

SHORT-TERM
VACATION RENTAL
PROGRAM AD-HOC
COMMITTEE

July 9, 2020





Short-Term Vacation Rental Program & Code Enforcement Updates



PURPOSE:

- Provide overview of the Short-Term Vacation Rental (STVR) Program
- Review of Code Compliance role with STVR and how rules are enforced.

SUMMARY

- Maintain balance between residential quality of life and property owners that host STVR's
- STVR team formed to review and make enhancements to program
- Online Portal now available – Application/Registration and TOT reporting all available online
- Overview of STVR revenue and review of increase for each year
- Overview of City Ordinance updated in 2018 to clarify regulations and streamline process of enforcement
- Review Code Enforcement STVR policies and procedures

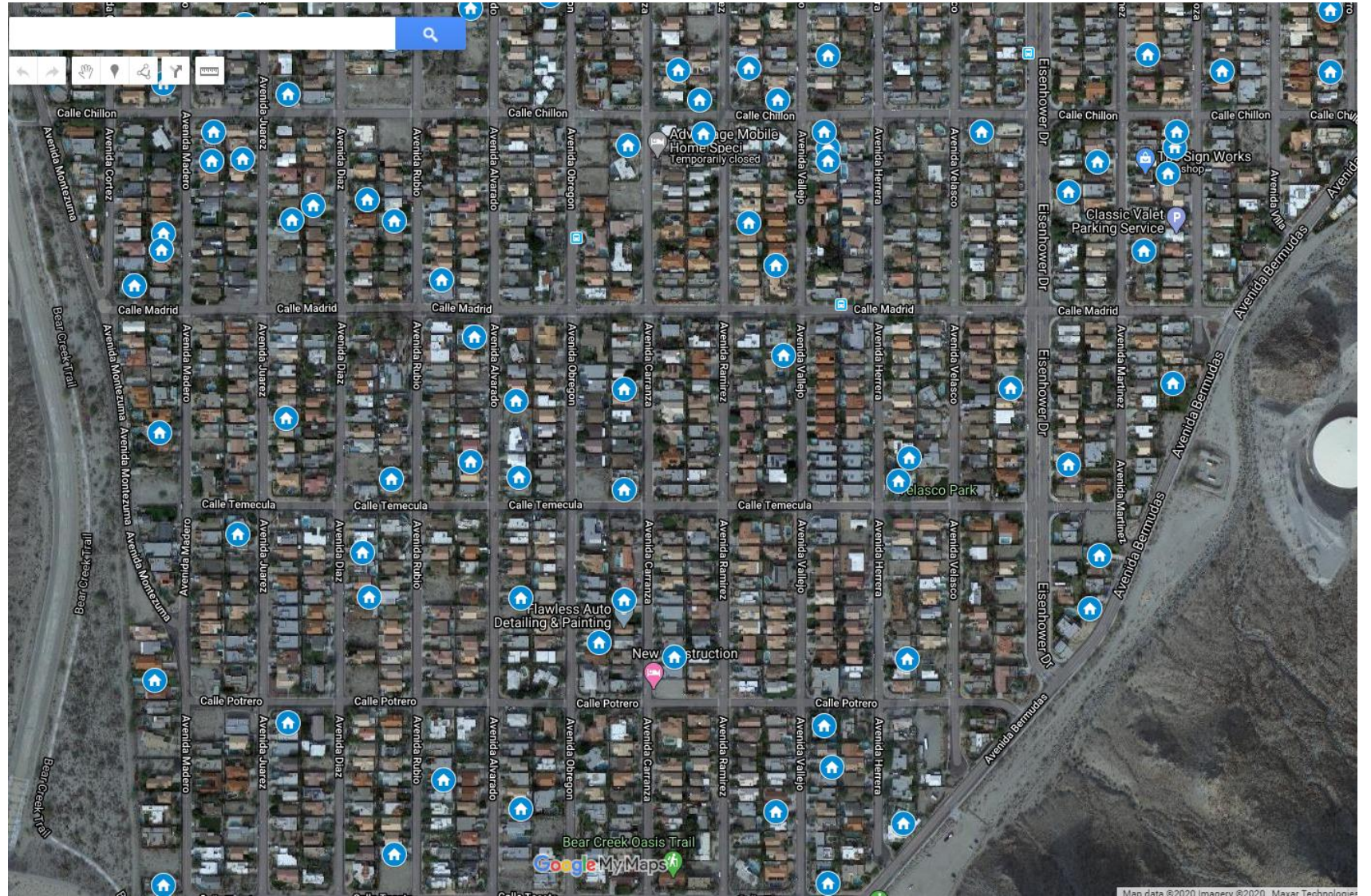
SHORT-TERM VACATION RENTAL PROGRAM OBJECTIVE:

Our foremost priority is preserving the quality of life for La Quinta residents. Creating an environment where renters are welcome in our community as we strongly encourage them to respect the neighbors and neighborhoods in which they are renting. Therefore, protecting the balance of government and property ownership, and ultimately to ensure a safe and effective program.

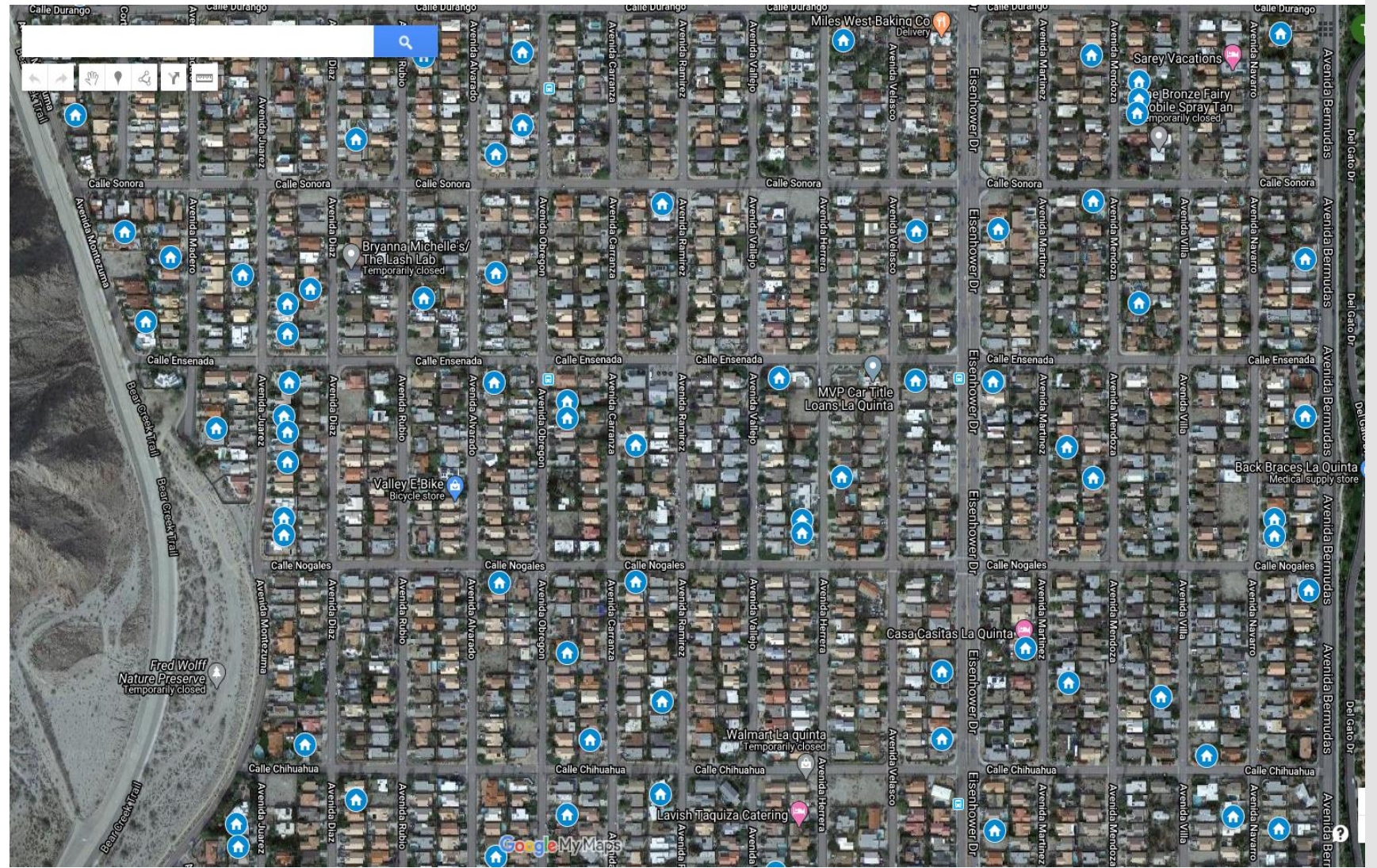
WHERE ARE WE AT?

