

## License Renewal

You must renew your annual tobacco retailer license between July 1 and July 31. You can renew your license online, by mail or at City Hall.

### Online:

Go to [www.el-cerrito.org/tobacco-sales](http://www.el-cerrito.org/tobacco-sales) and follow the instructions to complete the renewal form and make an online payment with a credit card.

### By Mail:

Download the renewal form at [www.el-cerrito.org/tobacco-sales](http://www.el-cerrito.org/tobacco-sales), then mail the completed form back with a check or money order.

### In Person:

Stop by City Hall during business hours.

**All license renewals will be processed after July 1, 2016.**

Renewals received after July 31, 2016 will be delinquent. Penalties may apply.

## License Renewal Fees:

License renewal           **\$439**  
(July 2016)

## Early Compliance Incentive

Retailers that can demonstrate full compliance with all of the regulations at the time of renewal can have the 2016 renewal fee reduced:

50% License renewal discount: \$219.50

## Program Goals

In 2015, the El Cerrito City Council established the tobacco retailer license program in order to:

- Ensure responsible, legal sales of tobacco related products.
- Ensure that minors are not encouraged to use tobacco.
- Establish a program fee to fund program administration, enforcement and compliance monitoring.
- Regulate flavored tobacco products and other emerging products to close gaps in Federal and State laws that do not yet address electronic cigarettes or electronic nicotine delivery systems and other products that may be appealing to youth.

**We are here to assist you! If you have any questions about the new tobacco retailer license program, or need help submitting your application, contact:**

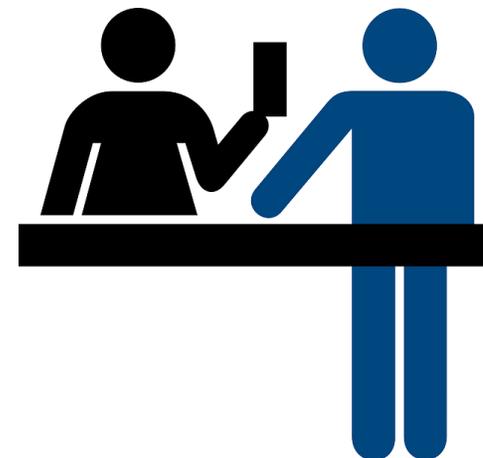
Suzanne Iarla  
Assistant to the City Manager  
Phone: 510-215-4318  
Email: [siarla@ci.el-cerrito.ca.us](mailto:siarla@ci.el-cerrito.ca.us)

### City Hall Hours:

Mondays & Wednesday: 8am-4pm  
Tuesdays & Thursdays: 8am-6pm  
Friday July 8 & 22: 8am-4pm  
(City Hall is closed every other Friday.)



## Tobacco Retailer License Renewals



**El Cerrito City Hall  
10890 San Pablo Ave  
El Cerrito CA 94530**

**[www.el-cerrito.org/tobacco-sales](http://www.el-cerrito.org/tobacco-sales)**

## El Cerrito Tobacco Retailer License Program

This brochure is a guide for retailers to comply with the City's Tobacco Retailer License Program, which went into effect on January 1, 2016. Refer to the El Cerrito Municipal Code for full details.

### License

All retailers offering any tobacco products for sale in the City of El Cerrito are required to have a tobacco retailer license. Licenses are required for each location and are non-transferrable. Licenses expire annually on June 30.

### Regulations in Effect Now:

- Employees must check ID for all tobacco customers who appear to be under the age of 27
- No use of tobacco products (including e-cigarettes) on premises
- No samples or coupons for tobacco products (except adult-only stores)
- Store display area limited to 20% for any tobacco products
- No "Significant Tobacco Retail Establishments" defined as more than 20% of store display area used for any tobacco products or more than 50% gross receipts derived from the sale of tobacco products.

## "Grace Period" for Existing Retailers

Existing tobacco retailers (who were operating prior to January 1, 2016) are provided a "grace period" (or transition period) in order to adjust to some of the new regulations and sell merchandise already in stock.

The grace period provides 24 months (until January 1, 2018) to comply with:

- Minimum Age For Employees Selling Tobacco (now 21)
- No Sale of Flavored Tobacco Products
- No Sale of Single and Small-Pack Cigars, plus associated recordkeeping for original labeling and packaging

Note: Tobacco retailers established after January 1, 2016 must comply with these regulations immediately.

### Business Assistance Available

Contact staff for a list of local business development resources, such as free or low-cost advising programs and classes for business owners and entrepreneurs.

You may find these organizations helpful:

#### **Contra Costa SBDC**

[www.contracostasbdc.org](http://www.contracostasbdc.org)

#### **Renaissance Entrepreneurship Center**

[www.rencenter.org](http://www.rencenter.org)

## State Law Changes



Beginning June 9, 2016, a new State law went into effect raising the minimum age of sale for tobacco products from 18 to 21 (except for active duty military

personnel in the U.S. Armed Forces). Please note that electronic smoking devices are included in the definition of tobacco products. This means products such as e-cigarettes, e-hookah, vape pens, vaping devices, mods, e-liquids, hookah, cigarettes, cigars, cigarillos/little cigars, chewing tobacco, snus, and pipe tobacco are covered by the law.

Self-service displays are not allowed.

Additionally, the state extended California's workplace smoking ban to owner-operated businesses (including businesses run from someone's home), and removed several exemptions that previously allowed smoking in certain hotel lobbies and banquet rooms, bars, gaming clubs and other workplaces.

State tobacco licensing, distributor and wholesaler fees were also increased.

The California Department of Public Health has resources for retailers online at [www.cdph.ca.gov/programs/tobacco/Pages/Tobacco21.aspx](http://www.cdph.ca.gov/programs/tobacco/Pages/Tobacco21.aspx).