to the penalties imposed, any business which fails to remit any assessment shall pay interest at the rate of one-half of one percent per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the assessment first became delinquent until paid.
5. Every penalty imposed and such interest as accrues shall become part of the assessment required to be paid.

E. Time and Manner for Collecting Assessments

The SLOCTMD assessment will be implemented beginning January 1, 2015 and will continue for five (5) years through November 30, 2019. The County and each City will be responsible for collecting the assessment from lodging businesses within their respective jurisdictions on a monthly or quarterly basis (including any delinquencies, penalties and interest). The County and cities shall take all reasonable efforts to collect the assessments from each lodging business. The County and each City shall forward the assessments collected, within thirty (30) days of receipt, to the Owners’ Association.

F. Annual Budget

The total five year improvement and service plan budget is projected at approximately \$2,800,000 annually, or \$14,000,000 through 2019. This amount may fluctuate as sales and revenue increase at assessed businesses, but is not expected to change significantly over the SLOCTMD’s term.

VI. GOVERNANCE

A. Owners' Association

The Owner's Association is a nonprofit corporation under contract with the County to manage TMD funds and implement TMD programs. Visit San Luis Obispo County is the nonprofit corporation which will serve as the Owners' Association for the SLOCTMD.

Board of Directors

VSLOC shall have a fifteen-member Board of Directors. The Board will be self-elected, and will strive to ensure that each jurisdiction is represented in approximate proportion to the amount contributed by lodging businesses in that jurisdiction. Each Director must be a representative of an assessed lodging business, except for the County representative. The Nominating Committee will recommend a slate to the Board of Directors that ensures diversity of geography and takes into consideration assessment contribution. The Directors will include the following:

- At least one representative of a lodging business in each jurisdiction
- One representative each from a vacation rental, a bed and breakfast, and an R.V. park
- One representative who is appointed by the County of San Luis Obispo
- Three at-large members

As part of the annual budget process, the VSLOC Board will review all staffing costs, including salaries and benefits.

VSLOC will also create two new committees that will assist in managing and implementing the TMD funds and programs and communicating with the various jurisdictions.

Marketing Committee

The marketing committee's purpose will be to align marketing objectives and complementary strategies between community and county tourism marketing programming to optimize collaboration and reduce duplication. The committee will consist of 13-18 destination managers and marketing professionals who have been selected through an application process that is managed and reviewed by the VSLOC Board of Directors and staff. The committee's recommendations will be submitted to the VSLOC Board of Directors for approval.

Advisory Committee

An advisory committee will be formed. The advisory committee will be comprised of 10-20 elected officials and city managers, who will participate in semi-annual meetings and liaise back to the communities they represent with programming updates and overall metrics demonstrating the impacts of the TMD on the County and cities. Each participating community will determine its representative(s) to the committee.

B. Brown Act and California Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association is considered a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the VSLOC board and certain committees, including standing committees and committees that include a

majority of the members of the board, must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

C. Annual Report

VSLOC shall present an annual report at the end of each year of operation to the Board of Supervisors pursuant to Streets and Highways Code §36650. The report will include:

1. Any proposed changes in the boundaries of district or in any benefit zones or classification of businesses within the district.
2. The improvements and activities to be provided for that fiscal year.
3. An estimate of the cost of providing the improvements and the activities for that fiscal year.
4. The method and basis of levying the assessment in sufficient detail to allow each business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
5. The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
6. The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

D. Audits and Accounting

The County of San Luis Obispo shall be allowed to review the financial records of VSLOC relative to the SLOCTMD. VSLOC shall engage either an independent certified public accountant or the County auditor-controller to conduct annual audits. The audit report must be submitted to the County no more than six (6) months after the fiscal year ends.

APPENDIX 1 – LAW

Property And Business Improvement District Law of 1994

Cal Sts & Hy Code § 36600 (2013)

*** This document is current through the 2013 Supplement ***
(All 2012 legislation, 2012 Governor's Reorg. Plan No. 2 and all
propositions approved by the electorate at the June and November 2012 elections)

§ 36600. Citation of part

This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

§ 36601. Legislative findings and declarations

The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow cities to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property or businesses are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property or businesses for which the improvements and activities are provided.

§ 36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

§ 36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

§ 36603.5. Part prevails over conflicting provisions

Any provision in this part that conflicts with any other provision of law shall prevail over the other provision of law.

§ 36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

§ 36605. [Section repealed 2001.]

§ 36606. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the properties or businesses located within a property and business improvement district.

§ 36607. "Business"

"Business" means all types of businesses and includes financial institutions and professions.

§ 36608. "City"

"City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with *Section 6500*) of *Chapter 5 of Division 7 of Title 1 of the Government Code*, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

§ 36609. "City council"

"City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

§ 36610. "Improvement"

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.

- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the area.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

§ 36611. "Property and business improvement district"; "District"

"Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

§ 36612. "Property"

"Property" means real property situated within a district.

§ 36613. "Activities"

"Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.
- (b) Furnishing of music in any public place within the district.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Activities which benefit businesses and real property located in the district.

§ 36614. "Management district plan"; "Plan"

"Management district plan" or "plan" means a proposal as defined in Section 36622.

§ 36614.5. "Owners' association"

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement activities and improvements specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose.

Notwithstanding this section, an owners' association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with *Section 54950*) of *Part 1 of Division 2 of Title 5 of the Government Code*), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with *Section 6250*) of *Division 7 of Title 1 of the Government Code*), for all documents relating to activities of the district.

§ 36615. "Property owner"; "Business owner"; "Owner"

"Property owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. "Business owner" means any person recognized by the city as the owner of the business. "Owner" means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and

conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

§ 36616. "Tenant"

"Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

§ 36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

§ 36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

§ 36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

§ 36621. Initiation of proceedings; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) A brief description of the proposed activities and improvements, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements and activities and the location and extent of the proposed district.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

§ 36622. Contents of management district plan

The management district plan shall contain all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected lands and businesses included. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements and activities proposed for each year of operation are the same, a description of the first year's proposed improvements and activities and a statement that the same improvements and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

(e) The total annual amount proposed to be expended for improvements, maintenance and operations, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to assessment on real property.

(l) Any other item or matter required to be incorporated therein by the city council.

§ 36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with *Section 53753 of the Government Code*.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with *Section 54954.6 of the Government Code*, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

§ 36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements or activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

§ 36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish the proposed property and business improvement district, the city council shall adopt a resolution of formation that shall contain all of the following:

(1) A brief description of the proposed activities and improvements, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement about whether bonds will be issued, and a description of the exterior boundaries of the proposed district. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

§ 36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city

council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in paragraphs (1) to (8), inclusive, of subdivision (b) of Section 36625, but need not contain information about the preliminary resolution if none has been adopted.

§ 36626.5. [Section repealed 1999.]

§ 36626.6. [Section repealed 1999.]

§ 36626.7. [Section repealed 1999.]

§ 36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk of the city shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

§ 36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

§ 36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements and activities.

§ 36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

§ 36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and a new district established pursuant to this part.

§ 36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied

on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part shall be charged interest and penalties.

§ 36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

§ 36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

§ 36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

§ 36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

§ 36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention; Modification of improvements and activities by adoption of resolution after public hearing

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public meetings and public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public meeting.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public meeting, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

§ 36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

§ 36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with *Section 6584*) of *Chapter 5 of Division 7 of Title 1 of the Government Code*). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

§ 36641. [Section repealed 2001.]

§ 36642. [Section repealed 2001.]

§ 36643. [Section repealed 2001.]

§ 36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements and the activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

§ 36651. Designation of owners' association to provide improvements and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements or activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

§ 36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

§ 36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assesses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the area who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

§ 36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – ASSESSED BUSINESSES

Business Name	Address	City	Zip
Shoreline Inn	1 N Ocean Ave	Cayucos	93430
Lake Nacimiento Rentals Inc.	1 OAK SHORES DR	BRADLEY	93426
Shoreline Inn	1 OCEAN BLVD	CAYUCOS	93430
Cayucos Pier View Suites	10 12 14 N OCEAN AVE	CAYUCOS	93430
Richard Woodland	10 N OCEAN AVE #211	CAYUCOS	93430
Richard Woodland	10 N OCEAN AVE #310	CAYUCOS	93430
Catherine Stone Real Estate	10 N Ocean #112	Cayucos	93430
Madonna Inn	100 Madonna Road	San Luis Obispo	93405
World Mark The Club	100 Ocean Avenue	Pismo Beach	93449
SeaVenture Resort	100 Ocean View Avenue	Pismo Beach	93449
Holiday RV Park	100 S. Dolliver	Pismo Beach	93449
Sandcastle Inn	100 Stimson Avenue	Pismo Beach	93449
Ramada Olive Tree Inn	1000 Olive Street	San Luis Obispo	93405
Lola Moe / Roberta Walker	1000 WARREN RD	CAMBRIA	93428
Budget Inn	1001 Olive Street	San Luis Obispo	93405
Rodeway Inn	1001 Olive Street	San Luis Obispo	93401
Oak Hill Cottage	1008 LISA LN	NIPOMO	93444
Avila La Fonda Hotel LLC	101 SAN MIGUEL ST	AVILA BEACH	93424
Poppy Cottage in the Pines	102 San Miguel Street	Cambria	93428
Sea Gypsy Motel	1020 Cypress Street	Pismo Beach	93449
Hotel Cheval	1021 Pine Street	Paso Robles	93446
George Leclercq	103 San Miguel Street	Cambria	93428
Upstairs on Vine	1035 Vine St.	Paso Robles	93446
Alydar Heights	104 ALYDAR PL	PASO ROBLES	93446
Susan Grueneberg	104 San Miguel Street	Cambria	93428
Near Beach House for 6	1046 ST MARY	CAYUCOS	93430
David & Kristina Morey	1049 PACIFIC AVE	CAYUCOS	93430
Beach Bungalow Inn & Suites	1050 Morro Ave.	Morro Bay	93442
Test Hotel 3	1055 MONTEREY D290	SAN LUIS OBISPO	93408
Lake Nacimiento Resort	10625 NACIMIENTO LAKE DR	BRADLEY	93426
Rock View Inn & Suites	1080 Market Avenue	Morro Bay	93442
Sherie Rene Weatherby	10805 FUENTES RD	ATASCADERO	93422
Marta Hendrickson	1084 OCEAN AVE	CAYUCOS	93430
Single Story Ocean Front Home	1084 PACIFIC AVE	CAYUCOS	93430
Kathy Starr	1086 HILLCREST DR	CAMBRIA	93428
Days Inn	1095 Main Street	Morro Bay	93442
Villager Motel	1098 Main Street	Morro Bay	93442
Western States Inn	1099 K ST	SAN MIGUEL	93451
Darling Cottage	11 18th St aka 1795 Pacific Ave.	Cayucos	93430
Econo Lodge	1100 Main Street	Morro Bay	93442

Business Name	Address	City	Zip
Asuncion Ridge Vineyards & Inn	11010 FUENTES RD	ATASCADERO	93422
Paso Robles Inn	1103 Spring Street	Paso Robles	93446
George Henebury	1111 Norswing	Oceano	93445
Cassandra's Dream	1113 PINWOOD DR	CAMBRIA	93428
Cypress RV & Mobile Home Park	1121 Main Street	Morro Bay	93442
Granada Hotel	1126 Morro Street	San Luis Obispo	93401
Motel 6 Paso Robles	1134 Black Oak Drive	Paso Robles	93446
Best Western PLUS Black Oak	1135 24th Street	Paso Robles	93446
Kelly Fitzpatrick	1135 GREYSTONE WAY	CAMBRIA	93428
Front Street Inn & Spa	1140 Front Street	Morro Bay	93442
Embarcadero Inn	1148 Market St	Morro Bay	93442
Entertain to your Heart's Desires	1150 / 1154 Pacific Blvd.	Oceano	93445
BAYFRONT Inn at the waterfront	1150 Embarcadero	Morro Bay	93442
Flying Caballos Guest Ranch	1150 Farmhouse Lane	San Luis Obispo	93401
Outdoor Living Space Gem	1156 11th St.	Los Osos	93402
Rainbow Ventures Property Management	1160 Price St.	Pismo Beach	93449
JUST Inn at JUSTIN Winery	11680 Chimney Rock Road	Paso Robles	93446
Jack Keely Realty	1179 Pacific	Cayucos	93430
Joe Clark	1184 St Mary Avenue	Cayucos	93430
Spacious Luxury with Morro Rock View	1186 7th Street	Los Osos	93402
Nancy A Moss	1196 PINERIDGE DR	CAMBRIA	93428
Charming Home with Ocean & Morro Rock Views	1197 11th St.	Los Osos	93402
Courtyard by Marriott Paso Robles	120 S. Vine Street	Paso Robles	93446
Masterpiece Motel	1206 Main Street	Morro Bay	93442
Home with Yard, Deck, & Stairs to the Beach	1210 Pacific	Cayucos	93430
Garden Street Inn	1212 Garden Street	San Luis Obispo	93401
Sycamore Mineral Springs Resort	1215 Avila Beach Drive	San Luis Obispo	93405
Santa Rita Inn	1215 Santa Rita Road	Templeton	93456
Adelaide Inn	1215 Ysabel Avenue	Paso Robles	93446
Grover Beach Motel	123 N. 13th St.	Grover Beach	93433
Oak Hill Manor	12345 HAMPTON CT	ATASCADERO	93422
Ernest / Kathryn Rossi	125 Howard Ave.	Los Osos	93402
Cypress Tree Motel	125 S. Ocean Ave.	Cayucos	93430
Charley Kausen	1250 HARVEST RIDGE WAY	PASO ROBLES	93446
Chanticleer Vineyard Bed & Breakfast	1250 Paint Horse Place	Paso Robles	93446
Oceano Inn	1252 Pacific Blvd.	Oceano	93445
Family Beach House	1261 Cass Street	Cayucos	93430
Bungalow by the Bay	1272 4th St.	Los Osos	93402
W.E. Blain	1274 Pacific A	Cayucos	93430
Be Swept off Your Feet	1274 Pacific C	Cayucos	93430
Robert & Marilee Korsinen	1280 ELLIS AVE	CAMBRIA	93428
California Valley Lodge / Motel	12900 SODA LAKE RD	SANTA MARGARITA	93453

Business Name	Address	City	Zip
Beach Front Vacation House	1298 Strand Way	Oceano	93445
Kaleidoscope Inn & Butterfly Gardens	130 E DANA ST	NIPOMO	93444
Charming, Remodeled Cottage	1301 Cass Ave.	Cayucos	93430
San Luis Rental Properties	1304 Santa Rosa	San Luis Obispo	93401
Beachfront Desirable Wind-Blocked Patio	1316 Strand	Oceano	93445
Simple Single Story Home	132 Ash Ave	Cayucos	93430
Robert F. Ghilarducci	133 Bakersfield Ave.	Cayucos	93430
Cayucos Beach Hideaway	133 Cypress Avenue	Cayucos	93430
Guiton Realty (Ocean West, Inc)	1330 Lakeside	Oceano	93445
Carol Wolf	1331 BERWICK	CAMBRIA	93428
Seven Quails Vineyard	1340 Valley Quail Place	Paso Robles	93446
Villa Antonio	135 Howard Avenue	Los Osos	93402
Stephen & Rasa Pullin	1351 BURTON DR	CAMBRIA	93428
Baywood Inn	1370 2nd St	Baywood Park	93402
Grapes & Garden	1371 2nd St	Cambria	93428
Four Decks with Ocean Views	1372 2nd St	Cambria	93428
Large Home on the Beach	1378 Strand Way	Oceano	93445
Eric & Cathy Zacher	1386 RICHARD AVE	CAMBRIA	93428
Pismo Property Management	1390 Price Street	Pismo Beach	93449
Back Bay Inn	1391 2ND ST	LOS OSOS	93402
Mark & Elizabeth Lowerison	1391 BERWICK DR	CAMBRIA	93428
Back Bay Inn	1391 Second Street	Los Osos	93402
Seaworthy, Single Story Home	1397 Pacific Ave	Cayucos	93430
Journey's End	1398 Pacific Ave.	Cayucos	93430
Beachfront Cozy Getaway	1398 Strand Way	Oceano	93445
Robert C. Snyder II	14 18th St.	Cayucos	93430
Tremendous Ocean Views	14 Bakersfield	Cayucos	93430
Cayucos Pier View Suites	14 No. Ocean Ave	Cayucos	93430
Hampton Inn	1400 W. Branch St.	Arroyo Grande	93420
Family Friendly in Cayucos	1401 Pacific Ave.	Cayucos	93430
Beach Lover's Paradise/Right at the Beach	1402 Strand Way	Oceano	93449
Vintage Avila Beach House	141 A First Street	Avila Beach	93424
Tony Skibinski	1415 BERWICK DR	CAMBRIA	93428
Durbano Vacation Rental	1416 LEONARD PL	CAMBRIA	93428
Chartwell Manor	142 A First Street	Cambria	93428
Tim & Susan Theule	142 Corralitos Road	Arroyo Grande	93420
John & Deborah Parker	143 A First Street	Cambria	93428
Oak Tree Hideaway	143 Corralitos Road	Cambria	93428
Sand Aplenty	1432 Strand Way	Oceano	93445
Motel 6 #138	1433 Calle Joaquin	San Luis Obispo	93405
Monika J. Tanhill	144 A First Street	Cambria	93428
Historic Cayucos Beach Home	144 Cayucos Dr.	Cayucos	93430
Bluebird Inn	144 Corralitos Road	Cambria	93428
Unwind on Vine	1445 Vine St.	Paso Robles	93446
Merrell Vacation Rental	145 Corralitos Road	Cambria	93428