- 1,320 active, registered STVR's
- 5.3% of total 25,022 dwelling units

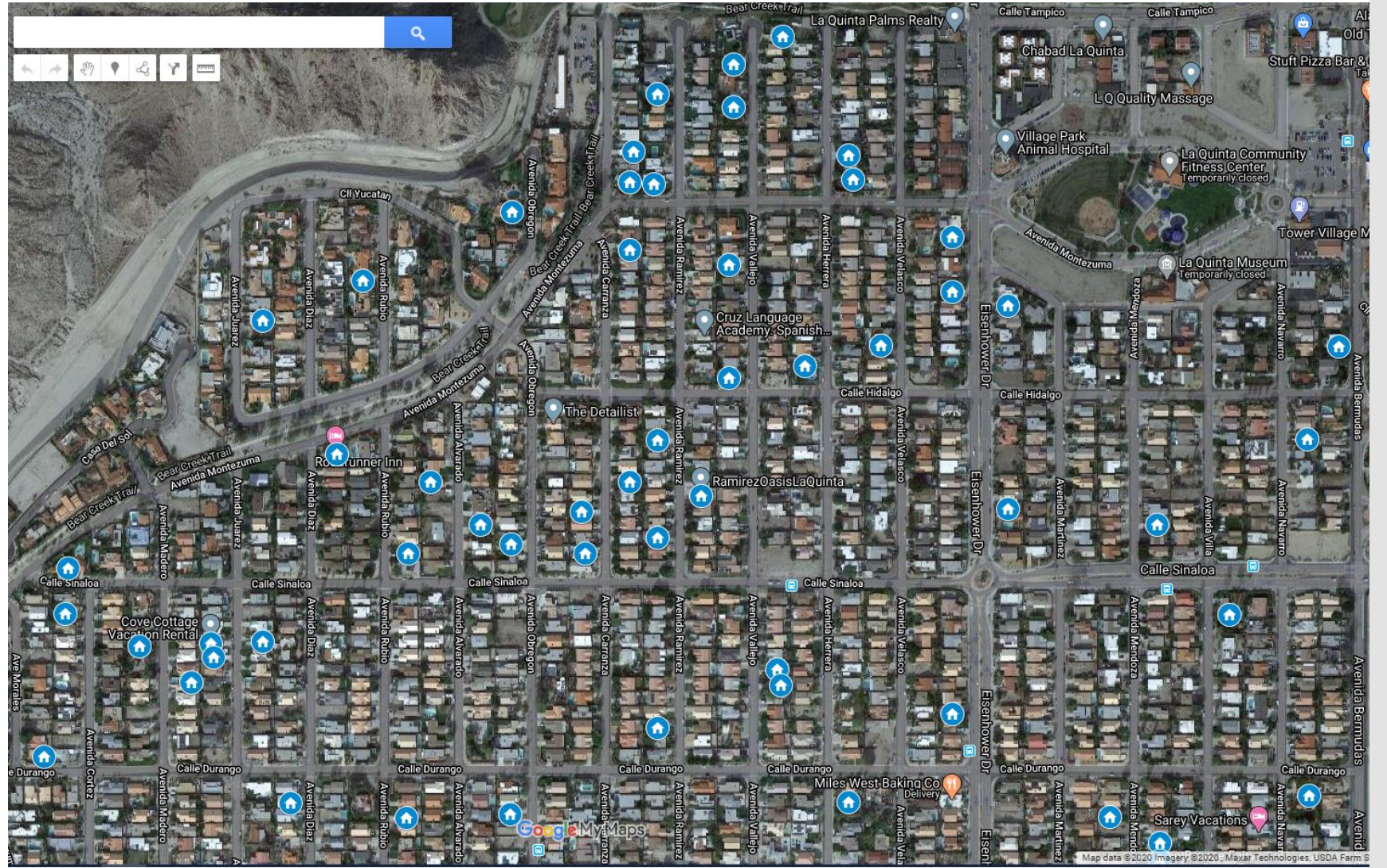
TOP OF THE COVE



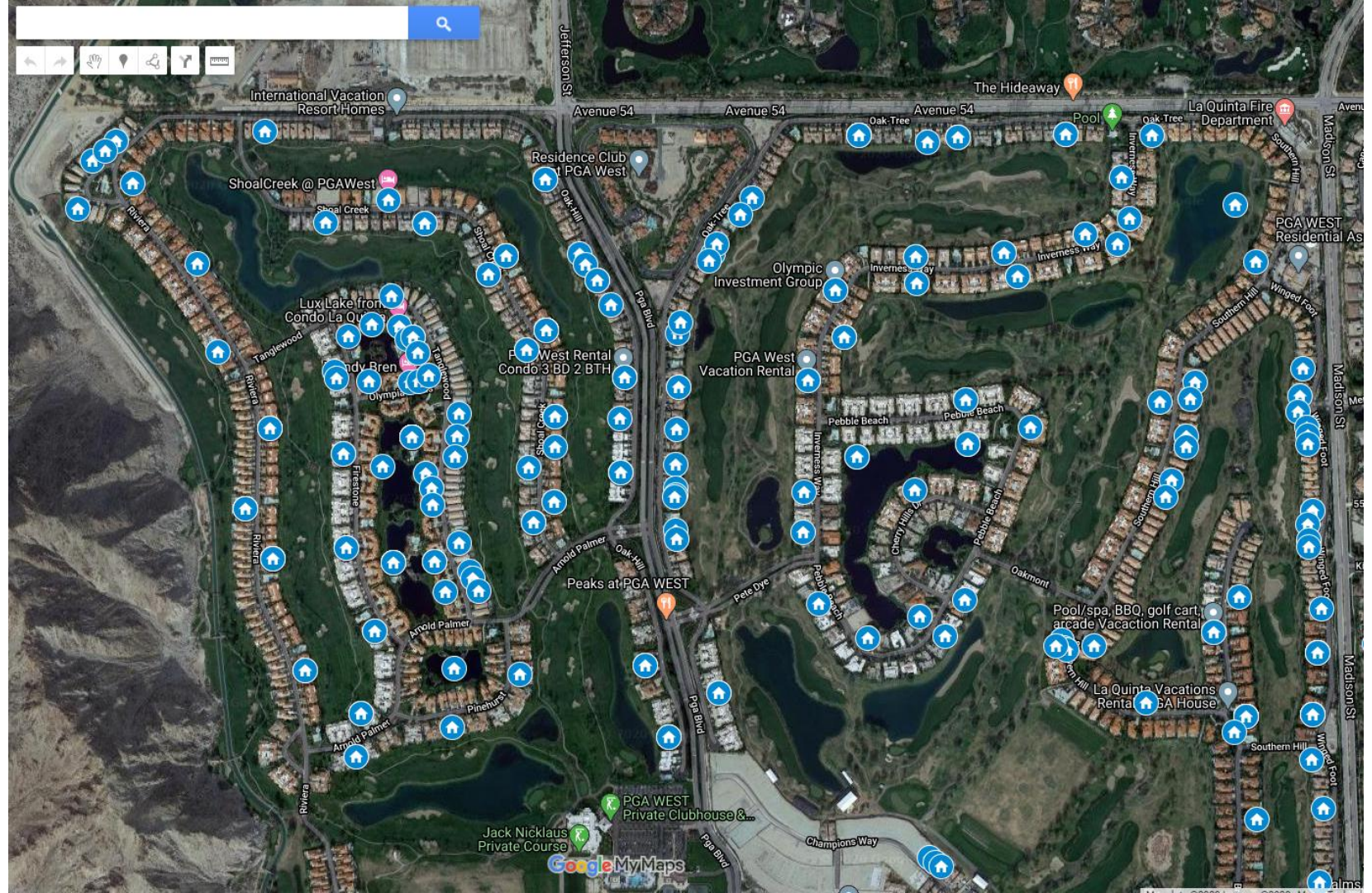
MIDDLE OF THE COVE



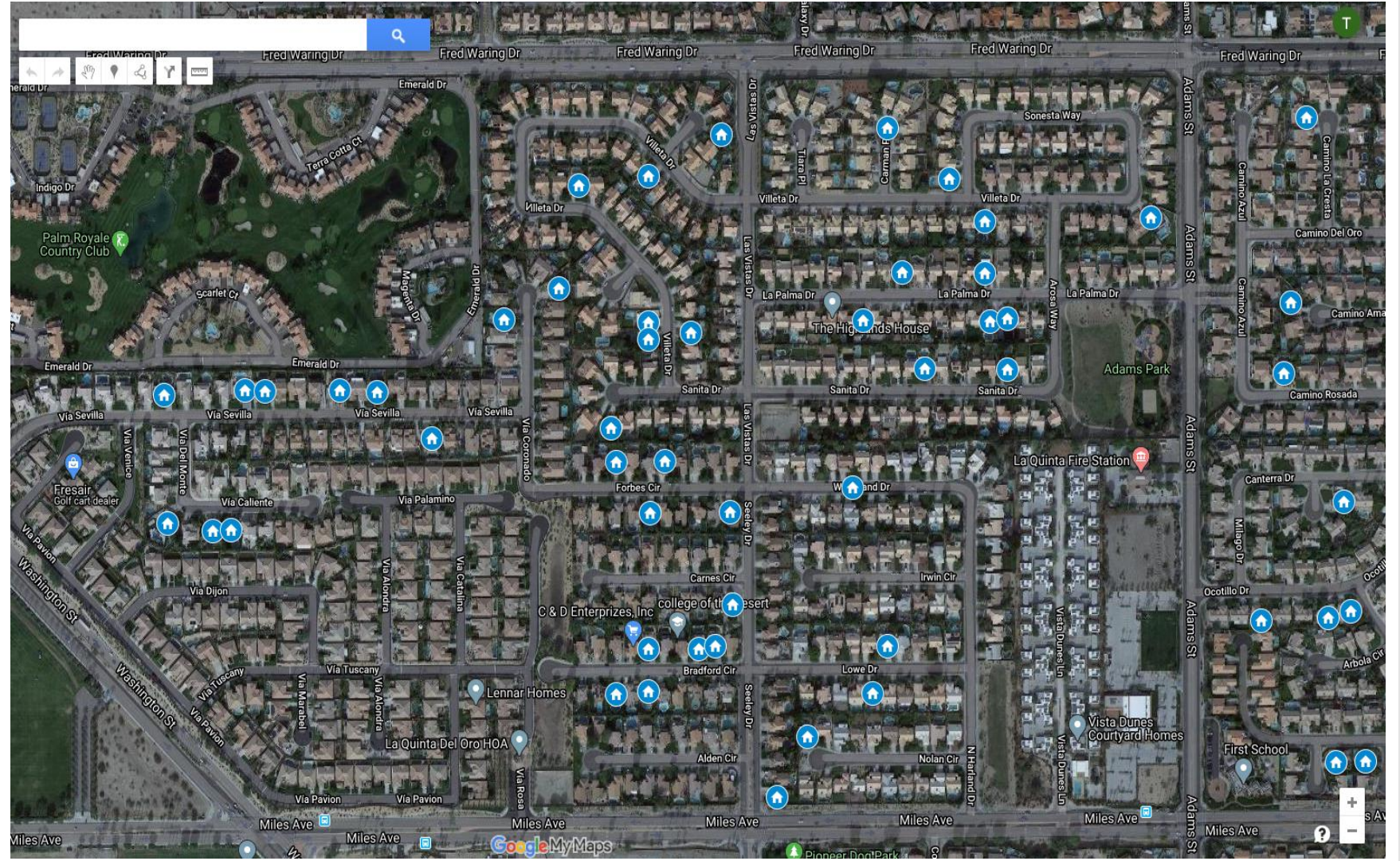
BOTTOM OF THE COVE



SECTION OF PGA WEST



SECTION OF NORTH LA QUINTA



OUR STVR TEAM

The Hub:

Design & Development Director, Hub Manager, Five Permit Technicians, and an Administrative Assistant all assist with STVR applications, permits and payments.

Code Compliance:

Community Resources Director, Public Safety Manager, Code Compliance Supervisor, Four Code Officers, Administrative Technician and an Administrative Assistant all help enforce the rules and regulations that pertain to the STVR program.

MUNIREvs & LODGINGREvs

ONLINE PORTAL: MUNIREvs & LODGINGREvs



February 1, 2020, we
launched our NEW
STVR online portal!





- Provides online portal service for application/registration services
- Easy access to make monthly TOT payments
- Makes it easier for owners of multiple properties to manage everything in one place
- Sends automatic email reminders/notifications for TOT payments, required documents needed and STVR updates
- Friendly system support always available



