



October 18, 2021

Dear Tobacco Retailer,

This notice is to remind you that **the renewal application for your 2022 Tobacco Retail License must be submitted by December 1, 2021**. Each tobacco retailer must apply for the renewal of their license and submit payment for their license fee no later than thirty (30) days prior to expiration of the term per Ordinance Section 3.58.090.

Please submit your application (see attached) in time with the accompanying documents and payment of **\$940.00** to the Planning Department located at 224 W. Winton Ave. Room 111 Hayward (see application instructions and checklist attached). Please note that incomplete or inaccurate applications will not be processed and may be subject to denial.

Failure to renew your Tobacco Retailer License by January 1, 2022 may be considered a violation of the ordinance and may be subject to enforcement actions pursuant to Alameda County Ordinance Title 3, Section 3.58. In addition, existing licensed tobacco retailers who fail to renew their license without lapse may be subject to stricter eligibility requirements that may prevent them from being eligible for a tobacco retail license pursuant to Ordinance Section 3.58.060. In other words, **YOU COULD LOSE YOUR COUNTY TOBACCO LICENSE IF YOU DO NOT APPLY ON TIME.**

For any existing tobacco retailers that are considering selling their business or otherwise changing ownership or altering their respective business premise, please be aware that licenses are not transferrable and any substantial changes to a business operation or business premise may subject said tobacco retailer to stricter eligibility requirements that may prevent them from being eligible for a tobacco retail license pursuant to Ordinance Section 3.58.060. A substantial change to business operation may include the transfer of a location to a new proprietor.

In the meantime, if you have any questions pertaining to this letter, please contact Edward Labayog in Alameda County's Code Enforcement Division: edward.labayog@acgov.org or 510-670-6556; or Austin Wingate in Alameda County's Tobacco Control Program: austin.wingate@acgov.org or 510-208-5905.

For more information on ordinance regulations, please visit: www.acgov.org/cda/trl.htm.

Sincerely,

Alameda County Community Development Agency
Alameda County Public Health Department, Tobacco Control Program