Business Name	Address	City	Zip
Dave's Art Farm	1451 Branch Mill Road	Arroyo Grande	93420
Private Retreat	1452 Branch Mill Road	Cambria	93428
Richard Mittleman	1453 Branch Mill Road	Cambria	93428
Earlene or Ernest Subias	1454 Branch Mill Road	Cambria	93428
Canyon Villa B&B	1455 Kiler Canyon Road	Paso Robles	93446
John & Teresa Espinoza	1458 14TH ST	OCEANO	93445
Charming & Historic Cottage	1460 Strand Way	Oceano	93445
Glenn And Shirley Johnson	1465 Pacific	Cayucos	93430
Petit Soleil	1473 Monterey Street	San Luis Obispo	93401
Highway One Rentals	148 N. Ocean	Cayucos	93430
Shady Rest Motel	1485 MISSION ST	SAN MIGUEL	93451
James Kelty & Associates Inc	1493 BURTON DR	CAMBRIA	93428
Historic Saltbox House	150 D Street	Cayucos	93430
Sea View Inn	150 N. 5th St.	Grover Beach	93433
Grover Beach Inn	150 S. 5th St.	Grover Beach	93433
Emiliano Lopez	150 Via Fuchsia	Paso Robles	93446
Hot Tub Fun	1505 Cass Avenue	Cayucos	93430
Beachside Rentals	151 Cayucos Dr.	Cayucos	93430
Pati Hutchinson	151 Park Ave.	Cayucos	93430
Addie Vacation Townhomes	152-158 Addie Street	Pismo Beach	93449
Pam & Steve Lock	1520 KILER CANYON RD	PASO ROBLES	93446
Sue Casa At Oakbrook	1525 TEMPLETON RD	TEMPLETON	93465
Country Club Home Vacation Rental	1527 County Club Drive	Paso Robles	93446
Gary Byrd	1528 BENSON	CAMBRIA	93428
Hampton Inn and Suites- San Luis Obispo	1530 Calle Joaquin	San Luis Obispo	93405
Public Beach Access Across the Street	1533 Pacific	Cayucos	93430
Broski LLC	1550 Apple Orchard	San Luis Obispo	93405
Zenaida Cellars	1550 Highway 46 West	Paso Robles	93446
Keith Or Marlo Franklin	1550 Pacific Ave	Cayucos	93430
Casa Pino Stella	15555 W HIGHWAY 46	TEMPLETON	93465
1560 Strand Way	1560 Strand Way	Oceano	93445
Nana's House	1565 Strand Way	Oceano	93445
David & Bonnie Winders	1570 RICHARD AVE	CAMBRIA	93428
Los Padres Motel	1575 Monterey Street	San Luis Obispo	93401
Rose Garden Inn - SLO	1585 Calle Joaquin	San Luis Obispo	93401
Peltzer's Surf Shack	159 Birch	Cayucos	93430
Beachfront Retreat	1590 Strand Way	Oceano	93445
Susan & Robert McDonald Vacation Rental	1596 CARDIFF DR	CAMBRIA	93428
Diane Curran	1597 Pacific Ave	Cayucos	63430
160 Ocean View Ave	160 Ocean View Ave	Pismo Beach	93449
Clive & Kristine Mettrick	1601 BERWICK	CAMBRIA	93428
Palomar Inn	1601 Shell Beach Rd.	Pismo Beach	93449
Comfort Inn & Suites Lamplighter	1604 Monterey Street	San Luis Obispo	93401
Courtyard by Marriott SLO	1605 Calle Joaquin St.	San Luis Obispo	93405
Valerie Boles	1608 BRADFORD RD	CAMBRIA	93428

Business Name	Address	City	Zip
Old Edna De Solina House	1616 MAXWELLTON ST	San Luis Obispo	93401
Bob & Alexis Woods	1617 ASTOR	CAMBRIA	93428
Hostel Obispo	1617 Santa Rosa Street	San Luis Obispo	93401
Kon Tiki Inn	1621 Price St.	Pismo Beach	93449
Beachfront Luxury in Oceano	1622 Strand Way	Oceano	93445
Motel 6 #1373	1625 Calle Joaquin	San Luis Obispo	93405
Top of the World Paradise	1628 RICHARD AVE	CAYUCOS	93430
Quality Suites - SLO	1631 Monterey Street	San Luis Obispo	93401
Merry Weather Retreat	1635 DREYDON AVE	CAMBRIA	93428
Melrose Home	1635 MELROSE	CAMBRIA	93428
Perfect Beach House Design	1637 Cass	Cayucos	93430
Steps to the Surf	1640 Laguna Dr.	Oceano	93445
Cheryl and Terral Kershaw	1644 STUART ST	CAMBRIA	93428
Stunning Custom Home	16485 Cabrillo Highway	San Simeon	93452
Pismo Coast Village RV Resort	165 S. Dolliver	Pismo Beach	93449
Carlos Cota	1653 RICHARD AVE	CAMBRIA	93428
DeSolina Bridal Suite Cottage/Suite Edna Guest House	1655 Old Price Canyon Road	San Luis Obispo	93401
Nicely Decorated, 3 Bedroom Home	1655 Strand Way	Oceano	93445
Sunbeam Motel	1656 Monterey St	San Luis Obispo	93401
Donald J. Kaplan	1661 ST JAMES RD	CAMBRIA	93428
Beachfront Breaktaking Views	1662 Strand Way	Oceano	93445
4 Houses from the Beach	1670 Laguna Dr.	Oceano	93445
Villa San Luis Motel	1670 Monterey St	San Luis Obispo	93401
Harry Redmond	1675 STUART ST	CAMBRIA	93428
Rebecca Rollins	1681 BENSON AVE	CAMBRIA	93428
Timeless Family Beach House	1698 Pacific Ave	Cayucos	93420
Dolphin Cove Lodge	170 Main Street	Pismo Beach	93449
Morro Dunes RV Park	1700 Embarcadero	Morro Bay	93442
Warm & Friendly Family Home	1702 Pacific	Cayucos	93430
Carol Specht Vacation Rental	1705 ARBOLADO RD	PASO ROBLES	93446
J B Skyline	172 H Street	Cayucos	93430
Charm on Chestnut	1721 Chestnut	Paso Robles	93446
Cute A-Frame Lodge	1722 Strand Way	Oceano	93445
Oceanview House for 6	174 G Street	Cayucos	93430
Split Level Home on the Beach	1742 Strand Way	Oceano	93445
Robert D Hoeck / Meryl Ann Lagotta	1745 PIERCE AVE	CAMBRIA	93428
Jarlath or Diane Oley	1750 SPENCER	CAMBRIA	93428
Dragonfly Ranch LLC	17546 EL MONTE RD	ATASCADERO	93422
Gardner Family Trust	1755 CHESTER LN	CAMBRIA	93428
Judy Aron	1760 BRIARWOOD PL	TEMPLETON	93465
Renee Rubin	1760 STUART ST	CAMBRIA	93428
Almond Hill Vineyard Bed & Breakfast	1760 VALLEY QUAIL PL	PASO ROBLES	93446
Anne Hurbain	1767 NORWICH AVE	CAMBRIA	93428
Cayucos Vacation Rentals	177 N. Ocean	Cayucos	93430

Business Name	Address	City	Zip
Beach Front Retro House	1772 Strand Way	Oceano	93445
Scott & Tani McMillan	1772 STRAND WAY	OCEANO	93445
Roger & Norma Warkentin	1773 SPENCER ST	CAMBRIA	93428
Stephen Monaco	1785 OGDEN DR	CAMBRIA	93428
Peggy Lessinger	1785 ST THOMAS	CAMBRIA	93428
Jimmie O'Brien	1794 BENSON	CAMBRIA	93428
Venteux Vineyards	1795 Las Tablas Road	Templeton	93456
James & Grace Murphy	1795 WALES RD	CAMBRIA	93428
Sherry Ann Molnar	180 I Street	Cayucos	93430
Hawkins Ranch	1800 EL POMAR DR	TEMPLETON	93465
Holiday Inn Express	1800 Monterey Street	San Luis Obispo	93401
Douglas Bedall	1801 BENSON	CAMBRIA	93428
Jill Gonzales	1801 NEWHALL	CAMBRIA	93428
On the Beach B&B	181 North Ocean Ave	Cayucos	93430
William Taylor	1812 PINERIDGE	CAMBRIA	93428
Newly Remodeled, Beachfront Home	1812 Strand Way	Oceano	93445
Abbas Motlagh	1815 MARLBOROUGH	CAMBRIA	93428
Samantha Maybury	1820 WINDSOR BLVD	CAMBRIA	93428
San Luis Obispo Travelodge	1825 Monterey Street	San Luis Obispo	93401
LoJacono	1830 Spring St.	Paso Robles	93446
Barbara F. Roche	1835 AVON AVE	CAMBRIA	93428
Walk to the Beach, Pier & Downtown	184 Birch Ave. #1	Cayucos	93430
Gorgeous & Spacious Home	184 W. Price St.	Nipomo	93444
Lamb Family Trust	1841 OGDEN DR	CAMBRIA	93428
Pismodriftingsand.Com	1843 Strand Way	Oceano	93445
Frank Cutruzolla	1846 BENSON AVE	CAMBRIA	93428
Near Ocean Condo	186 Cypress	Cayucos	93430
George & Karen Johnson	1860 NEWHALL AVE	CAMBRIA	93428
John & Hilary Townsend	1860 WALES RD	CAMBRIA	93428
The John and Janet Moore Trust	1864 PACIFIC AVE	CAYUCOS	93430
Gorgeous Oceanfront	1864 Pacific Ave.	Cayucos	93430
Rock'n JK Farms	1868 MARLBOROUGH LN	CAMBRIA	93428
David Purling	1870 STUART ST	CAMBRIA	93428
Susie Topjian	1872 TWEED AVE	CAMBRIA	93428
Bluebird Inn	1880 MAIN ST	CAMBRIA	93428
Robin Dean Solley	1885 Cass Avenue	Cayucos	93430
Mac Van Duzer Londonderry	1887 LONDONDERRY LN	CAMBRIA	93428
Robert & Amy Lammert	1889 BENSON	CAMBRIA	93428
Ettore M Or Sylvia Coluzzi	1895 BERWICK ST	CAMBRIA	93428
Best Western Somerset Inn	1895 Monterey Street	San Luis Obispo	93401
Sandra Brockway	1895 SAINT JAMES RD	CAMBRIA	93428
Ragged Point Inn	19019 HIGHWAY 1	RAGGED POINT	93452
All Decked Out	1906 OXFORD AVE	CAMBRIA	93428
George Leclercq	1911 OGDEN DR	CAMBRIA	93428
Maisons de Cambria Vacation Rentals	1912 Pierce Ave.	Cambria	93428

Business Name	Address	City	Zip
John & Deborah Parker	1916 DOVEDALE AVE	CAMBRIA	93428
Vitto Trust Trustee	1919 CIRCLE DR	CAYUCOS	93420
Best Western El Rancho	2460 Main Street	Morro Bay	
Sands Inn & Suites	1930 Monterey Street	San Luis Obispo	93401
Joseph Laing	1938 BERWICK	CAMBRIA	93428
Andrew Graham	194 SAN LUIS PARKWAY	AVILA BEACH	93424
San Luis Creek Lodge	1941 Monterey Street	San Luis Obispo	93401
Dunning Ranch Guest Suites	1945 NIDERER RD	PASO ROBLES	93446
Lana Spitz	1945 OXFORD	CAMBRIA	93428
Sea Pines Golf Resort	1945 SOLANO ST	LOS OSOS	93402
Richard Hanson	1949 ASTOR AVE	CAMBRIA	93428
Resthaven RV and Mobile Home Park	1950 Adelaida Road	Paso Robles	93446
Clyde or Katie Miller	1950 BENSON	CAMBRIA	93428
Super 8 Motel	1951 Monterey Street	San Luis Obispo	93401
Dunning Vineyards Guest Villa	1953 Niderer Road	Paso Robles	93446
River Lodge Motel	1955 Theatre Drive	Paso Robles	93446
Peter & Wanda Gucciardo	1960 WINDSOR BLVD	CAMBRIA	93428
John Or Andrea Foelsch	1961 BURTON	CAMBRIA	93428
Randall Or Margaret Panting	1965 BENSON	CAMBRIA	93428
Ann and George's Bed & Breakfast	1965 NIDERER RD	PASO ROBLES	93446
Robin Anderson	1970 DREYDON AVE	CAMBRIA	93428
Richard Noling	1971 SHERWOOD	CAMBRIA	93428
Roderick & Kathy Smith	1975 RICHARD AVE	CAMBRIA	93428
Her Castle	1978 LONDONDERRY LN	CAMBRIA	93428
Dreydon House	1979 DREYDON AVE	CAMBRIA	93428
Beach House Inn & Suites	198 Main Street	Pismo Beach	93449
Moon Shell	1980 SHERWOOD	CAMBRIA	93428
Frank Or Kristi Mckiney	1981 ST THOMAS	CAMBRIA	93428
Belvino Viaggio Tuscan Retreat B&B	1985 Peachy Canyon Road	Paso Robles	93446
Tree Tops	1985 STUART ST	CAMBRIA	93428
Snug Harbor	1996 EMMONS	CAMBRIA	93428
Carefree House for Eight	20 6th Street	Cayucos	93430
Ron Or Dorothy Michaelis	20 Bakersfield	Cayucos	93430
Cayucos Motel	20 S. Ocean Ave.	Cayucos	93430
Anne Marie & Chris Skelton	200 ADOREE AVE	CAYUCOS	93430
Anna Mae Jorgensen	200 DORSET ST	CAMBRIA	93428
Hollyhock Farms	200 Hollyhock Lane	Templeton	93465
Mary Lynn / Richard Martin	2000 Circle Dr.	Cayucos	93430
Kevin & Dennelle Blain	2001 EMMONS RD	CAMBRIA	93428
Peach Tree Inn	2001 Monterey	San Luis Obispo	93401
Natalie Rabiner	2002 BERWICK DR	CAMBRIA	93428
Cottontail Creek Ranch	2005 COTTONTAIL CREEK RD	CAYUCOS	93430
Becker Family Vacation Rental	201 Adoree Ave.	Cayucos	93430
Apple Farm Inn & Trellis Court	2015 Monterey Street	San Luis Obispo	93401
Javad Sani	202 CHATHAM	CAMBRIA	93428

Business Name	Address	City	Zip
Harriet And Kenneth Khteian	2021 WINDSOR	CAMBRIA	93428
Jack / Barbara Keely	2023 Circle Drive	Cayucos	93430
Al & Donna Lioy	2025 OGDEN DR	CAMBRIA	93428
Lori Adamski-peek	205 KENDAL LN	CAMBRIA	93428
David & Eileen Mckay	2050 EMMONS	CAMBRIA	93428
Lexington Inn	2050 Garfield Street	San Luis Obispo	93401
La Bellasera Hotel & Suites	206 Alexa Court	Paso Robles	93446
Biddle Ranch Vineyard	2060 Biddle Ranch Road	San Luis Obispo	93401
Jordan Rental	2067 SHERWOOD DR	CAMBRIA	93428
La Cuesta Inn	2074 Monterey Street	San Luis Obispo	93401
Sandra Heizenrader	2091 Circle Drive	Cayucos	93430
Nicely Decorated Beach Cutie	2097 Cass	Cayucos	93430
Lovely 4 Bedroom Home	21 11th Street	Cayucos	93430
Cozy Cayucos Home	21 13th Street	Cayucos	93430
Paul Or Kathy Edwards	210 DEVAULT PL	CAMBRIA	93428
Vagabond Inn(slo)	210 Madonna Road	San Luis Obispo	93405
Carol Chubb	210 St. Mary Ave	Cayucos	93430
Russell & Linda Matsumoto	210 WEYMOUTH ST	CAMBRIA	93428
Pleasant Inn Motel	2101 Rambouillet Road	Paso Robles	93446
Jonathan Martin	2103 BENSON AVE	CAMBRIA	93428
Coastal Country Retreat	2109 Laguna Negra Lane	Arroyo Grande	93420
2 Bedroom, 2 Bathroom Townhome	211 San Miguel	Avila Beach	93424
Eric & Cathy Zacher/Joseph Laing/Mee young Lee	211 San Miguel	Cambria	93428
Artist Retreat Nestled in the Woods	2110 Laguna Negra Lane	Cambria	93428
Mac Van Duzer Londonderry	2111 Laguna Negra Lane	Cambria	93428
Janet and Gerard Walbaum	2111 OXFORD AVE	CAMBRIA	93428
Dolores Herzog	2112 Laguna Negra Lane	Cambria	93428
Ralph and Heidi He	2116 WINDSOR BLVD	CAMBRIA	93428
Hampton Inn & Suites- Paso Robles	212 Alexa Court	Paso Robles	93446
Adolfo Cabello	2120 LOTHAR LN	TEMPLETON	93465
Tides Motel	2121 Price Street	Pismo Beach	93449
Mark & Elizabeth Lowerison	213 San Miguel	Cambria	93428
New Townhome in Avila Beach	213 San Miguel	Avila Beach	93424
Terry & Susanne Waite	213 San Miguel	Cambria	93428
Wonderful Ocean View Home	213 San Miguel	Cambria	93428
Summerwood Inn	2130 ARBOR RD	PASO ROBLES	93446
Treetop Cottage	2138 Olive Street	Paso Robles	93446
Best Western Royal Oak Hotel	214 Madonna Road	San Luis Obispo	93405
Big Views on Lodge Hill	214 San Miguel	Cambria	93428
Newly Renovated Avila Cottage	214 San Miguel	Avila Beach	93424
Toni Skibinski	214 San Miguel	Cambria	93428
Tranquility	214 San Miguel	Cambria	93428
Sheila Reiser-okun	2141 SHERWOOD	CAMBRIA	93428
Thomas T. Hare	2143 TULLY PL	CAMBRIA	93428