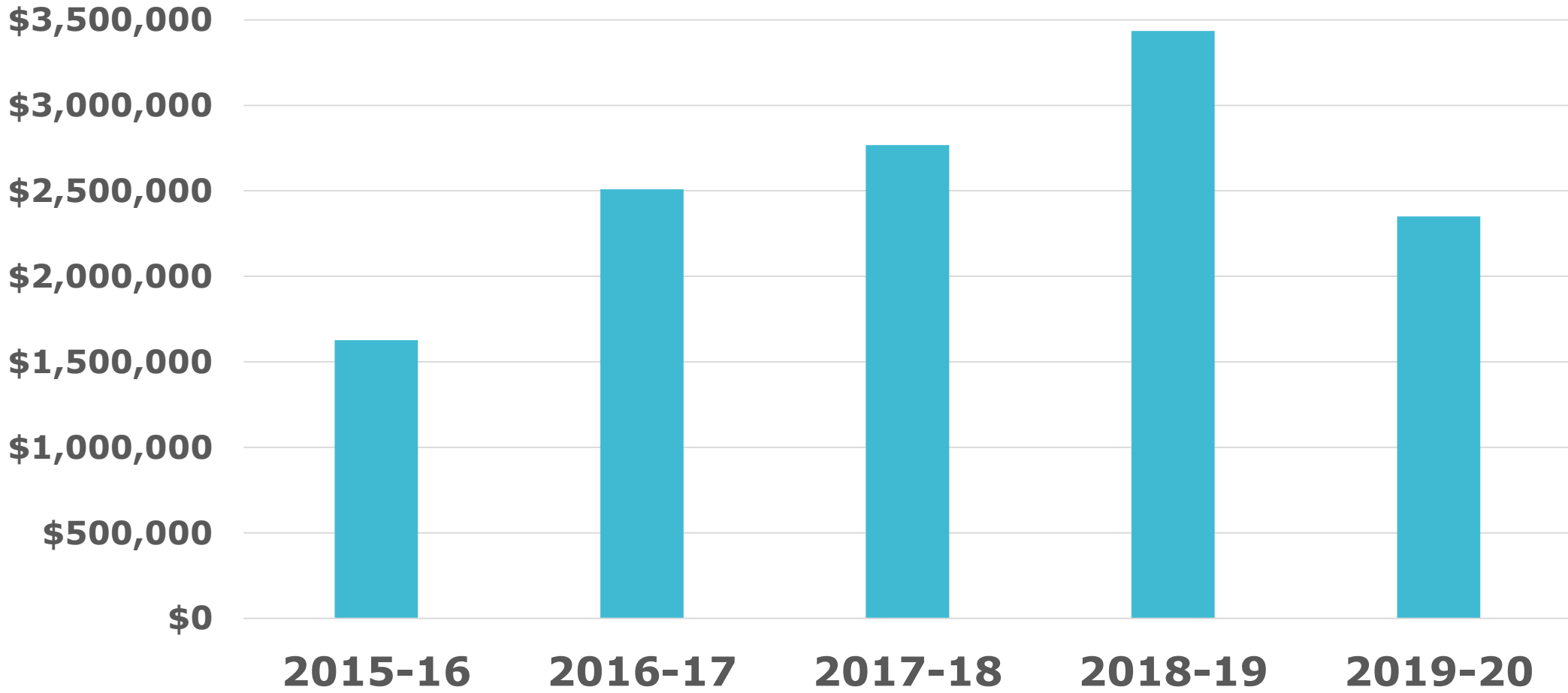
- Keeps records of online rental postings to assist with tracking unpermitted renting
- Allows the City to find those who are not in compliance and issue citations to ensure the program is running smoothly and effectively



