



# City of Gilroy

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## For Immediate Release

**Date:** June 9, 2015

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Public Information Officer

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### City of Gilroy to Implement Tobacco Retailer Permit Ordinance

The City is proceeding with the implementation of the Tobacco Retailer Permit Ordinance, approved by the City Council in late 2014. The ordinance states that “every person within the city who operates as a tobacco retailer is required to obtain and maintain a valid Tobacco Retailer Permit”. This ordinance was adopted in an effort to establish regulations for the retail sales of tobacco and tobacco paraphernalia and, in particular, to strengthen enforcement of state laws restricting sales of tobacco to youth under the age of 18. The ordinance requires all tobacco retailers to pay a \$100.00 annual fee to obtain a Tobacco Retailer Permit. The fee revenue will be used exclusively to administer the permit program and assist in funding ordinance enforcement activities. An informational letter is being sent to all existing tobacco retailers in the city explaining the ordinance requirements and the permit procedure.

The ordinance requires tobacco retailers to complete training on tobacco laws prior to submittal of a tobacco permit application. The City and the Santa Clara County Public Health Department are co-hosting three trainings, to be held on June 24, July 7 and July 25, 2015. Details of the trainings are included in the information letter.

The deadline for submittal of a Tobacco Retailer Permit application is July 31, 2015. Additional information about the Tobacco Retailers Permit can be found on the city’s website at [cityofgilroy.org](http://cityofgilroy.org).

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