Business Name	Address	City	Zip
Ruth Gosting	215 LEIGHTON	CAMBRIA	93428
2 Bedroom Townhouse for 6	215 San Miguel	Avila Beach	93424
Clay Or Lucy Holland	215 San Miguel	Cambria	93428
Durbano Vacation Rental	215 San Miguel	Cambria	93428
Inviting 2 Story Home in Cambria Pines	215 San Miguel	Cambria	93428
Cayucos Beach House	2150 Pacific	Cayucos	93430
Judith Gordon	2155 Circle Dr	Cayucos	93430
Jennifer Schriber	2158 S WINDSOR BLVD	CAMBRIA	93428
Jerome Becker	2160 AVON AVE	CAMBRIA	93428
Michio or Takayo Miyamoto	2160 MCCABE	CAMBRIA	93428
Verna Ann Longwood	2164 CASS AVE	CAYUCOS	93430
Gary Menger	2165 EMMONS RD	CAMBRIA	93428
Tom Hamlin	2166 SHERWOOD	CAMBRIA	93428
Bill & Karen Cleveland	2167 Cienaga St.	Oceano	93445
Emily Campbell	217 Obispo	Cayucos	93430
New 2 Story Townhome	217 San Miguel	Avila Beach	93424
Seaview on Burton	217 San Miguel	Cambria	93428
Serenity Corner	217 San Miguel	Cambria	93428
You are Welcome at Wilcombe	217 San Miguel	Cambria	93428
Bill & Karen Cleveland	2171 Cienaga St.	Oceano	93445
Mac Van Duzer Blythe	2173 BLYTHE PL	CAMBRIA	93428
SummerWood Inn	2175 Arbor Road	Paso Robles	93446
Todd Or Karen Bria	2176 MARLBOROUGH	CAMBRIA	93428
W Kent Levis / Charlene J Levis	2180 BENSON AVE	CAMBRIA	93428
Earlene or Ernest Subias	2180 EMMONS	CAMBRIA	93428
Dolores Herzog	2183 SHERWOOD DR	CAMBRIA	93428
Avila Beach Townhome Sleeps 6	219 San Miguel	Avila Beach	93424
Gary Byrd	219 San Miguel	Cambria	93428
Oceanfront Treasure	219 San Miguel	Cambria	93428
Sea 'Scape	219 San Miguel	Cambria	93428
Enigma	2195 CORBETT CANYON RD	Arroyo Grande	93420
Travelodge	220 Beach Street	Morro Bay	93442
Barbara Kosanke	220 KENDAL	CAMBRIA	93428
PRW Vacations/Van Dame	220 Pacific St.	Paso Robles	93446
Cape Cod Style Home	2202 Pacific	Cayucos	93430
Morro Strand RV Park	221 Atascadero Road	Morro Bay	93442
Pine Stone Inn	221 WEYMOUTH ST	CAMBRIA	93428
Economy Inn	2218 Spring Street	Paso Robles	93446
Paul McGill	222 BRYAN PL	CAMBRIA	93428
Cass House Inn	222 N. Ocean Ave	Cayucos	93430
Be Relaxed & Comfortable in the Pines	223 San Miguel	Cambria	93428
Bruce Mumper	223 San Miguel	Cambria	93428
Modern Townhome for 6	223 San Miguel	Avila Beach	93424
The Pierce House	223 San Miguel	Cambria	93428
Branko Properties, LLC	2232 LANGTON ST	CAMBRIA	93428

Business Name	Address	City	Zip
The Whale Watcher	2233 MADISON ST	CAMBRIA	93428
Hester's Hideaway	2234 Pacific Ave.	Cayucos	93430
SeaCrest OceanFront Hotel	2241 Price Street	Pismo Beach	93449
Best Western Tradewinds	225 Beach Street	Morro Bay	93442
Bay View Inn	225 Harbor Street	Morro Bay	93442
Susan Grueneberg	225 HASTINGS	CAMBRIA	93428
Everything Needed for a Family Vacation	225 Pacific Ave	Cayucos	93430
New Townhome with Master Bath Jacuzzi	225 San Miguel	Avila Beach	93424
Susan & Robert McDonald Vacation Rental	225 San Miguel	Cambria	93428
Three Bedroom Lodge Hill Home	225 San Miguel	Cambria	93428
Weymouth House	225 San Miguel	Cambria	93428
Stenner Creek Ranch	2265 Stenner Creek Ranch	San Luis Obispo	93405
House of Another Thyme	227 Le Point St.	Arroyo Grande	93420
Holland Ranch Rentals	2275 CARPENTER CANYON RD	San Luis Obispo	93401
290 Degree Views	2285 Cass Avenue	Cayucos	93430
Michael Dobrotin	2296 RIDGE RIDER RD	BRADLEY	93426
Blue Seal Inn	230 Dolliver	Pismo Beach	93449
Quality Inn - Pismo Beach	230 Five Cities Dr.	Pismo Beach	93449
Pismo Beach Hotel, The	230 Pomeroy Avenue	Pismo Beach	93449
Monika J. Tanhill	2300 PINERIDGE DR	CAMBRIA	93428
Eric J. Morley	2310 CLAASSEN RANCH LN	PASO ROBLES	93446
Mee Young Lee	2310 PIERCE AVE	CAMBRIA	93428
IVDC, LLC	233,235,237 SAN MIGUEL	AVILA BEACH	93424
Linda A. Bell	235 San Miguel	Cambria	93428
Michael O'Sullivan	235 San Miguel	Cambria	93428
Old Style Avila Charm	235 San Miguel	Avila Beach	93424
Robin Anderson	235 San Miguel	Cambria	93428
Maggie Or Johnathon Christie	238 PACIFIC A & B	CAYUCOS	93430
Renovated, Vibrant & Lovely Home	24 16th Street	Cayucos	93430
Sea Garden Motel	240 Stimson	Pismo Beach	93449
Terry & Susanne Waite	2401 WILCOMBE DR	CAMBRIA	93428
Kenneth Wrye	2404 BRADFORD PL	CAMBRIA	93428
Clay Or Lucy Holland	2406 MADISON	CAMBRIA	93428
Pismo Lighthouse Suites	2411 Price Street	Pismo Beach	93449
Kathy & Randy Bonner	2428 WILCOMBE	CAMBRIA	93428
Burt/Sowle Trustees	2431 SHERWOOD DR	CAMBRIA	93428
The Pierce House	2442 PIERCE AVE	CAMBRIA,	93428
Judy Creek	2450 SYMPHONY OAKS DR	TEMPLETON	
Holiday Inn Express - Paso Robles	2455 Riverside Avenue	Paso Robles	93446
Weymouth House	247 WEYMOUTH	CAMBRIA	93428
Michael O'Sullivan	2471 BANBURY RD	CAMBRIA	93428
Olallieberry Inn, Llc	2476 MAIN ST	CAMBRIA	93428
Estero Bay Motel	25 South Ocean Avenue	Cayucos	93430
Avila Hot Springs	250 Avila Drive	Avila Beach	93405
Ocean Breeze Inn at Pismo Beach	250 Main Street	Pismo Beach	93449

Business Name	Address	City	Zip
Best Western Plus San Marcos Inn	250 Pacific Street	Morro Bay	93442
Cavalier Inn & Restaurant	250 SAN SIMEON AVE	SAN SIMEON	93452
Wine Country RV Resort	2500 Airport Road	Paso Robles	93446
Kimberly Maston	2500 EMERSON RD	CAMBRIA	93428
Martin Barman	2505 VICTORIA WAY	CAMBRIA	93428
Lovely Ocean and Forest View Home	251 Avila Drive	Cambria	93428
David M. Brown	251 DORSET AVE	CAMBRIA	93428
Anne Laddon	251 KENDALL LN	CAMBRIA	93428
Richard & Samantha Maybury	251 KERWIN ST	CAMBRIA	93428
Melvin & Patricia J. Dorin	2510 BANBURY RD	CAMBRIA	93428
Ricardo & Laura Silberman	2517 PIERCE AVE	CAMBRIA	93428
Jennifer and Jeff Nay	2519 LEONA DR	CAMBRIA	93428
Steadfast Point	252 Avila Drive	Cambria	93428
Laird Vacation Rental	252 N. Ocean Ave.	Cayucos	93430
Robert & Nancy Whalen	2523 Wilcombe Road	Cambria	93428
The Haymakers Inn	2525 ADOBE RD	PASO ROBLES	93446
Olallieberry Inn Bed & Breakfast	253 Avila Drive	Cambria	93428
Emerson Tree House	2537 Emerson	Cambria	93428
Aida Silva	2537 SHORELINE RD	BRADLEY	93426
Villa Valdemosa Bed & Breakfast Inn	2552 Old Grove Lane	Paso Robles	93446
Pickford House	2555 Macleod Way	Cambria	93428
Best Western PLUS Shore Cliff Lodge	2555 Price Street	Pismo Beach	93449
Inn at Avila Beach	256 Front Street	Avila Beach	93424
Robert & Nancy Whalen	2561 Madison	Cambria	93428
Gene Blocher	2561 MADISON ST	CAMBRIA	93428
Marine Terrace 5 Bedroom Home	2561 Victoria Way	Cambria	93428
Eric & Cherie Jensen	2567 SHERWOOD DR	CAMBRIA	93428
Marine Terrace Rustic Ocean Front	2567 Sherwood Dr.	Cambria	93428
Anne Laddon	257 A,B,C First St.	Cambria	93428
Beach Retreat in Avila Beach (Unit A, B & C)	257 A,B,C First St.	Avila Beach	93424
David M. Brown	257 A,B,C First St.	Cambria	93428
Serene Zen Retreat	257 A,B,C First St.	Cambria	93428
Merry Weather Retreat	257 Front Street	Cambria	93428
Pines with a View	258 B First St.	Cambria	93428
Roderick & Kathy Smith	258 Front Street	Cambria	93428
Elevation	258 Worchester	Cambria	93428
Acorn Hideaway	2581 Emerson Rd	Cambria	93428
Stanley Don Connors	2581 SHORELINE RD	BRADLEY	93426
Ab-Fab	2587 Romney Drive	Cambria	93428
Casey & Timothy Hosman	2588 Tipton	Cambria	93428
Moonshell	259 B First St.	Cambria	93428
Dreamcatcher	259 Front Street	Cambria	93428
Ammy Naff	2592 Wilcombe	Cambria	93428
Charming 1 edroom 1 bath, Close to Downtown	26 St. Mary	Cayucos	93430

Business Name	Address	City	Zip
Richard & Samantha Maybury	260 B First St.	Cambria	93428
Ascot Suites	260 Morro Bay Blvd.	Morro Bay	93442
Beautiful Home with Open Floor Plan	260 Worcester	Cambria	93428
Rodney Wadsworth	2600 CAPTAINS WALK	BRADLEY	93426
Rod & Andrea Olguin	2602 SHORELINE RD	BRADLEY	93426
Honey Oak House	2602 Templeton Road	Templeton	93456
Berge J. Badalian	2605 Ocean Avenue	Cayucos	93430
R. Michael & Debbie Contro	2607 SHORELINE RD	BRADLEY	93426
Roomy & Comfortable Single Story Home	261 Chatham	Cambria	93428
Kyle or Judy Divine	2612 CAPTAINS WALK	BRADLEY	93426
Cindy Sugimoto	2612 STUDIO DR	CAYUCOS	93430
La Quinta Inn & Suites	2615 Buena Vista Drive	Paso Robles	93446
Creekside Inn	2618 Main Street	Cambria	93428
Hot Tub & Decks	2620 Merlyn Ave.	Cambria	93428
Holland Inn	2630 Main Street	Morro Bay	93442
William & Barbara Hughes	2635 PINE RIDGE RD	BRADLEY	93426
Largest Ocean View Home	264 Bowie Dr	Los Osos	93402
5 Bedroom Oceanfront	2640 Studio Drive	Cayucos	93430
James Pahler	2641 CROWS NEST LOOP	BRADLEY	93426
Sandi & George Derpic	2641 PINE RIDGE RD	BRADLEY	93426
Jan Dennehy	2644 PINE RIDGE RD	BRADLEY	93426
Crow's Nest	2650 Marlborough	Cambria	93428
Best Western PLUS Shelter Cove Lodge	2651 Price Street	Pismo Beach	93449
The Casitas of Arroyo Grande	2655 LOPEZ DR	Arroyo Grande	93420
Enchanted Gardens	2656 Lopez Dr	Cambria	93428
Robert & Amy Lammert	2657 Lopez Dr	Cambria	93428
Barbara Kosanke	2658 Lopez Dr	Cambria	93428
Kurt & Cary Mason	2659 PINE RIDGE RD	BRADLEY	93426
Michael Fahim	2660 PINE RIDGE RD	BRADLEY	93426
Cambria Palms Motel	2662 Main St	Cambria	93428
Charmer on the Beachfront	2662 Studio	Cayucos	93430
Dennis & Alice Berry	2669 Orville Ave	Cayucos	93430
Enclosed Patio with Great Ocean Views	267 Stafford St.	Cambria	93428
Sweet & Simple 1 Bedroom Duplex	2670 Studio Drive	Cayucos	93430
Rustic Oceanfront Home	2675 Sherwood Dr	Cambria	93428
Bringyourbeachtoys	2689 CIENAGA ST	OCEANO	93445
Classic Cayucos Beach Home	2692 Studio Drive	Cayucos	93430
Jill Ochiner	2693 OCEAN BLVD	CAYUCOS	93430
One Level Rustic Beach House	2698 Sherwood Dr.	Cambria	93428
Beautiful Home with Lovely Views	27 Bakersfield	Cayucos	93430
Victorian Cottage by the Sea	270 Chatham	Cambria	93428
Lighthouse View Estates	270 Via Piedras Blancas	San Simeon	93452
Travelodge - Paso Robles	2701 Spring Street	Paso Robles	93446
Spyglass Inn	2705 Spyglass Drive	Pismo Beach	93449
Villa Cantina	2709 LOOKOUT LOOP	BRADLEY	93426

Business Name	Address	City	Zip
Private Beach Access, Single Story Home	2712 Studio Dr	Cayucos	93430
Ranck's Roost	2721 LOOKOUT LOOP	BRADLEY	93426
Mark McCoy/Jill Butler	2723 Santa Barbara	Cayucos	93430
James R. Wilkins	2725 GENESEO RD	PASO ROBLES	
Dolphin Bay Resort and Spa	2727 Shell Beach Road	Pismo Beach	93449
Fog's End	2735 MAIN ST	CAMBRIA	93428
Michael Deldin	2736 Pecho Valley Road	Los Osos	93402
Winter Johnson	2745 Evensong Way	Cambria	93428
Budget Inn	2745 Spring Street	Paso Robles	93446
What a Great Gathering!	2746 Santa Barbara	Cayucos	93430
Townhouse Motel	2749 Spring Street	Paso Robles	93446
Bristol by the Sea	275 Bristol Street	Cambria	93428
Conover Lane Properties	275 CONOVER LN	TEMPLETON	93465
Two Bedroom Moonstone Beach House	275 Stafford	Cambria	93428
Avila Healing Hideaway	2750 DAVIS CANYON RD	San Luis Obispo	93405
Harry & Sandra Redmond	2755 HOLDEN PL	CAMBRIA	93428
Bill Matthes	2755 Holden Place	Cambria	93428
The Cliffs Resort	2757 Shell Beach Road	Shell Beach	93449
Connie Crowley	2757 Windsor	Cambria	93428
Windows & Views	2764 Studio Dr.	Cayucos	93430
Alan / Retagene Hanslik	2770 Burton Circle	Cambria	93428
Unique Beach House	2774 Studio Dr.	Cayucos	93430
Mike Perry	2775 Santa Barabra Avenue	Cayucos	93430
Heather Miller	2775 SANTA BARBARA AVE	CAYUCOS	93430
Mcdermott House	2792 Studio Dr.	Cayucos	93430
John B. Kalender	2794 Orville	Cayucos	93430
GJ Ventures, LLC	2794 Santa Barbara	Cayucos	93430
Wendy Smith	2795 Studio Dr.	Cayucos	93430
Cayucos 3 Bedroom Townhome	28 S Ocean Ave	Cayucos	93430
Luxury 1 Bedroom, 1 Bathroom Apartment	28 San Miguel	Avila Beach	93424
Across the Street From the Beach	280 N. Ocean Ave.	Cayucos	93430
Luxury Ocean View Sleeps 14+	280 Travis Dr.	Los Osos	93402
Tiber Canyon Ranch	280 W ORMONDE RD	San Luis Obispo	93401
Edgewater Inn & Suites	280 Wadsworth Ave.	Pismo Beach	93449
Patricia Wood	2815 STUDIO DR	CAYUCOS	93430
Reid Lundstrom	2815 Studio Dr.	Cayucos	93430
Margate Suite	2828 MARGATE	CAMBRIA	93428
Pacific Cottage Motel	2830 Alder Avenue	Morro Bay	93442
Robert & Anthony Krause	284 Pacific	Cayucos	93430
Kevin Or Sharyn Miller	2850 Burton Circle	Cambria	93428
Burtness Properties	2856 LANDS END RD	OAK SHORES	93426
Steve & Michelle Cardella	286 WEYMOUTH ST	CAMBRIA	93428
Mermaid's Tale	286 Weymouth Street	Cambria	93428
Patricia Ouellet	2860 LANDS END	BRADLEY	93446
Beachfront 3 Bedroom, 3 Bathroom Home	2874 Studio Dr.	Cayucos	93430