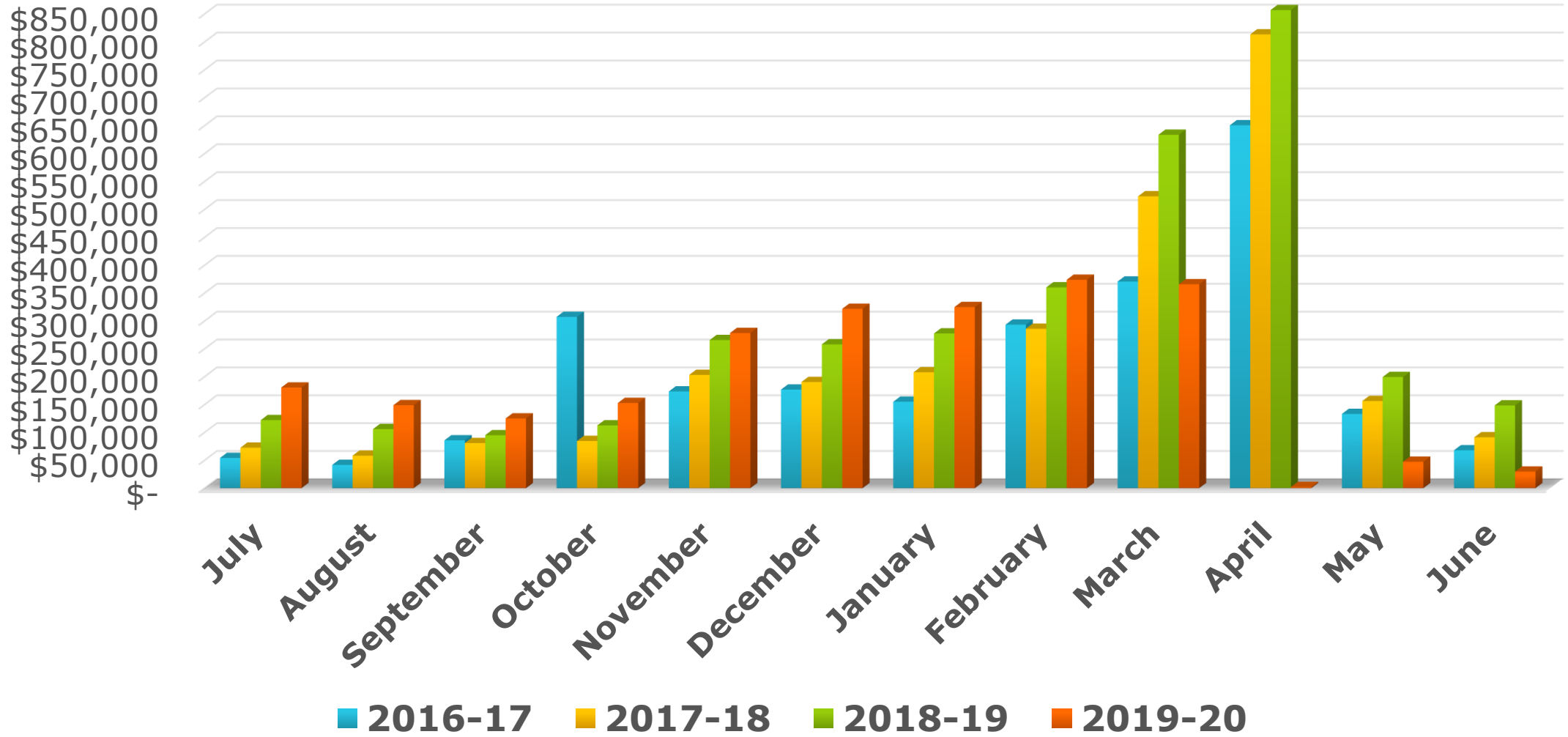
STVR REVENUE...

LET'S COMPARE

STVR TOTAL



STVR Revenue by Month



FY 2019-2020

- Short-Term Vacation Rental transient occupancy tax (TOT) received: \$2,353,216
- Total TOT received (hotels, resort fees & STVR): \$7,149,982

STVR PROGRAM ENHANCEMENTS

- Added Permit Technician position dedicated to STVR
- Website updates – webpage dedicated to STVR
- 24/7 Hotline
- Community outreach – Workshops, Festival Mailers, Ad-Hoc Committee
- Added online services – MUNIRevs & LODGINGRevs

STVR ORDINANCE UPDATE (2018)

- Property owner authorization required for permit issuance
- Owner must provide 24/7 local contact
- Code to conduct inspections to verify bedrooms counts, if necessary
- Increased citation fines
 - General STVR Violation Fines (\$500-\$1,500)
 - Operating a STVR without a Permit (\$1,000-\$2,000)
 - Hosting a Special Event at a STVR without a Special Event Permit (\$5,000)

CODE COMPLIANCE

- Collaborates with Design & Development team
- Manages/monitors Hotline calls
- Conducts STVR application inspections
- Responds to and inspects STVR related complaints – noise, parking & property maintenance
- Issues citations
- Formation of Sub-Committee's



QUESTIONS?

COMMENTS?

THANK
YOU FOR
COMING!



VACATION

OUR NEXT
SCHEDULED
MEETING IS:

THURSDAY
AUGUST 6, 2020

TOPICS TO COVER AT NEXT MEETING:
COMMUNITY PERCEPTION, GUEST BEHAVIOR, AND
GUEST EXPECTATIONS