

TOBACCO ORDINANCE ANNUAL REPORT 2012



June 20, 2012



BACKGROUND

- 33.4501 - 33.4519 SDMC implemented in November 2007.
- Developed to regulate licensed businesses that sold tobacco products.
- Meant to discourage sales to juveniles.
- All costs intended to be cost recoverable by permit fees.



Administration Information

- 1207 businesses identified by the state that sell tobacco products in the City of San Diego. 1090 of which have valid permits (90%). (Up 4% from last year)
- Follow-ups were conducted on 117 non-compliant businesses.



INSPECTIONS & ENFORCEMENT

- 276 overt Field Inspections conducted
- 91 undercover/decoy inspections.
- Follow-up letters and phone calls to businesses (Positive and Negative) to ensure compliance.
- 14 Notices of Violations
- 18 Hookah Lounges inspected (not in this reporting out time frame)



Date:	Inspections	Buys/Arrests	District
02/17/11	20	1/1	5/6
04/26/11	15	3/3	8/4
08/11/11	15	1/1	2
09/27/11	19	0/0	6
12/22/11	22	1/1	7



FEES

- **\$110,052** Regulatory Fees collected
(Renewals)
- **\$18,928** Application Fees collected
(NEW applications)
- Total: **\$128,980**

ESTIMATED ILLEGAL SALES RATE

- The 91 undercover inspections resulted in 6 citations and 0 verbal warning (no recidivist).
 - *Suspect in the sales case plead guilty to 415(2) pc and fined.
- Represents 6.5% sales to juveniles in the City



SDPD Vice Unit



QUESTIONS?