Business Name	Address	City	Zip
Comus House at Denner Vineyards	2885 Willow Creek Road	Paso Robles	93446
Oceanfront Home with Grassy Yard & Stairs to the Beach	2886 Studio Dr	Cayucos	93430
Bob & Patricia Tharp	2895 STUDIO DR	CAYUCOS	93430
Across from Cayucos Beach	2895 Studio Dr.	Cayucos	93430
Near Beach Bungalow	29 20th Street	Cayucos	93430
Donald J. Kaplan	29 San Miguel	Cambria	93428
Morro Shores Inn & Suites	290 Atascadero Road	Morro Bay	93442
Cambria Pines Lodge	2905 Burton Drive	Cambria	93428
Vintage Cayucos Beach House	2908 Studio Dr	Cayucos	93430
McCabe Rental	2912 Gilead Lane	Paso Robles	93446
Stephen J.M. Morris & John W. Russell	292 Orlando	Cambria	93428
Seven Sisters Vacation Rentals	2920 NIGHT HAWK WAY	AVILA BEACH	93424
Solitude 2	2929 CRESTON RIDGE LN	PASO ROBLES	93446
Karen Rodriguez	295 Orlando	Cambria	93428
James Mase	295 Plymouth	Cambria	93444
Ocean & Mountain View Villa	295 Via Piedras Blancas	San Simeon	93452
2 Blocks to the Beach	2959 Orville	Cayucos	93430
John & Susan Farrell	2973 Burton Circle	Cambria	93428
Dancing Deer Farm	2975 VINEYARD DR	TEMPLETON	93465
Motel 6 Morro Bay	298 Atascadero Road	Morro Bay	93442
Serge & Wendy Albert	299 CAYUCOS DR C	CAYUCOS	93430
J. Patrick House	2990 Burton Drive	Cambria	93428
All-Encompassing Views	30 5th St.	Cayucos	93438
Heavenly Ocean View	30 San Miguel	Cambria	93428
Carriage House on Horse Ranch in Edna Valley/Greengate Ranch	300 Greengate Road	San Luis Obispo	93401
Vina Robles Guesthouse	3000 PLEASANT RD	SAN MIGUEL	93451
The Oaks Hotel	3000 Riverside Drive	Paso Robles	93446
Dorothy Starr / Gary Starr & Anita Starr	3001 Ocean Ave	Cayucos	93430
Jenifer Rhynes	3001 OCEAN BLVD	CAYUCOS	93430
Victoria's Last Resort	3003 Ardath Drive	Cambria	93428
Spence / Debbie Grafft	301 Bakersfield Avenue	Cayucos	93430
Nice 3 Bedroom House Close to Beach	3017 Ocean	Cayucos	93430
Avila Beach Apartments & Vacation Rentals	302 2nd Street	Avila Beach	93424
Pacific Breeze	303 Jean St.	Cambria	93428
Tony Adamo	303 Wallbridge Dr.	Cambria	93428
Beautiful Tree Top Panorama	304 2nd Street	Cambria	93428
Donna Proctor Trustee	304 Bristol Street	Cambria	93428
Ernest / Kathryn Rossi	304 Grove St.	Los Osos	93402
Tolle House	305 14th St.	Paso Robles	93446
Bella Casa	305 16th St.	Paso Robles	93446
Traci Wilson	305 1ST STREET	AVILA BEACH	93424
Ricardo & Laura Silberman	305 2nd Street	Cambria	93428
Casa La Mar	305 Fallbrook St	Cambria	93428

Business Name	Address	City	Zip
The Boat House	305 Hacienda Drive	Cayucos	93430
Marina Street Inn B&B	305 Marina Street	Morro Bay	93442
Fully Equipped, Beautiful Home	305 Pembroke Drive	Cambria	93428
Avila Beach Apartments & Vacation Rentals	306 2ND ST	AVILA BEACH	93424
Wedgewood Beach House	306 Wedgewood	Cambria	93428
Designed Specifically for Family Gatherings	3060 Mills	Cambria	93428
The New Wilson Trust	3074 S EL POMAR RD	TEMPLETON	93465
Sarah Kelly	308 HACIENDA DR	CAYUCOS	93430
Melvin & Patricia J. Dorin	31 San Miguel	Cambria	93428
Robert Campbell	310 Cambridge Street	Cambria	93428
Choose A Beach Activity/Steps to the Sand	310 Sandpiper Lane	Oceano	93445
Surf, Kayak, Beachcomb & More/Surfbeach&Sand	310 Surf	Oceano	93445
Treasures Vacation Rentals	310 YORK AVE	OCEANO	93445
Magnificent Oceanfront	3106 Studio	Cayucos	93430
Glenn & Sharon Adams	3109 E BEACH CIR	BRADLEY	93426
Feet to the Sand	311 Sandpiper Lane	Oceano	93445
W. Bryant Migliaccio	3111 South Ocean	Cayucos	93430
Garden Cottage Retreat	3113 Rogers Dr.	Cambria	93428
East Beach LLC	3124 E BEACH CIR	BRADLEY	93426
Keene RV Mobile Home Park	3126 Spring Street	Paso Robles	93446
Thom / Deborah Hume	3135 Studio Drive	Cayucos	93430
Ronald & Dolores Magness	315 Bristol	Cambria	93428
Hoffberg	315 BRISTOL ST	CAMBRIA	93428
50 Feet to sand	315 UTAH	OCEANO	93445
Jerry Bradley	3165 Ardash	Cambria	93428
John M. Wilson	317 1ST STREET	AVILA BEACH	93424
Pilot House	317 Orlando St	Cambria	93428
Perfectly Located Close to Downtown Cayucos & Morro Bay	3180 Studio Dr	Cayucos	93430
Chris Jacobs	3183 Studio Dr.	Cayucos	93430
Linda Schwartz / Julie Gertler	319 York	Oceano	93445
Dixi L. Henson Exemption Trust	319 YORK AVE	OCEANO	93445
Great Family Home	3191 Ocean Blvd.	Cayucos	93430
John Diener	32 So. Ocean Ave	Cayucos	93430
Tigg G. Morales	320 Drake St.	Cambria	93428
Birds of a Feather	320 Juanita	Oceano	93445
Marine Terrace Two Bedroom Home	320 Orlando	Cambria	93428
Cool House A Cool View	320 Wellington Drive	Cambria	93428
Allan Family L.P.	321 Juanita Ave.	Oceano	93445
Awesome House, Awesome View	321 Wellington Drive	Cambria	93428
Popular Beachfront	3212 Studio	Cayucos	93430
Art Crispino	322 Atwell	Cambria	93428
Charming 4 Bedroom	3223 S Ocean	Cayucos	93430
Gaze Out at the Views, Sunsets, & Wildlife	3224 Studio Drive	Cayucos	93430

Business Name	Address	City	Zip
Hillside Home	3229 Shearer	Cayucos	93430
Steps to the Waves and Sleeps 12!	324 Sandpiper	Oceano	93445
Comfortable 3 Bedroom Home	324 Utah Ave	Oceano	93445
Bette Wells	324 YORK AVE	OCEANO	93445
Morro Bay Vacation Stays	3240 Main St.	Morro Bay	93442
Bruce & Sandra Kessler	325 DORSET ST	CAMBRIA	93428
Kevin & Dannelle Blain	325 DORSET ST	CAMBRIA	93428
Paso Robles Vacation Rentals	325 HILLTOP DR	PASO ROBLES	93446
Norma J Eisenhower	3250 Pickwick Ln	Cambria	93428
Beach House on Moonstone	3254 Avila Beach Drive	Cambria	93428
Beachfront Cottage for 6	3254 Avila Beach Drive	Cambria	93428
Jarlath or Diane Oley	3254 Avila Beach Drive	Cambria	93428
Natalie Rabiner	3254 Avila Beach Drive	Cambria	93428
Robert Hoeck or Meryl Ann Lagotta	3254 Avila Beach Drive	Cambria	93428
San Luis Bay Inn	3254 Avila Beach Drive	Avila Beach	93424
Strawberry Canyon Charmer	3254 Avila Beach Drive	Cambria	93428
Rebecca Rollins	3255 Avila Beach Dr.	Cambria	93428
Snug Harbor	3256 Avila Beach Dr.	Cambria	93428
Todd M. Arndt And Sandra L. Arndt	3257 Avila Beach Dr.	Cambria	93428
Mondo Cellars	3260 Nacimiento Lake Drive	Paso Robles	93446
Bee House	3269 Shearer Avenue	Cayucos	93430
Denise Novell	328 Mccarthy	Oceano	93445
Berardo Winery Vacation Rentals - Inn	3280 Township Road	Paso Robles	93446
Arroyo Grande Motel	329 Traffic Way	Arroyo Grande	93420
Phil / Esther Keosababian	3293 Ocean Blvd	Cayucos	93430
Oceanfront Home with Stairs to the Beach	3298 Studio	Cayucos	93430
Spacious & Charming Home	33 14th St	Cayucos	93430
Nicely Furnished Home 1/2 Block from the Beach	33 23rd Street	Cayucos	93430
New Home with Lovely Ocean Views	330 Jean	Cambria	93428
Coastal Vacation Rentals	330 Main Street	Pismo Beach	93449
Beachfront Duplex	3300 Studio Drive	Cayucos	93430
Nelson R. Bernal	3307 Studio Drive	Cayucos	93430
Private Home Located 1/2 Block from the Beach	332 York	Oceano	93445
Terry Carter	333 Juanita Ave	Oceano	93445
Embassy Suites Hotel	333 Madonna Road	San Luis Obispo	93405
Cayucos Beach Inn	333 S. Ocean Ave.	Cayucos	93430
Blue Sea Castle	334 Castle	Cambria	93428
Tom/Lynn Walsh	334 Kerwin St.	Cambria	93428
Clark Family Vineyard	3343 VINE HILL LN	PASO ROBLES	93446
Cynthia Van Hoff	3361 Studio Dr.	Cayucos	93430
Jennifer & Randall McNamee	3389 Ocean Blvd.	Cayucos	93430
Dog Friendly in Park Hill	340 Dorset	Cambria	93428
Luxury in Avila Beach	340 Ocean Oaks Lane	Avila Beach	93424

Business Name	Address	City	Zip
Kearney Rentals LLC	3407 Ocean	Cayucos	93430
Cape Cod Style Condo	341 First St	Avila Beach	93424
Seaclusion	341 Ocean Oaks Lane	Cambria	93428
Large Family Retreat Near Beach	3413 Shearer	Cayucos	93430
Modern Eagle's Nest	342 First St	Cambria	93428
Comfort and Charm	342 Ocean Oaks Lane	Cambria	93428
George & Shan Watters	343 First St	Cambria	93428
Oceanfront, 2 Story Home	3436 Studio Dr	Cayucos	93430
Paul G. Stoltz	3436 STUDIO DR	CAYUCOS	93430
Francis / Susan Lojacono	3444 Studio Drive	Cayucos	93430
Kenneth D. Riener	3448 Studio Drive	Cayucos	93430
Chris Disalvo	345 Atwell St.	Cambria	93428
Fabulous Marine Terrace Home	345 Lampton	Cambria	93428
Avenue Inn	345 Marsh Street	San Luis Obispo	93401
Fresh Enterprises	3455 Studio Drive	Cayucos	93430
Enigma	3455 Vista Del Ciudad	San Luis Obispo	93401
Recently Remodeled 2 Bedroom Home	3476 Shearer	Cayucos	93430
David Thurman	3478 Davies	Cayucos	93430
Bob Kasper	3485 Gilbert Avenue	Cayucos	93430
Bonnie L Spencer	349 N OCEAN A-8	CAYUCOS	93430
Angelina Boaz Trust	349 N OCEAN B-1	CAYUCOS	93430
North Ocean I, LLC	349 N OCEAN AVE 15-A	CAYUCOS	93430
Laura Morrison	349 N OCEAN AVE A-16	CAYUCOS	93430
Marilyn & Robert Sampica	349 N OCEAN AVE A-21	CAYUCOS	93430
Pat Danna / Carole Shafe	349 N OCEAN AVE A20	CAYUCOS	93430
Richard / Catherine / Hunter Russell	349 N OCEAN AVE A22	CAYUCOS	93430
Marlene Johnson	349 N OCEAN AVE A3	CAYUCOS	93430
Larry A King	349 N OCEAN AVE A9	CAYUCOS	93430
Sondra Matesky	349 N OCEAN AVE B3	CAYUCOS	93430
Sondra Matesky	349 N OCEAN AVE B4	CAYUCOS	93430
Randy or Karen Redfield	349 N OCEAN AVE B5	CAYUCOS	93430
Patricia Date	349 N OCEAN AVE B7	CAYUCOS	93430
Lisa Monaco	3493 STUDIO DR	CAYUCOS	93430
Romanza	350 Kerwin	Cambria	93428
Neil Gonnella	350 Plymouth St	Cambria	93428
Access to the Ranch & Water	351 Wedgewood	Cambria	93428
Oakdale Ranch	3510 OAKDALE RD	PASO ROBLES	93446
Hustace Trust	3519 STUDIO DR	CAYUCOS	93430
David Hardee	3525 ADELAIDA RD	PASO ROBLES	93446
Rodney Cegelski	353 1ST STREET	AVILA BEACH	93424
Embrace Your Surroundings In This Tri-Level Home	353 Huntington	Cambria	93428
Mike And Wilma Roller	353 MCCARTHY #1&2	OCEANO	93445
Roomy, Single Story House	3530 Studio Dr	Cayucos	93430
Ocean Sky Property Management	354 MCCARTHY AVE	OCEANO	93445

Business Name	Address	City	Zip
Croad Inn	3540 Vinedo Robles Lane	Paso Robles	93446
Paso Robles Wine Country Inn	3548 Spring Street	Paso Robles	93446
Philip & Linda Martin	3551 DAVIES AVE	CAYUCOS	93430
Avila Grocery Sleeps 6	356 Front St	Avila Beach	93424
Romantic, Waterfront Getaway for Two on Morro Bay/Green Cottage on Morro Bay	356 Mitchell Dr.	Los Osos	93402
Sea Dunes	356-360 Pier Ave.	Oceano	93445
Great Home Across from the Beach	3561 Studio Drive	Cayucos	93430
Stargazer	357 Front St	Cambria	93428
Joseph M. Schacherer Jr.	357 McCarthy Avenue	Oceano	93445
Flawless Ocean Views	358 Front St	Cambria	93428
Perfect Spot to Experience Living on the Beach	359 First St	Avila Beach	93424
Rancho La Campana	3590 OAKDALE RD	PASO ROBLES	93446
Bob & Margo Gould	36 N. Ocean Avenue	Cayucos	93430
Conventional Oceanview Home	36 Oceanfront Lane	Cayucos	93430
Budget Beach House	360 Cayucos Drive	Cayucos	93430
Close to Tide Pools & Ranch Trails	360 Fallbrook	Cambria	93428
Tim & Bev Mckeehan	360 First St	Cambria	93428
Jean Street House	360 Jean	Cambria	93428
4 Bedroom Cayucos Home	360 North Ocean	Cayucos	93430
Dita Resella	3600 Studio Dr.	Cayucos	93430
Artist Cottage	361 First St	Cambria	93428
Cape Cod Charm by the Sea	362 Plymouth	Cambria	93428
3620 Studio Drive	3620 STUDIO DR	CAYUCOS	93430
Beachfront House for 6	3620 Studio Drive	Cayucos	93430
Chelsea Pointe	365 Chelsea	Cambria	93428
Ryan Home	365 Hilltop Drive	Paso Robles	93446
View Piedras Blancas Lighthouse	365 Leighton	Cambria	93428
Bella Collina	3650 Mustang Springs Road	Paso Robles	93446
John Or Loan Rabinowitz	366 Kerwin	Cambria	93428
Charles & Carmen Peterson	366 KERWIN ST	CAMBRIA	93428
Shell-Abration	369 Mccarthy	Oceano	93445
John F. Swift	3698 Clark Valley Rd.	Los Osos	93402
Big Red House	370 Chelsea Lane	Cambria	93428
Park Hill 3 Bedroom Home	370 Huntington Rd.	Cambria	93428
Susan Gonzales	370 Wedgewood	Cambria	93428
Valentina Inn & Villas	371 Pismo Street	Pismo Beach	93449
Summerhill Ranch	3710 PEACHY CANYON RD	PASO ROBLES	93446
Ocean Song	373 Kerwin	Cambria	93428
Kevin & Judith Cadigan	374 North Court	Los Osos	93402
Betty J Malone	375 Ivar	Cambria	93428
Wild Coyote Winery Bed Breakfast/Vacation Rental	3775 Adelaida Road	Paso Robles	93446
Great Beach House!	38 7th St.	Cayucos	93430

Business Name	Address	City	Zip
June Vineyards	380 & 390 SAN MARCOS RD	PASO ROBLES	93446
Casa Encantada	380 CALLE DEL SOL	NIPOMO	93444
Robert Naste	380 Castle St.	Cambria	93428
Elton Hankins	380 Drake St.	Cambria	93428
Fiddlers Green	380 Fallbrook St.	Cambria	93428
Dolphin Dreams	382 Atwell	Cambria	93428
Eliana Interior Design	39 12th St.	Cayucos	93430
Ocean Palms Motel	390 Ocean View Ave	Pismo Beach	93449
Newer Multi-level Triplex	390 Park A	Cayucos	93430
Newer Multi-level Triplex	390 Park C	Cayucos	93430
The Victorian Rose Garden B&B	391 D Street	Cayucos	93430
Romantic Ranch Walks	393 Harvey	Cambria	93428
Beach Chalet	394 Plymouth	Cambria	93428
Happy Hill 3 Bedroom Home	394 Warwick St.	Cambria	93428
All Views	395 Cambridge	Cambria	93428
Cindy & Bob Rucker	395 Crestmont Dr.	San Luis Obispo	93401
Castle by the Sea	397 Castle Street	Cambria	93428
Astounding Ocean Views	398 Lancaster	Cambria	93428
Mariner's Retreat	399 Lancaster	Cambria	93428
Large Home Across the Street from the Beach	399 Pacific	Cayucos	93430
The Dolphin Inn	399 S OCEAN AVE	CAYUCOS	93430
Short Distance from Downtown & Moonstone Beach	399 Wellington	Cambria	93428
Eye-Catching Views	40 Oceanfront Lane	Cayucos	93430
Close to Shamel Park & the Beach	400 Norfolk	Cambria	93428
Pete Or Vivien Vander Poel	400 Pacific	Cayucos	93430
Spectacular Ocean Viewing Deck	401 Hastings St.	Cambria	93428
Marine Home Located a Short Distance to Moonstone Beach	401 Weymouth	Cambria	93428
Hummingbird House	4015 ALMOND DR	TEMPLETON	93465
Farmhouse on Oakdale	4020 OAKDALE RD	PASO ROBLES	93446
The Burton Inn	4022 BURTON DR	CAMBRIA	93428
San Luis Inn & Suites	404 Santa Rosa St.	San Luis Obispo	93405
Mary & Robert Pope	405 Dorset	Cambria	93428
The Squibb House	4063 BURTON DR	CAMBRIA	93428
Quercus Acorn Cottage	407 19th St.	Paso Robles	93446
Evensong	407 WEYMOUTH ST	CAMBRIA	93428
Hodges & Dunlap	41 6TH ST	CAYUCOS	93430
Judy or Doug Boyer	410 Chaney	Cayucos	93430
Robert Sansom	410 LANCASTER ST	CAMBRIA	93428
Eagle's Nest	410 Norfolk	Cambria	93428
Four Story Home in Coveted Park Hill Area	411 Bristol	Cambria	93428
Cambridge House	411 Cambridge	Cambria	93428
Gary & Laurie Motil	413 St. Mary	Cayucos	93430

Business Name	Address	City	Zip
Creston Road House	4141 CRESTON RD	PASO ROBLES	93446
Pirate's Cove	415 Huntington	Cambria	93428
Park Hill Studio	419 Bristol	Cambria	93428
Seaside Motel	42 Ocean Avenue	Cayucos	93430
Dancing Horse Ranch and Retreat	4201 Lake Nacimiento Road	Paso Robles	93446
Vintage Ranch	4210 OAK FLAT RD	PASO ROBLES	93446
Calipaso Winery - Villa Toscana	4230 Buena Vista Drive	Paso Robles	93446
Carolyn Davis	425 PACIFIC	CAYUCOS	93430
Farmhouse Motel	425 Spring Street	Paso Robles	93446
Sunrise Hill	4251 RANCHITA VISTA WAY	SAN MIGUEL	93451
Park Hill Pinnacle	427 Hastings	Cambria	93428
Gary Kozuki	427 HASTINGS ST	CAMBRIA	93428
Wytmar Farming, LLC	4270 RANCHITA CANYON RD	SAN MIGUEL	93451
Black Mountain RV Park and Campground	4293 Calf Canyon Hwy	Creston	93432
Daniel Carter	43 5th Street	Cayucos	93430
Carol & Matthew Halsey	430 ORLANDO	CAMBRIA	93428
Orlando Magic	430 Orlando	Cambria	93728
Bridge Street Inn	4314 BRIDGE ST	CAMBRIA	93428
Carriage Vineyards Llc	4337 S EL POMAR	TEMPLETON	93465
Maxwell Anthony Pacific Incorporated	44 16TH ST	CAYUCOS	93430
Forrest & Frances Martin	44 24th St.	Cayucos	93430
Beach House	440 Cambridge St.	Cambria	93428
Small Yet Well Equipped	444 Pier #107	Oceano	93445
Pacific Plaza Hotel & Resort	444 Pier Avenue	Oceano	93445
Condo Close to Oceano Dunes	444 Pier Avenue Unit 111	Oceano	93445
Richard & Barbara West	444 Warwick	Cambria	93428
Coastal Escapes, Inc. (Cayucos)	445 S OCEAN AVE	CAYUCOS	93430
Beachfront House for 8	447 Lucerne	Cayucos	93430
Jack W. Ahart	448 HASTINGS ST	CAMBRIA	93619
Lee A Hoover	448 HASTINGS ST	CAMBRIA	93428
A Step Away	448 Plymouth	Cambria	93428
Jeane Craven	448 Wellington Drive	Cambria	93428
Oak Flat Retreat	4485 OAK FLAT RD	PASO ROBLES	93446
Hidden Hills Bed & Breakfast	4490 S EL POMAR	TEMPLETON	93465
Wayne & Karen Shimizu	45 19th Street	Cayucos	93430
Hope's Happy Home	45 9th St.	Cayucos	93430
Phyllis Coring	451 Emmons	Cambria	93428
Park Hill White Water Views	454 Pembroke	Cambria	93428
Beruli Vineyards	4550 DEL MAR LN	PASO ROBLES	93446
Howling Dog Ent	46 19TH ST	CAYUCOS	93430
Comfortable & Roomy 2-Story House	460 St Mary Ave	Cayucos	93430
Paul & Suzanne Ware	4615 PREFUMO CANYON RD	San Lus Obispo	93405
Lloyd & Renee Greif	4621 Windsor Blvd.	Cambria	93428
Casa Azul	464 Front St.	Avila Beach	93424
Adams Vacation Rental	464 Stuart Ave.	Cayucos	93430

Business Name	Address	City	Zip
Seaclift Cove	4640 Windsor	Cambria	93428
Lodge Hill 4 Bedroom Home	465 Front St.	Cambria	93428
Jordan Rental	466 Front St.	Cambria	93428
Winemakers Porch Bed & Breakfast at Frances James Vineyard	4665 Linne Road	Paso Robles	93446
Rock Basin Vineyards & Guest Houses	4670 LAS PILITAS RD	SANTA MARGARITA	93453
Rock Basin Vineyards & Guest Homes	4680 LAS PILITAS RD	SANTA MARGARITA	93453
Rinconada Dairy Farm Stay	4680 W POZO RD	SANTA MARGARITA	93453
Nautical Themed House	47 21st Street	Cayucos	93430
Coppin's Cove	47 Ash	Cayucos	93430
Toni Legras	472 S OCEAN AVE	CAYUCOS	93430
Near Beach with Sun Room	472 S. Ocean Ave.	Cayucos	93430
Amelia's Loft	4720 Wing Way	Paso Robles	93446
A+ Beachfront Home	474 Pacific	Cayucos	93430
Frances Fidler	475 Worcester	Cambria	93428
Seaclift Estate	4754 Windsor Boulevard	Cambria	93428
Windsor Cove	4757 Windsor Blvd	Cambria	93428
Serenity	476 Bristol St.	Cambria	93428
Mitsuno and Ken Baurmeister	48 15th Street	Cayucos	93430
See Lyon Beach Rentals	48 S. Ocean	Cayucos	93430
Newly Remodeled Seaclift Estate	4812 Windsor Blvd	Cambria	93428
Debbie Carolan	484 NORFOLK ST	CAMBRIA	93428
Russ Spain	484 Norfolk Street	Cambria	93428
Oceanfront with Hot Tub	4849 Windsor Blvd	Cambria	93428
Avila Beach Management, LLC	488 FRONT ST	AVILA BEACH	93424
Cambridge View	490 Cambridge	Cambria	93428
Beach Walker Inn & Suites	490 Dolliver	Pismo Beach	93449
Ray Or Jean Thomas	491 St Mary	Cayucos	93430
Destiny	492 Croyden	Cambria	93428
Hummingbird House	492 Dorset	Cambria	93428
Three Bedroom Seaclift Estate	4920 Windsor Blvd	Cambria	93428
Gerald Porter & Paula Porter	4940 GROVE ST	CAMBRIA	93428
Harth Happy Hill Home	495 WARWICK ST	CAMBRIA	93428
Brocklebank House	495 Weymouth	Cambria	93428
Mike Griffin	4950 Windsor	Cambria	93428
Spectacular 2 Bedroom Townhome	497 1st Street	Avila Beach	93424
Best Ocean Views	498 1st Street	Cambria	93428
Paul or Kathy Edwards	499 1st Street	Cambria	93428
Shelley Rose	499 Cambridge St.	Cambria	93428
This Unique, Oceanfront Home is so Close to the Beach	50 First St.	Cayucos	93430
J & L Rentals	50 Fresno	Cayucos	93430

Business Name	Address	City	Zip
Arroyo Village Inn	500 Traffic Way	Arroyo Grande	93420
Estero Inn	501 Embarcadero	Morro Bay	93442
Beachwalker Inn	501 S OCEAN BLVD	CAYUCOS	93430
Great Oceanfront Home	5047 Nottingham	Cambria	93428
Cozy Condo by the Sea	505 Casa Del Mar	San Simeon	93452
Ron or Sue Edwards	505 CASA DEL MAR	SAN SIMEON	93452
Seaside Escape	5050 Nottingham	Cambria	93428
Michael & Jacqueline Griffin	5061 Windsor Blvd	Cambria	93428
Richard & Cheryl Smith	5095 WHITE TAIL PL	PASO ROBLES	93446
Newell & Patricia Siler	51 6TH ST	CAYUCOS	93430
Robert / Paula Ausherman	51 Pacific	Cayucos	93430
Durie	51 Ridgeview Drive	Paso Robles	93446
Sea Gull Motel	51 S OCEAN AVE	CAYUCOS	93430
Steve & Dena Price	510 W ORMONDE RD	SAN LUIS OBISPO	93401
Canterbury Cottage	513 Canterbury	Cambria	93428
Craig Hinds	5149 Pembroke	Cambria	93428
Ernest Perevoski	515 Ash	Los Osos	93402
Bird's Eye View	515 Cambridge	Cambria	93428
Bright, Elegant & Tranquil Home	516 Plymouth	Cambria	93428
Perfect for a Small Family	5180 Guildford	Cambria	93428
Park Hill Beach House	5188 Windsor	Cambria	93428
Park Hill Home for 4	5198 Whitehall Ave.	Cambria	93428
Ovanes Kutnerian	520 Hastings	Cambria	93428
Rhonda Merrell	520 HASTINGS ST	CAMBRIA	93428
Cambria Home Escape	5201 Plymouth	Cambria	93428
Creston House at STANGER Vineyards	5225 Hwy 41	Paso Robles	93446
Loretta's Near-Shore Cottage	523 Plymouth St.	Cambria	93428
Pelican Cottage	523 Worcester Drive	Cambria	93428
Bruce & Joan Handel	524 CAMBRIDGE ST	CAMBRIA	93428
Cambridge Retreat	524 Cambridge Street	Cambria	93428
Saraceno & McCann	524 S. Ocean Ave.	Cayucos	93430
Silver Lining	5245 PASEO DE VACA	San Luis Obispo	93401
Across from the Beach	525 Pacific Avenue	Cayucos	93430
Lloyd & Renee Greif	5253 Nottingham Dr.	Cambria	93428
Killer Ocean Views	5253 Whitehall Ave.	Cambria	93428
Jennifer & Dionisio Dago	5270 Plymouth St	Cambria	93428
Peace in the Pines	5275 Hillcrest Dr	Cambria	93428
Tree House	530 Croyden	Cambria	93428
Emily's House	530 Ninth Street	Paso Robles	93446
Bridge Creek Inn	5300 Righetti Road	San Luis Obispo	93401
Windsor Castle	5320 Windsor Blvd.	Cambria	93428
Buena Vista Farm LLC	5325 BUENA VISTA DR	PASO ROBLES	93446
Creekside Bed & Breakfast	5325 Vineyard Drive	Paso Robles	93446
Dial / Markel	5340 Guildford Drive	Cambria	93428

Business Name	Address	City	Zip
James David Grow	5350 Nottingham	Cambria	93428
Daniel & Pamela Hewes-Hartman	536 Weymouth St.	Cambria	93428
Reaume Consulting Group	5373 PARKHILL RD	SANTA MARGARITA	93453
Lawrence & Julie Beltramo	5398 Nottingham Drive	Cambria	93430
Morro Bay Sandpiper Inn	540 Main Street	Morro Bay	93442
Beachcomber Inn	541 Cypress	Pismo Beach	93449
Orchard Hill Farm	5415 Vineyard Drive	Paso Robles	93446
Whale Watch	5431 Nottingham	Cambria	93428
Stonegate Farms	5433 FAIRHILLS RD	PASO ROBLES	93446
John Fermezzin	545 Croyden Lane	Cambria	93428
High Ridge Manor	5458 High Ridge Road	Paso Robles	93446
Sunsets at Shamel Park	5472 Windsor	Cambria	93428
Cambria Park Shores	5498 Windsor	Cambria	93428
Perfect for Your Next Family Gathering	55 10th Street	Cayucos	93430
Spoil Yourself in Luxury	55 San Miguel	Avila Beach	93424
Avila Lighthouse Suites	550 FRONT ST	AVILA BEACH	93424
Harpreet Gill & Bally Singh	5500 Sunbury Ave.	Cambria	93428
Killer Views from Lodge Hill	551 Front Street	Cambria	93428
Gift from the Sea	551 Huntington	Cambria	93428
Piece of Heaven	551 Leighton St	Cambria	93428
Jonathan Martin	552 Front Street	Cambria	93428
Park Hill Sun Worship	5546 Windsor	Cambria	93428
Nearly New Park Hill Home	555 Lancaster	Cambria	93428
Ocean View	56 Bakersfield Ave	Cayucos	93430
Jimmie O'Brien	56 San Miguel	Cambria	93428
Ernest / Kathryn Rossi	560 Baywood Way	Los Osos	93402
Milani / Marquart / Otto	560 PACIFIC AVE	CAYUCOS	93430
Gray's Inn	561 Embarcadero	Morro Bay	93442
Ocean View Condo	561 Lucerne Road	Cayucos	93430
El Colibri Hotel	5620 MOONSTONE BEACH DR	CAMBRIA	93428
Alan Cole	5630 Windsor	Cambria	93428
Mojorisin Ranch	5631 LONE PINE PL	PASO ROBLES	93446
Kim Or Dave Boyt	565 Hastings	Cambria	93428
Scenic, Two Story Beach House	5660 Moonstone Beach Dr	Cambria	93428
Karen's Cottage	5676 Sunbury	Cambria	93428
SASA	57 17TH ST	CAYUCOS	93430
Russell & Linda Matsumoto	57 San Miguel	Cambria	93428
Eagle Oak Ranch	5710 EAGLE OAK RANCH WAY	PASO ROBLES	93446
Hilltop Mobile and RV Park	5715 Santa Cruz Road Spc 66	Atascadero	93422
Risi Property Management	5720 Moonstone Beach Dr	Cambria	93428
Morretti Canyon Estate	5750 Morretti Canyon Road	San Luis Obispo	93401
Shanagolden Retreat	5750 SAINT STEPHENS WAY	TEMPLETON	93465
Denis & Kathleen O'Neal	576 Huntington Road	Cambria	93428
Ocean Views from Every Room	5768 Moonstone Dr.	Cambria	93428

Business Name	Address	City	Zip
Pismo Coast Management & Realty	580 Cypress, Suite N1B	Pismo Beach	93449
That View	5825 Charing	Cambria	93428
Blue Water View	584 Cambridge	Cambria	93428
Matthew / Korie Bayer	585 Canterbury Lane	Cambria	93428
ACA Trust Properties	5859 EL PHARO DR	PASO ROBLES	93446
Roger Lacombe	5884 Sunbury	Cambria	93428
Debra VanLoon	5885 EL PHARO DR	PASO ROBLES	
Gallery with a View	5890 Coventry	Cambria	93428
Reddy Ranch	5895 FORKED HORN PL	PASO ROBLES	93446
Jose & Juana Figueroa	5897 Sunbury	Cambria	93428
Twin Dolphin Inn	590 Morro Avenue	Morro Bay	93442
Astonishingly Beautiful Home with Panoramic Ocean Views	5940 Moonstone Beach Dr	Cambria	93428
Thomas & Jonathan Modugno	597 Park	Cayucos	93430
Serendipity House	598 Leighton St	Cambria	93428
Charming Oceanfront Cottage	598 Pacific Avenue	Cayucos	93430
Vineyard Drive House LLC	5985 VINEYARD DR	PASO ROBLES	93446
Large Split Level Home in Creekside Setting	60 Ash	Cayucos	93430
Luxury Condo in Avila Beach	60 Landing Passage	Avila Beach	93424
Inn at Morro Bay	60 State Park Drive	Morro Bay	93442
Jason Polder	60 Thalberg	Cayucos	93430
Hilton Garden Inn	601 James Way	Pismo Beach	93449
Rancho Deeluxe Vacation Rental	6030 VISTA SERRANO	PASO ROBLES	93446
Days Inn, San Luis Obispo	604 Henderson Ave., #200	San Luis Obispo	93401
Beachfront Condo for 4	605 Lucerne Road	Cayucos	93430
Sans Souci - Without a Care	605 Warren Road	Cambria	93428
Sea Breeze	6055 Charing Lane	Cambria	93465
Royce Romberg	6060 VISTA DEL PASO	PASO ROBLES	93446
Vista Vine Cottage	6070 LAZY HILL RD	SAN MIGUEL	93451
Alta Cresta Orchard & Inn	6073 HIGH RIDGE RD	PASO ROBLES	93446
LoJacono	608 13th St.	Paso Robles	93446
Ocean Pine Retreat	608 Croyden Ln.	Cambria	93428
Come Vacation by the Sea	609 Lucerne Road	Cayucos	93430
Dam Fine Trust	6097 HOG CANYON RD	SAN MIGUEL	93451
Just a 1/2 Block to the Beach	61 7th Street	Cayucos	93430
Simple 2 Story Home with a Forest View	61 Landing Passage	Cambria	93428
Condo You Won't Want to Leave	61 San Miguel	Avila Beach	93424
Aloha Inn	611 El Camino Real	Arroyo Grande	93420
Beach Way Inn	617 E Grande Ave.	Arroyo Grande	93420
Gatsby House	611 Warren Road	Cambria	93428
Ocean Front Beauty	612 Lucerne	Cayucos	93430
Doro One	613 Lucerne	Cayucos	93430
Treasures Vacation Rentals	6131 Missouri Peak Place	Castle Rock	80108
2 Bedroom Condo with a View of the Lagoon	614 Airpark	Oceano	93445

Business Name	Address	City	Zip
Heaven on Happy Hill	614 Ashby Lane	Cambria	93428
Anna Mello	615 Pier Ave.	Oceano	93445
Cozy Early American Log Cabin	615 Warwick	Cambria	93428
Gordon Dole	616 Airpark	Oceano	93445
Grand Avenue Motel	617 E. Grand Ave	Arroyo Grande	93420
Old Moonstone Cottage	6170 Moonstone	Cambria	93428
John Rhonemus	618 Airpark	Oceano	93445
Large Arroyo Grande Home	618 Camino Del Rey	Arroyo Grande	93420
Mariner's Inn	6180 Moonstone Beach Drive	Cambria	93428
Kelly Fitzpatrick	619 Camino Del Rey	Cambria	93428
Little Sur Inn	6190 Moonstone Beach Drive	Cambria	93428
Casa Pelicano	6198 Brighton Lane	Cambria	93428
Lynn & Mark Barlow	62 11th St.	Cayucos	93430
Janet & Gerhard Walbaum	62 Landing Passage	Cambria	93428
Awesome Beach Vacation Location	62 Pacific Avenue	Cayucos	93430
Berwick at Wales	620 Camino Del Rey	Cambria	93428
Secluded Romantic Getaway	620 Randall	Cambria	93428
Winnie's Place	620 Warwick St.	Cambria	93428
Paul McGill	621 Camino Del Rey	Cambria	93428
Beachfront House for 10	623 Lucerne Road	Cayucos	93430
Moonstone Landing	6240 Moonstone Beach Drive	Cambria	93428
El Toro Inn	625 Toro Street	San Luis Obispo	93401
Pleasant Home in the Pines of Cambria	625 Weymouth	Cambria	93428
Sand Peddles Inn	6252 Moonstone Beach Dr.	Cambria	93428
Cambria Shores Inn	6276 Moonstone Beach Drive	Cambria	93428
Jim & Joanne Tarver	630 Orlando	Cambria	93428
Robert & Marianne Okamura	630 ORLANDO DR	CAMBRIA	93428
Pelican Inn & Suites	6316 Moonstone Beach Drive	Cambria	93428
The Beach House Bed & Breakfast	6360 Moonstone Beach Drive	Cambria	93428
Rodney Cegelski	6370 VERDUGO RANCH WAY	AVILA BEACH	93424
Sundown Inn	640 Main Street	Morro Bay	93442
Dielman's Dwelling	640 Park Ave.	Cayucos	93430
Fog Catcher Inn	6400 Moonstone Beach Drive	Cambria	93428
Captain's Cove Lodge	6454 Moonstone Beach Drive	Cambria	93428
Blue Dolphin Inn	6470 Moonstone Beach Drive	Cambria	93428
Clark's Apartment	6482 Moonstone Beach Dr.	Cambria	93428
Crain Family Trust	65 Bakersfield Ave.	Cayucos	93430
Maureen Russell	65 Del Mar	Cayucos	93430
Tom & Marilyn Ezrin	65 SAN MIGUEL	AVILA BEACH	93424
Updated Condo for 8	65 San Miguel	Avila Beach	93424
Carol Lipin	650 Ashby Lane	Cambria	93428
Oxford Suites	651 Five Cities Dr	Pismo Beach	93449
Economy Motel, San Luis Obispo	652 Morro Street	San Luis Obispo	93401
Shell Beach Inn	653 Shell Beach Rd.	Pismo Beach	93449
Cambria Landing Inn	6530 Moonstone Beach Dr.	Cambria	93428

Business Name	Address	City	Zip
Moonstone Cottages	6580 Moonstone Beach Dr.	Cambria	93428
Helen Hansen	66 Hacienda	Cayucos	93430
Birdsnest	660 Huntington	Cambria	93428
Joyce Sanden	661 Ardash	Cambria	93428
Castle Inn	6620 Moonstone Beach Dr.	Cambria	93428
Avila Village Inn	6655 Bay Laurel Drive	Avila Beach	93424
Luxurious Home with Ocean and Ranch Views	6656 Bay Laurel Drive	Cambria	93428
Sea Otter Inn	6656 Moonstone Beach Drive	Cambria	93428
Thomas T.Hare	6657 Bay Laurel Drive	Cambria	93428
			93400
Mountain Top Ocean View for Two	6677 Fern Canyon Road	San Luis Obispo	1
Roy Weigold	67 Flores	Cayucos	93430
Morro Crest Inn	670 Main Street	Morro Bay	93442
Best Western PLUS Fireside Inn	6700 Moonstone Beach Drive	Cambria	93428
The Cabin	671 Warwick	Cambria	93428
Beach House on the Hill	673 Ashby Lane	Cambria	93428
Dam Fine Trust / Neils Udsen	675 N. BETHEL RD.	TEMPLETON	93465
Richard Quinn	6750 VINEYARD DRIVE	PASO ROBLES	93446
Harry & Vonne Miller	676 CANTERBURY LN	CAMBRIA	93428
Vineyard View	6775 AIRPORT RD	PASO ROBLES	93446
Randall Retreat	678 Randall	Cambria	93637
		SANTA MARGARITA	93453
Sagrada Wellness, LLC	6780 W POZO RD		
White Water Inn	6790 Moonstone Beach Drive	Cambria	93428
Waves and Wine	680/690 S. Ocean Ave.	Cayucos	93430
Windrush Bed & Breakfast	6820 Moonstone Beach Drive	Cambria	93428
Scenic Coast Property Management	683 Main St.	Cambria	93428
Lovely Home with Tasteful Décor	684 Airpark	Oceano	93445
Breathtaking View	69 San Miguel	Cambria	93428
Contemporary 3 Bedroom Conod	69 San Miguel	Avila Beach	93424
Walker's Wharf	693 S. Ocean Ave.	Cayucos	93430
The Inn At Opolo	6970 VINEYARD DR	PASO ROBLES	93446
Single Story Home on the Beach	698 Pacific Avenue	Cayucos	93430
Kathy Wrenn	7 ST MARY	CAYUCOS	93430
Norma Jean Wrenn	7 St. Mary	Cayucos	93430
L.J. Morganti Co.	70 LANDING PASSAGE	AVILA BEACH	93424
Stay in Style at the Beach	70 Landing Passage	Avila Beach	93424
L.J. Morganti Co.	70 SAN FRANCISCO	AVILA BEACH	93424
Rowley Woolpert LLC	70 San Francisco	Avila Beach	93424
John Turner	70 San Miguel	Cambria	93428
Jerry or Susan Halford	70 St Mary	Cayucos	93430
Victor Johnston	701 OCEAN	CAYUCOS	93430
Vacation Spot for 10 or Less	701 S. Ocean	Cayucos	93430
Beach Bum Holiday Rentals	702 Dolliver	Pismo Beach	93449

Business Name	Address	City	Zip
Libretto Cottages	705 Dixie Lane	San Luis Obispo	93401
Spanish Oaks Ranch	7075 VIA SPANISH OAKS	SANTA MARGARITA	93453
Dr. Marshall S. Lewis M.D.	709 Lucerne Road	Cayucos	93430
Barbara F. Roche	71 Landing Passage	Cambria	93428
Janet Orlando	71 San Francisco	Cambria	93428
L'abri by the Sea	71 San Miguel	Cambria	93428
Christopher Joyce Vineyard and Inn	7110 Drake Road	Paso Robles	93446
The Inn at Opolo	7110 Vineyard Drive	Paso Robles	93446
Edward & Suzzane Siegler	72 Landing Passage	Cambria	93428
Ocean Mist	72 San Francisco	Cambria	93428
San Simeon Pines Resort	7200 Moonstone Beach Drive	Cambria	93428
Spanish Oaks Ranch B and B	7200 VIA SPANISH OAKS	SANTA MARGARITA	93453
Enigma	7227 CALF CANYON HWY	SANTA MARGARITA	93453
William Taylor	73 San Miguel	Cambria	93428
Fireside Inn	730 Morro Ave.	Morro Bay	93442
Relax Inn	730 Spring Street	Paso Robles	93446
Cabernet Cottage	738 Vine St.	Paso Robles	93446
Hacienda Oso Libre	7383 VINEYARD DR	PASO ROBLES	93446
Get on the Sand in a Quick Walk	74 10th Street	Cayucos	93430
Connie Troncale/Toni Legras	74 12th Street	Cayucos	93430
Casita at Bobcat Vineyard	741 TWIN CREEKS WAY	SAN LUIS OBISPO	93401
Dam Fine Trust	745 COBBLE CREEK WAY	TEMPLETON	93465
Dog Friendly Cottage	745 Via Concha Road	Nipomo	93444
Hilltop Management LP	7450 ESTRELLA RD	SAN MIGUEL	93451
Cambria Pines Realty	746-A Main St.	Cambria	93428
Bike Lane Inn	749 Gough Avenue	Templeton	93456
Incredible Ocean Views	75 San Antonio	Avila Beach	93424
Gorgeous 2 Bedroom Condo Only 1/2 Block to Beach	75 San Miguel	Avila Beach	93424
Solitude 1	7568 CRESTON RD	PASO ROBLES	93446
Great Oceanfront	76 Pacific Avenue	Cayucos	93430
Lamb Family Trust	76 San Antonio	Cambria	93428
Oak Creek Ranch	760 PARKHILL RD	SANTA MARGARITA	93453
Poeschl Family	765 TWIN CREEKS WAY	SAN LUIS OBISPO	93401
A Little Organic Farm & Cottages	7671 SHADOW MOUNTAIN RD	TEMPLETON	93465
Breen Vacation Station	768 Main St.	Cambria	93428
John or Becky Gilbert	77 N OCEAN AVE 10	CAYUCOS	93430
Dick or Sharon Hadsell	77 N OCEAN AVE 12	CAYUCOS	93430
Patricia Blue	77 N OCEAN AVE 4	CAYUCOS	93430
Mr. & Mrs. Brad Lopez	77 N OCEAN AVE 6	CAYUCOS	93430

Business Name	Address	City	Zip
Craig Calloway	77 N OCEAN AVE 7	CAYUCOS	93430
Kathy Pashone	77 N OCEAN AVE 8	CAYUCOS	93430
Jerome Becker	77 San Antonio	Cambria	93428
Leah & Scott Press	77 San Miguel	Avila Beach	93424
Ralph & Heidi He	77 San Miguel	Cambria	93428
Pleasant 2 Story Home	772 St. Mary	Cayucos	93430
Hauck Bed And Breakfast	7725 VINEYARD DR	PASO ROBLES	93446
HammerSky Vineyards Inn	7725 Vineyard Drive	Paso Robles	93446
Sundance Bed & Breakfast	7735 Sundance Trail	Paso Robles	93446
Holiday Inn Express - Grover Beach	775 N. Oak Park Blvd.	Grover Beach	93433
San Marcos Ranch	775 SAN MARCOS RD	PASO ROBLES	93446
Coastal Escapes, Inc. (Cambria)	778 MAIN ST	CAMBRIA	93428
Coastal Escapes	778 Main St., Suite C	Cambria	93428
Gorgeous, Custom 3 Bedroom Home	779 N Ocean Ave	Cayucos	93430
Breakers Motel	780 Market Ave.	Morro Bay	93442
Cambria Vacation Rentals	784 Main St., Suite A	Cambria	93428
Older & Unique Beach House	784 Pacific	Cayucos	93430
Beach N Bay Getaways	785 Quintana, Suite 222	Morro Bay	93442
Serenity Now	79 San Miguel	Cambria	93428
Maya's Vacation Rentals	791 Price St., #205	Pismo Beach	93449
Large, Modern 3 Bedroom Home	791 St. Mary Ave.	Cayucos	93430
Rad Dog Vineyards LLC	7979 SUNDANCE TRL	PASO ROBLES	93446
Franklin Real Estate & Rentals	798 Morro Bay Blvd.	Morro Bay	93442
Cripple Creek Mountain Ranch, Llc	7997 MELODY MOUNTAIN LN	PASO ROBLES	93446
Just a Few Stairs to the Sand	8 Oceanfront	Cayucos	93430
Custom Home in Cayucos	80 Del Mar	Cayucos	93430
Santorini Style Bungalow	80 Landing Passage	Avila Beach	93424
Ocean View Suite	80 N. Ocean	Cayucos	93430
Magnificent Views	8058 PINEBRANCH RD	BRADLEY	93426
Dragon Lake Rentals	8059 PINE BRANCH RD	BRADLEY	93426
Honey's Hideaway	8069 PINE BRANCH RD	BRADLEY	93426
John & Hilary Townsend	81 Landing Passage	Cambria	93428
Sounds of the Surf	81 San Miguel	Cambria	93428
Water's Edge	81 San Miguel	Cambria	93428
Judith Tobias	8125 SMITH POINT RD	BRADLEY	93426
Seaside Real Estate & Property Management	817 Morro Bay Blvd.	Morro Bay	93442
Susan Harnish	82 10th St.	Cayucos	93430
Sea Watch	82 Landing Passage	Cambria	93428
Bruce W. Howard	820 & 840 SHEFFIELD ST	CAMBRIA	93428
Don & Susan Hornor	8206 WOODY POINT LANE	BRADLEY	93426
Suite 16th	821 16th St.	Paso Robles	93446
Alluring Beach House	825 St. Mary	Cayucos	93430
Dam Fine Trust	8280 CROSS CANYON RD	SAN MIGUEL	93451
Elegant Home Overlooking Cambria's	83 San Miguel	Cambria	93428

Business Name	Address	City	Zip
Surrounding Mountains			
Cottage Inn by the Sea	8351 Price Street	Pismo Beach	93449
Nacimiento-Oak Shores Rental	8391 STUB END CIR	BRADLEY	93426
Alison & Graham Dodson	84 5th St.	Cayucos	93430
Canyon Sanctuary	840 Kenneth	Cambria	93428
Sea Air Inn	845 Morro Avenue	Morro Bay	93442
Jones Ridge	8470 VINEYARD RANCH WAY	PASO ROBLES	93446
Gary Menger	85 San Miguel	Cambria	93428
Best Western Casa Grande Inn	850 Oak Park Road	Arroyo Grande	93420
Cayucos Beachfront Rental	850 Pacific Ave	Cayucos	93430
Blue Sail Inn	851 Market Avenue	Morro Bay	93442
Greib Farmhouse	851 Todd Lane	Arroyo Grande	93420
Casa de Vina	8550 ESTRELLA RD	SAN MIGUEL	93451
Sweet Suite Cayucos	86 Ocean Ave.	Cayucos	93430
Motel 6-Pismo Beach (pb)	860 4th Street	Pismo Beach	93449
Avila Condo Sleeps 9	87 San Miguel	Avila Beach	93424
Bring your Kayak!	870 El Moro Avenue	Los Osos	93402
Nick Visciglio	871 Park Avenue	Cayucos	93430
Abfab Vacation Rentals	871 Stratford	Pismo Beach	93449
Nanci Williams & Dan Orloff	8735 BLUFF CT	BRADLEY	93426
Shon Mosbacher	875 Suffolk	Cambria	93428
Carlos & Sabine Cardenas	8762 PRONGHORN CT	BRADLEY	93426
Carol Hohensee	8764 DEER TRAIL CT	BRADLEY	93426
Mark & Rae Dasnoit	8766 DEER TRAIL CT	BRADLEY	93426
Diane & Tom Rumbaugh	8794 CIRCLE OAK DR	BRADLEY	93426
Jeanne Burdick	88 San Miguel	Cambria	93428
Vines RV Resort	88 Welsona Road	Paso Robles	93446
L.A. Halt LLC	885 W 4TH ST	PASO ROBLES	93446
Dave / Kathy Kinard	89 Del Mar	Cayucos	93430
Alan Graumann	89 San Miguel	Cambria	93428
Pacific Shores Inn	890 Morro Avenue	Morro Bay	93442
Chateau Marmite	890 S. Ocean Ave.	Cayucos	93430
Halter Ranch Victorian Farmhouse	8910 ADELAIDA RD	PASO ROBLES	93446
The Homestead Ranch	8915 CHIMNEY ROCK RD	PASO ROBLES	93446
Anderson Inn	897 Embarcadero	Morro Bay	93442
Landing Passage Luxury Condominiums	90 Landing Passage	Avila Beach	93424
D. Ray Properties, LLC	90 SAN LUIS ST C & D	AVILA BEACH	93424
Enigma	9000 YERBA BUENA	SANTA MARGARITA	93453
Craig Or Carolyn Crump	904 Hartford	Cambria	93428
Striking Oceanfront	9057 Balboa	San Simeon	93452
Sea Breeze Inn	9065 HEARST DR	SAN SIMEON	93452
Motel 6	9070 Castillo Dr.	San Simeon	93452
Spacious and Close to the Beach	91 12th St	Cayucos	93430
Beautiful Home High Above Cambria	91 Landing Passage	Cambria	93428

Business Name	Address	City	Zip
Country House Inn	91 MAIN ST	TEMPLETON	93465
Seaside Escape	9111 Balboa, #1	San Simeon	93452
Jesse Siordia	9111 Balboa, #2	San Simeon	93452
The Morgan	9135 Hearst Drive	San Simeon	93452
Susan & Phillip Chase	914 St. Mary Ave.	Cayucos	93430
Wellspring Ranch, LLC	9150 SANTA RITA RD	CAYUCOS	93430
Needle in a Haystack	9185 SANTA MARGARITA RD	ATASCADERO	93422
Mac Van Duzer Blythe	92 Landing Passage	Cambria	93428
Homestead Motel	920 Olive Street	San Luis Obispo	93405
On the Beach	9229 Balboa	San Simeon	93452
Stephen & Michele Rossi	9255 N FORTY RD	ATASCADERO	93422
Quality Inn	9260 CASTILLO DR	SAN SIMEON	93452
Days Inn	9280 CASTILLO DR	SAN SIMEON	93452
B-W Gallery Guesthouse	9315 SANTA CLARA RD	ATASCADERO	93422
Starr Ranch	9320 CHIMNEY ROCK RD	PASO ROBLES	93446
Lazy Arrow	9330 CAMATTA CREEK RD	SANTA MARGARITA	
Sands By the Sea	9355 HEARST DR	SAN SIMEON	93452
CDM Enterprises	9355 SHAYNA LN	ATASCADERO	93422
Melody Ranch Motel	939 Spring Street	Paso Robles	93446
Silver Surf Motel	9390 CASTILLO DR	SAN SIMEON	93452
Game Room Beach House	94 9th Street	Cayucos	93430
Cavalier Inn	9415 Hearst Drive	San Simeon	93452
Vineyard View	9420 ADELAIDA RD	PASO ROBLES	93446
Courtesy Inn	9450 CASTILLO DR	SAN SIMEON	93452
Linda Van Fleet	949 Pacific Avenue	Cayucos	93430
Oceanside Inn	9492 Avonne Ave	San Simeon	93452
Cayucos Sunset Inn, LLC	95 S OCEAN AVE	CAYUCOS	93430
Capleon, LLC	95 SAN MIGUEL	AVILA BEACH	93424
America's Best Value Inn & Suites	950 Olive Street	San Luis Obispo	93405
San Simeon Lodge	9520 CASTILLO ST	SAN SIMEON	93452
Seastone Ridge	9570 CHIMNEY ROCK RD	PASO ROBLES	93446
Ron Ibara	96 24th Street	Cayucos	93430
Teresa & William Hinrichs	960 PETERSEN RANCH RD	TEMPLETON	93465
Twist Ranch Inc.	9635 CRESTON RD	PASO ROBLES	
Kathy & Floyd Bowman	974 Pacific Ave.	Cayucos	93430
Inn Paradiso	975 Mojave Lane	Paso Robles	93446
Heritage Inn B&B	978 Olive Street	San Luis Obispo	93405
Pismo Creek RV Resort	98 S. Dolliver	Pismo Beach	93449
Packer Enterprises	980 HEREFORD LN	PASO ROBLES	
Incredible Views	980 Park	Cayucos	93430
Historic Dubost Ranch	9850 ADELAIDA RD	PASO ROBLES	93446
Comfortable Home Sleeps 6	99 5th Street	Cayucos	93430
La Serena Inn	990 Morro Avenue	Morro Bay	93442
Branko Properties	Night Hawk Way	Cambria	93428

Business Name	Address	City	Zip
Nancy A Moss	Night Hawk Way	Cambria	93428
Sandra Brockway	Night Hawk Way	Cambria	93428
Villa in the Trees	Night Hawk Way	Avila Beach	93424
Oakdale Ranch Guest House & Saloon	Oakdale Road	Paso Robles	93446
Paso Robles Vacation Rentals	P.O. Box 4129	Paso Robles	93447
Seven Sisters	PO Box 2205	Avila Beach	93424
Best Western - Casa Grande Inn	850 N Oak Park Blvd	Arroyo Grande	93420
Hampton, Wade & Nancy	2410 Wild Lilac Court	Meadow Vista	95722
Interval International Inc	6262 Sunset Drive #PH1,	Miami, FL	33143
Limas Properties	P.O. Box 189	Tulare	93275
Milstead, Scott & Dana (Condo)	750 Price, Pismo Beach	Pismo Beach	93449
Pismo Beach Vacation Townhomes	P.O. Box 3114	Pismo Beach	93448
Pismo on the Beach Vacation Rentals	848 Tempus Circle	Arroyo Grande	93420
Premier Inns	2482 Hotel Circle Pl	San Diego	92108
Resort Rental, LLC	9998 N. Michigan Road	Carmel, IN	46032
Walton Family Industries, LLC	PO Box 11127	Fresno	93771



August 18, 2014

RE: Proposed Formation of Countywide Tourism Business Improvement District

Dear Lodging Owner:

Visit San Luis Obispo County (Visit SLOCo), an independent entity, is proposing a countywide tourism improvement district be formed under California Streets and Highway Code section 36600 et seq. – the Property and Business Improvement District Law of 1994 (“1994 Law”). This new district would supplement the existing local districts and include lodging businesses in the county and all of the cities in the county. It would focus on county-wide marketing, in an effort to drive room night sales at lodging businesses throughout the county and in all of our cities. Visit SLOCo has conducted several meetings recently on this proposed new district; you may have even attended one of them.

The first step for formation under the 1994 Law is submittal of a petition signed by lodging business owners who support the formation of the proposed district and who cumulatively pay more than 50% of the assessments proposed to be levied. If it has been verified that there is support of more than 50% of the assessed lodging businesses, the County of San Luis Obispo will consider initiating proceedings to form a countywide tourism improvement district as proposed by Visit SLOCo. Those steps include:

- Resolutions from each city granting consent for the County to form a district including hotels in their jurisdiction;
- A Board of Supervisors public meeting and public hearing to take public testimony and to receive any protest votes from lodging businesses;
- If there is not a cumulative protest of 50% or more of the lodging businesses, a public hearing to approve the resolution which establishes the district is required. If the new district is established, all lodging businesses in the affected area will be required to participate in the assessment.

The district would be in place for five (5) years. After the five years, the district could be renewed in increments of up to ten years, following the same petition and hearing procedure.

This petition is being sent on behalf of Visit San Luis Obispo County. If you are in support of the formation of this district proceeding to the next steps, complete the attached petition and return it in the enclosed envelope. Please return the petition by September 31, 2014.

Visit SLOCo has developed a Management District Plan which can be found at www.visitsanluisobispocounty.com or the web site noted on Page 1 of the enclosed petition. If you have any questions about the proposed district or Management District Plan, please contact Stacie Jacob at 805/541-8000 or Stacie@visitsanluisobispocounty.com

If you have any question about the district formation process, please contact Nikki Schmidt of the County Administrative Office. She can be reached at 805/781-5496 or nschmidt@co.slo.ca.us.

Enclosure: Petition to form San Luis Obispo County Tourism Marketing District

**PETITION TO THE COUNTY OF SAN LUIS OBISPO
TO FORM THE SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT (SLOCTMD)**

We petition you to initiate special assessment proceedings to form the San Luis Obispo County Tourism Marketing District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Lodging Establishment

Business Owner

_____	_____
_____	_____
_____	_____
_____	_____

By my signature below, I certify that I am authorized to sign this petition on behalf of the business(es) listed above.

Owner Representative/Owner Name (printed)

Title

Owner/Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

<p>For copies or questions: Ms. Stacie Jacob, CEO Visit San Luis Obispo County 835 Twelfth Street, Suite 204 Paso Robles, CA 93446 (805)541-8000 Stacie@visitsanluisobispocounty.com</p>	<p>To return signed petition by mail: County Clerk-Recorder's Office ATTN: Countywide BID Process County of San Luis Obispo 1055 Monterey Street Room D120 San Luis Obispo, CA 93408</p>
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The Management District Plan is also available online at: <http://tinyurl.com/SLO-MDP>

EXHIBIT A
MANAGEMENT DISTRICT PLAN SUMMARY

- Location:** The proposed SLOCTMD includes all lodging businesses located within the boundaries of the cities of Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, and San Luis Obispo, and the unincorporated portions of the County of San Luis Obispo, as shown on the attached map.
- Services:** The SLOCTMD is designed to provide specific benefits directly to payors by increasing room night sales. Marketing, sales, promotions, and advertising will increase overnight tourism and market payors as tourist, meeting, and event destinations, thereby increasing room night sales.
- Budget:** The total SLOCTMD annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$2,800,000. This budget is expected to fluctuate as room sales do, but is not expected to significantly change over the SLOCTMD's term.
- Cost:** The annual assessment rate is one percent (1%) of gross short-term (stays 30 or fewer consecutive days) room rental revenue. Based on the benefit received, assessments will not be collected on certain stays as described in Section V of the Management District Plan.
- Duration:** The proposed SLOCTMD will have a five (5)-year life. The SLOCTMD assessment will be implemented beginning January 1, 2015 (or as soon thereafter as practicable) for five years, through December 31, 2019 (or five years from the actual start date). Once per year beginning on the anniversary of the formation of the district there is a 30-day period in which owners paying more than 50% of the assessment may protest and initiate a Board of Supervisors hearing on district termination.
- Collection:** The assessment will be collected at the same time and in the same manner as are Transient Occupancy Taxes. The County and each City will be responsible for collecting the assessment from lodging businesses within their respective jurisdictions on a monthly or quarterly basis (including any delinquencies, penalties and interest).
- Management:** Visit San Luis Obispo County (VSLOC) is the nonprofit corporation which will serve as the SLOCTMD's Owners' Association. As the Owners' Association, VSLOC is responsible for managing funds and implementing programs in accordance with this Plan. The VSLOC Board of Directors and staff will be responsible for day-to-day program management and direction, within the guidelines set by this Plan. On an annual basis, VSLOC must provide a report on TMD activities and expenditures to the Board of Supervisors.

EXHIBIT A
MANAGEMENT DISTRICT PLAN SUMMARY

Boundary Map



CAL POLY

SAN LUIS OBISPO



October 1, 2014

OFFICE OF THE PRESIDENT

Mr. Chuck Davison
Senior Director
Visit San Luis Obispo County
811 El Capitan Way, Suite 200
San Luis Obispo, CA 93401

Dear Chuck:

I am pleased to provide this letter on behalf California Polytechnic State University enthusiastically supporting creation of a Tourism Marketing District.

The many natural, cultural, and economic resources available to us in San Luis Obispo County are critical to the educational experience of approximately 20,000 Cal Poly students every year. When their families and friends come to visit, they want to stay and enjoy the San Luis Obispo County life.

To ensure that what makes San Luis Obispo County special is maintained and enhanced, it is important to work together, to share in telling our San Luis Obispo County stories, and to plan carefully for the future. Creating a Tourism Marketing District is a great step in this endeavor.

Sincerely,

Jeffrey D. Armstrong
President



Economic Vitality Corporation

735 Tank Farm Road, Suite 264

San Luis Obispo, CA 93401

TEL (805) 788-2012

FAX (805) 781-6293

www.sloevc.org

501(c)(3) Non-profit

September 25, 2014

Stacie Jacob
Executive Director
Visit San Luis Obispo County
835 12th Street, Suite 204
Paso Robles, CA 93446

Re: San Luis Obispo County Tourism Marketing District

Dear Stacie,

On behalf of the Board of Directors of the Economic Vitality Corporation, an organization on which you serve, we wish to extend our enthusiastic support for the type of Tourism Marketing District (TMD) that your organization is proposing.

While the EVC is prevented from endorsing specific projects as a policy, based on the information that you have provided to the EVC, we believe that the collaborative model that you describe could benefit one of the largest sectors of our local economy – tourism. As described for us by your organization, neighboring counties are using TMD models that you propose, and they are benefiting from such.

Although the EVC as an organization has no direct expertise in this matter, the EVC seeks advice from the leaders of the economic strategy clusters, in this case Uniquely SLO County, comprised of a group of business leaders who are independent of the EVC, lend their advice. They are seeking to officially support the proposed TMD.

Thank you for helping to create a more vital local economy for one of our biggest sectors.

On behalf of the Economic Vitality Corporation Board of Directors, please know we are here to support your proposed TMD.

Sincerely,

A handwritten signature in blue ink that reads "Eric Schwefler".

Eric Schwefler, CPA
Chair, Board of Directors

A handwritten signature in blue ink that reads "Michael E. Manchak".

Michael E. Manchak
President & CEO

cc: EVC Board of Directors
Chuck Davison



May 2, 2014

Dear Ms. Jacob,

The Board of Directors of Martin Resorts has watched with interest, the development of the multiple Business Improvement Districts in San Luis Obispo County. We are also keenly aware of the efforts of other areas which compete for visitor interest, including places like Napa, Sonoma, and Monterey Counties – counties with much stronger name recognition, more resources, and more integrated efforts. We understand the importance of tourism, not only to our businesses, but to the overall economic health of the county. And we strongly believe that in order to continue to grow tourism in San Luis Obispo County that a unified destination marketing approach at the county level is vital.

A unified tourism marketing message designed to enhance collaboration countywide will stretch our marketing dollars and allow us all to achieve the growth our businesses need to stay healthy as more rooms are added countywide in the next 3-5 years.

While Brand USA and Visit California are working diligently to attract the attention of the regional, national, and international visitor, we believe that continuing to have multiple branding messages throughout the county, reaching only those on a regional level, will undoubtedly hurt our ability to attract these guests.

A countywide tourism marketing district provides the industry a launch pad within which to market our individual hotels, restaurants and attractions. This type of public/private partnership has proven to be successful in other areas of the state and nation and is critical to our continued success.

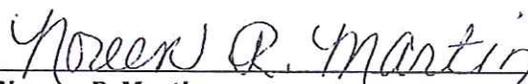
We are supportive of the efforts underway to make this happen, and appreciate the hard work you have put into creating this funding plan. We know the senior executives at Martin Resorts look forward to working with Visit San Luis Obispo County to execute a successful plan to benefit the entire County.

Sincerely,

Martin Resorts, Inc.
Board of Directors

Board of Directors for Martin Resorts, Inc.

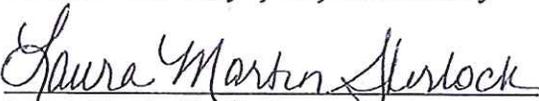
Dated: 5/2/14


Noreen R. Martin
President & CEO of Martin Resorts, Inc.

Dated: 5/2/14


Meghan Martin
Student at University of California Berkeley

Dated: 5/2/14


Laura Martin-Sherlock
Secretary & CFO for Martin Resorts, Inc.

Dated: _____

Donald Westfall, DVM, MS
Veterinary Referral Center of Colorado

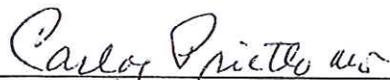
Dated: 5/2/14


Terry O'Keefe
CFO for Northwest Retail Partners, Ltd

Dated: _____

Jim Ward
Contractor & President of Sausal Corporation

Dated: 5/2/14


Carlos Prietto, M.D.
Orthopaedic Specialty Institute of Orange County

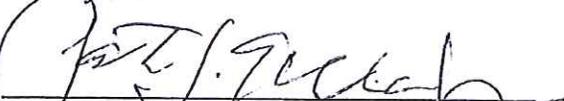
Dated: 5/2/14


Steve Usher
Founder & President of TITAN Hospitality

Dated: 5/2/14


Jean St. Martin
Attorney at Law

Dated: 5/2/14


Patrick J. Gallagher
Executive Vice President of Marketing, Partnerships
& Communications for the Super Bowl

Board of Directors for Martin Resorts, Inc.

Dated: _____

Noreen R. Martin
President & CEO of Martin Resorts, Inc.

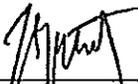
Dated: _____

Meghan Martin
Student at University of California Berkeley

Dated: _____

Laura Martin-Sherlock
Secretary & CFO for Martin Resorts, Inc.

Dated: 5/5/14



Donald Westfall, DVM, MS
Veterinary Referral Center of Colorado

Dated: _____

Terry O'Keefe
CFO for Northwest Retail Partners, Ltd

Dated: _____

Jim Ward
Contractor & President of Sausal Corporation

Dated: _____

Carlos Prietto, M.D.
Orthopaedic Specialty Institute of Orange County

Dated: _____

Steve Usher
Founder & President of TITAN Hospitality

Dated: _____

Jean St. Martin
Attorney at Law

Dated: _____

Patrick J. Gallagher
*Executive Vice President of Marketing, Partnerships
& Communications for the Super Bowl*

Board of Directors for Martin Resorts, Inc.

Dated: _____

Noreen R. Martin
President & CEO of Martin Resorts, Inc.

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Student at University of California Berkeley

Dated: _____

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Secretary & CFO for Martin Resorts, Inc.

Dated: _____

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Veterinary Referral Center of Colorado

Dated: _____

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Dated: 5/5/14



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Contractor & President of Sausal Corporation

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Orthopaedic Specialty Institute of Orange County

Dated: _____

Steve Usher
Founder & President of TITAN Hospitality

Dated: _____

Jean St. Martin
Attorney at Law

Dated: _____

Patrick J. Gallagher
*Executive Vice President of Marketing, Partnerships
& Communications for the Super Bowl*



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

April 18, 2014

Ms. Stacie Jacob
Chief Executive Officer
Visit San Luis Obispo

Dear Stacie:

Paso Robles is keenly interested in proactive and strategic visitor-centered tourism marketing. We see many opportunities for a larger market share.

Paso Robles, and our sister communities across San Luis Obispo County, compete for visitor interest with places like Napa, Sonoma, Monterey and Santa Barbara. These places have broader name recognition, more resources, and integrated efforts to capture market share. And while we and other SLO County locations are fortunate to be destinations of growing international acclaim (and hotel rooms), more investment and effort is needed to grab visitor attention.

It is this opportunity that offers much for Paso Robles and SLO County. The VSLO's proposal to form a business improvement district to fund, and carry out, integrated visitor-centered tourism marketing is a means to strengthen and expand our collective and respective reach – by offering more to prospective visitors; wine, beaches, Hearst Castle and more – all in one destination. With our collective financing capacity and integrated multi-faceted outreach, we can grab more visitors.

For these reasons, Paso Robles is very interested in the proposed County-wide business improvement district and VSLO integrated marketing effort. We urge our sister communities to actively pursue this opportunity to expand market share, and in doing so further energize local commerce and economy.

Sincerely,



James L. App
City Manager



895 Monterey Street
San Luis Obispo, CA
93401-3278

Ermina Karim, President/CEO

April 8, 2014

Stacie Jacob, Executive Director
Visit San Luis Obispo County
835 12th St., #204
Paso Robles, CA 93446

Subject: Proposed Tourism Marketing District

Dear Ms. Jacob,

The San Luis Obispo Chamber of Commerce wishes to share its position regarding the proposed formation of a Tourism Marketing District (TMD) by Visit San Luis Obispo County. Earlier this year, the Chamber's Economic Development Committee and Tourism Council – both advisory bodies to our Board of Directors - heard a presentation on the proposed management plan for a TMD.

Our Board is supportive of efforts underway to bring together a more unified tourism marketing message that will enhance both cooperation and collaboration countywide. With tourism as a top economic driver for our county, we see such efforts to be positive in avoiding duplication and achieving shared goals among the numerous Tourism Business Improvement Districts (TBID's). The Chamber is encouraged that more of a cooperative spirit appears to exist among our county's communities.

It remains unknown to us at this time on what the specific strategies and policy shifts are that will distinguish the new TMD. The Chamber looks forward to all countywide properties being educated on the proposed plans. We believe with these components taken into consideration, there will be better understanding and engagement with all parties that would be affected by the formation of a countywide TMD. We look forward to continuing this discussion with Visit San Luis Obispo County.

Sincerely,

Charlene Rosales
Director of Governmental Affairs

T 805.781.2670
F 805.543.1255
E slochamber@slochamber.org

slochamber.org
visitslo.com
slo-business.com

Sept. 25, 2014

CHAIR

Michael E. Rossi

*Senior Advisor to the
Governor of California*

To Whom It May Concern:

I am writing to offer my support for the countywide Tourism Marketing District being explored by San Luis Obispo County.

VICE CHAIR OF MARKETING

Jeff Senior

*Executive Vice President
and Chief Marketing Officer*

*Marketing & Sales
Fairmont Raffles
Hotels International*

With its stunning landscapes, rich heritage and world-class food and wine, San Luis Obispo is a natural destination for tourists. But time and time again, we've learned that tourism doesn't just happen. Having a perfect destination isn't enough - the world needs to hear about it.

VICE CHAIR OF
OPERATIONS

Jot Condie

*President
California Restaurant
Association*

San Luis Obispo County's TMD will generate the funds needed to market your destination regionally, nationally and internationally. Tourism in California contributed \$110 billion to state businesses in 2013, directly supporting jobs for nearly 1 million Californians and generating \$7.1 billion in tax revenues for vital state and local services. Tourism is a primary economic driver in San Luis Obispo County, too, and its benefits extend into every corner of the community. Visitors spent \$1.3 billion in San Luis Obispo County in 2012, and the industry employed more than 16,000 people. Transient occupancy taxes generated \$27.4 million for cities in San Luis Obispo County in 2013 - a number that will grow as tourism flourishes.

CHIEF FISCAL OFFICER

Noreen Martin

*Chief Executive Officer
Martin Resorts Inc.*

More than 80 California communities have enacted TMDs to support tourism. Statewide, they spend \$150 million to attract visitors to their region. Without money to promote itself, San Luis Obispo County's market share of tourism will be eroded by competing regions. Better-funded competitors in Santa Barbara County, Monterey County and others will lure away visitors - and their dollars.

PRESIDENT &
CHIEF EXECUTIVE OFFICER

Caroline Beteta

*Director of Tourism
Governor's Office of Business
and Economic Development*

There are many examples illustrating the importance of promoting tourism. Unfortunately, most of these lessons have been learned the hard way. In the early 1990s, Colorado eliminated its tourism funding. Before the end of the decade, the

state watched the number of visitors drop by one third. More recently, a dispute in San Diego forced the cancellation of the city's television advertising. Within months, the city's hotel occupancy declined 4.3 percent - the sharpest decline among the 25 largest U.S. markets.

The TMD you are considering is a smart investment. Statewide, for every dollar Visit California spends on marketing, \$355 is returned to the community in the form of additional spending at state businesses. An additional \$25 for each dollar spent is injected into tax coffers. This is a fantastic return on investment, and San Luis Obispo County stands to benefit similarly from its own TMD.

As you weigh support for this TMD, I hope you will consider the myriad benefits of a thriving tourism industry.

Sincerely,



Caroline Beteta
President & CEO
Visit California



SPECIAL AGENDA NO: II

MEETING DATE: October 14, 2014

Staff Report

TO: Honorable Mayor and City Council DATE: October 8, 2014

FROM: David Buckingham, City Manager

SUBJECT: Presentation of the Morro Bay Tourism Bureau's Stance on the Visit San Luis Obispo County Tourism Marketing District

RECOMMENDATION

Staff recommends the Council consider the information presented by the Morro Bay Tourism Bureau regarding their stance on the City's participation in the Visit San Luis Obispo County Tourism Management District (TMD).

DISCUSSION/SUMMARY

At a regular meeting of the Morro Bay Tourism Bureau, the concept of joining the County-wide Tourism Marketing District Plan as currently proposed was discussed and voted on not to support by a 4-2 vote. That board vote is strictly advisory. The Board was asked to attend this meeting to make a presentation to Council, staff and the public, as well as field any questions that may be presented. A memo from Executive Director Brent Haugen is attached for your information.

Prepared by: JB Dept. Review:

City Manager Review:

City Attorney's Review:

MEMO

Date: August 21, 2014
To: Morro Bay City Council
Morro Bay City Staff
Morro Bay Lodging Community
From: Brent Haugen, Executive Director *Brent Haugen*
RE: **County-wide Tourism Marketing District**

The Morro Bay Tourism Bureau (Tourism Business Improvement District) Board discussed and voted not to support the County-wide Tourism Marketing District plan as currently presented with a 1% levee to fund the proposed county-wide Tourism Marketing District to all Morro Bay Lodging including RV parks and vacation rentals (4-2 vote -- Members Amini, Behman, Jacquez & Meyers against; Members Mendoza & Solu for).

What does this mean?

Since this board is strictly an advisory board, the Morro Bay lodging community and the City Council will have the ultimate vote. The organization felt it was prudent from some of the feedback of the lodging community for the Morro Bay Tourism Bureau to review, discuss and vote on where they stand on this issue.

Summary of the Pros & Cons of the Board Discussion

For reference documents listed in this memo, please visit:

<http://www.visitsanluisobispo.com/members-area>

Point 1:

Conceptually the board & the Morro Bay Tourism Bureau Executive Director (Executive Director) support the idea of a broader marketing reach including domestic and international markets (see document: Visit San Luis Obispo Count: Strategic Marketing Overview - Stacie Jacob). Domestic markets including:

Central Valley, Northern & Southern California, Seattle, Las Vegas, Phoenix, Denver, Houston, Chicago and New York

The plan (see document: Visit San Luis Obispo Count: Strategic Marketing Overview - Stacie Jacob) also highlights the Tourism Marketing District would also reach out to international markets like:

Canada, UK/Ireland, France, Germany, China, Japan and Australia

Many of these markets the Morro Bay Tourism Bureau is only able to reach digitally or through partnerships with Visit San Luis Obispo County, Visit California and the Central Coast Tourism Council.

Investing in digital advertising and industry research in the Tourism Marketing District document was also discussed and was supported by both the board and the Executive Director (see Budget Allocation in the Visit San Luis Obispo Count: Strategic Marketing Overview - Stacie Jacob document).

The Team Structure indicated in the Tourism Marketing District document is presented as:

- CEO
- Event Director
- Event Coordinator
- Marketing Director
- Marketing Coordinator
- Office Manager

The plan indicates an increase in the Group & Leisure Sales budget, however there are no sales positions indicated in the overall plan (see document: Budget Allocation in the Visit San Luis Obispo Count: Strategic Marketing Overview - Stacie Jacob). The Executive Director voiced the concern (of the organization and by many of the lodging partners) of the regularity of short turnaround time on leads and other business communications from Visit San Luis Obispo County.

Three of the board members voiced their concern in regards to the terms of the Tourism Marketing District. They didn't feel comfortable entering a 5-year commitment with little or no provisions for Morro Bay to exit this agreement, due to fact that voting is weighted by the revenue contribution amount (see page 3 of the Management District Plan).

Two board members stated since the Tourism Marketing District would have a lodging directed board, the current plan is fluid and can meet the expectations of all partners involved. Four of the board members and the Executive Director do not have the confidence in the current Visit San Luis Obispo County team to execute these endeavors fiscally, effectively, efficiently and fairly.

For reference documents listed in this memo, please visit:

<http://www.visitsanluisobispocounty.com/members-area>

Point 2:

The board and Executive Director also support the goals set out in the Tourism Marketing District Management District Plan stating they would on page 4:

- Put more heads in beds
- Increase the average daily rate charged for those beds

The concern was brought up on page 3 of that same plan indicating (note the italicized below is text directly from the Management District Plan):

- *The total Tourism Marketing District annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$2,800,000*
- *This budget is expected to fluctuate as room sales do, but is not expected to significantly change over the SLOCTMD's term.*

This was an indicator to four board members and Executive Director that the Tourism Marketing District does not intend to grow revenue over a 5-year period of time in the current plan. A board member stated that with a lodging-directed board that revenue would grow and not stay flat. The Executive Director stated there should be at least a 3% growth after the first year and an increase in revenue by at least \$865,500 after 5 years. Two board members attended the recent Tourism Marketing District Planning Meeting and felt that the overall plan was a fluid document and would change to meet the needs of all of the partners involved.

For reference documents listed in this memo, please visit:

<http://www.visitsanluisobispo.com/members-area>

Point 3:

The current plan states that 8% of the \$2,800,000 budget will be spent on event marketing (est. \$224,000). It also indicates that dollars will be spent on special promotions such as Restaurant Month, Wine Month and Farmer's Markets to attract visitors to the area (see Brand Management/Advertising/Promotions in the Visit San Luis Obispo Count: Strategic Marketing Overview - Stacie Jacob document).

On page 9 of the current Management District Plan, it states that:

“only assessed businesses will be featured in marketing materials, receive sales leads generated from district-funded activities, be featured in advertising campaigns, and benefit from other district-funded services. Non-assessed businesses will not receive these, nor any other, district-funded services and benefits.”

The concern from many of the board members and Executive Director is that under the current plan, events and other non-lodging businesses will not be featured, will not receive leads or be assessed 1% to help support these endeavors financially as well the area of sales.

For reference documents listed in this memo, please visit:

<http://www.visitsanluisobispo.com/members-area>

Point 4:

Morro Bay is guaranteed (1) one appointment to the board of the Tourism Marketing District with an opportunity for four additional representatives on the board and/or on additional committees.

As stated on page 11 in the current Management District Plan,

“The Board will be self-elected, and will strive to ensure that each jurisdiction is represented in approximate proportion to the amount contributed by lodging businesses in that jurisdiction. Each Director must be a representative of an assessed lodging business, except for the County representative. The Nominating Committee will recommend a slate to the Board of Directors that ensures diversity of geography and takes into consideration assessment contribution. The Directors will include the following:

- *At least one representative of a lodging business in each jurisdiction*
- *One representative from a vacation rental,, a bed and breakfast, and an R.V. park*
- *One representative who is appointed by the County of San Luis Obispo*
- *Three at-large members”*

Two board members voiced their concerns in the wording on page 11, *“each jurisdiction is represented in approximate proportion to the amount contributed by lodging businesses in that jurisdiction.”* Since Morro Bay is estimated at approximately 8% of the revenue, the concern was on how strong of voice we would have on the board to protect our investment in the Tourism Marketing District.

Two board members reminded the group that there are four additional opportunities to serve on the board and/or additional committees to assure Morro Bay’s representation and investment (see bullets above).

For reference documents listed in this memo, please visit:

<http://www.visitsanluisobispo.com/members-area>

Point 5:

A board member discussed that Pismo Beach is considering a 1% levee for the Tourism Marketing District and an additional 1% levee for their TID. This would bring their city to 13% (1% TMD, 2% TID & 10% TOT). Their board believes this fits within their 10-year strategic plan for future growth.

Some of the board members voiced their concern that an additional 1% levee wasn't in the best interest to their property (and others) and to the city to remain competitive. With an additional 1%, Morro Bay hotels/motels would be at the highest in the county at 14% (1% TMD, 3% TBID & 10% TOT--please note: California's state average is 14%).

It was discussed by two of the board members and a member of the audience that the 1% to the Tourism Marketing District would allow for a broader reach to domestic and international markets, thus increasing the potential business to Morro Bay (see Point 1 in this document).

Point 6:

Visit San Luis Obispo County has put together a 5-year Plan for the Tourism Marketing District, detailing out markets and budgets (see Visit San Luis Obispo Count: Strategic Marketing Overview - Stacie Jacob & Management District Plan).

Three of the board members stated that without a 5-year strategic plan for the Morro Bay Tourism Bureau, this is not the ideal time to enter into a 5-year agreement for the Tourism Marketing District.

What's next in this process?

A letter and petition will be sent out from Visit San Luis Obispo County the week of August 18th, explaining the process for the Tourism Marketing District. Please be sure to read this information carefully as your actions or inactions indicate how you vote.

- The county will tabulate the petitions they receive from the lodging community
- City councils from each jurisdiction will discuss and vote
- County Board of Supervisors will discuss & vote

Ultimately the final decision will be up to the Morro Bay Lodging Community & City Council to decide if Morro Bay supports the Tourism Marketing District.

For more information and additional documents concerning the County-wide Tourism Marketing District, visit <http://www.visitsanluisobispocounty.com/members-area>

SPECIAL AGENDA NO: III

MEETING DATE: October 14, 2014

III.

**COUNCIL DISCUSSION AND DIRECTION TO
STAFF ON THE LEGAL AND FINANCIAL
IMPLICATIONS OF THE CITY'S
PARTICIPATION IN THE SAN LUIS OBISPO
COUNTY TOURISM MARKETING DISTRICT**

**THIS IS A
DISCUSSION ITEM ONLY;
THERE IS NO STAFF REPORT**