

POWER POINTS

**CITY COUNCIL
MEETING**

OCTOBER 4, 2022

City Council Meeting October 4, 2022



1

City Council Meeting Closed Session October 4, 2022



2

Pledge of Allegiance



3

City Council Meeting October 4, 2022

Presentations



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City Council Meeting October 4, 2022

B1 – Community Services Grant Requests 2022-23



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Community Services Grants

- Budget is \$60,000 (3 rounds)
- Recommend \$32,000 for 12 organizations
- \$28,000 would remain for next 2 grant rounds

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Applicant	Requested	Committee Recommendation
Desert Cancer Foundation (DCF)	\$3,500	\$3,500
Dr. Carreon Foundation	\$5,000	\$2,500
HARC, Inc.	\$5,000	\$5,000
Hidden Harvest	\$5,000	\$5,000
JFK Foundation – Ophelia Project	\$5,000	\$2,500
John Glenn Middle School – Kids in the Kitchen Club	\$2,000	\$2,000
La Quinta High School Blackhawk Brigade Band Boosters	\$2,500	\$2,500

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Applicant	Requested	Committee Recommendation
La Quinta High School Boys & Girls Water Polo Team*	\$5,000	\$500
La Quinta Youth Sports Association (LQYSA)	\$5,000	\$2,500
Nehemiah Charitable Fund*	\$5,000	\$500
Parkinson's Resource Organization*	\$5,000	\$500
Pegasus Riding Academy	\$5,000	\$5,000
Riverside County Foundation on Aging, Inc.	\$1,500	\$0

*Starter Grant

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**City Council Meeting
October 4, 2022**

**B2 - Award X Park Public Safety Camera
Project No. 2022-23**



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Background:

- Public Safety Camera System (PSCS) Project 2020-03 completed 2021
- Safety cameras were proposed for X Park once completed
- X Park Project is complete and operational
- Safety cameras needed to prevent vandalism

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Project Scope

- X Park:
 - Install and program 6 public safety cameras with hardware
 - Infrastructure: install fiber from telecom room to traffic control box
 - Connection to existing fiber

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Select Source:

- BC Data and Power (BCD&P) quoted \$41,969
- BCD&P was subcontractor for PSCS Pilot Project
- BCD&P has extensive knowledge of the camera system and can install quickly

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Proposed Project Budget

	Budget
Professional	\$ 2,500
Inspection, Testing & Survey	\$ 4,500
Construction	\$ 41,969
Contingency	\$ 11,031
TOTAL	\$60,000

- \$1.69M of funding available in 2022-07 Phase II Camera System Project Budget

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Questions?



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City Council Meeting October 4, 2022

**PH1 – GPA2022-0001, ZOA2022-0002,
ZC2022-0003**

Zoning Code and Map Updates



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Background

- Staff periodically reviews the General Plan, zoning map, and municipal code for inconsistencies and proposes amendments
- Reviews for potential opportunities for development code streamlining and flexibility

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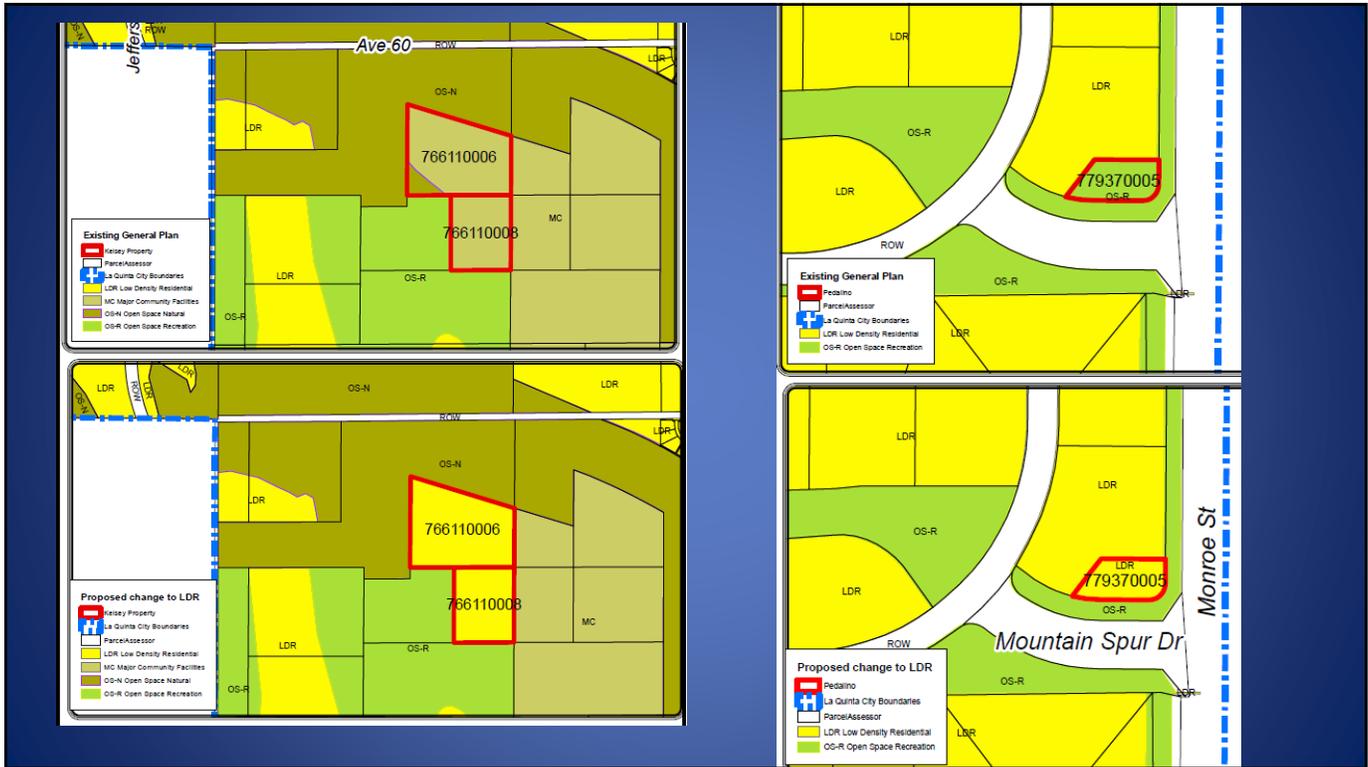
Map Changes

- Proposed map changes include:
 - parcels inadvertently changed at last General Plan update
 - parcel no longer needed for drainage purposes
- Changes revert back to Low Density Residential

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Zoning Text Changes

- Allowance for Commercial Tourist Homes in Village Commercial area
- Discussed at Study Session with Council/PC
- Proposed to be allowed on lots in VC less than 10,000 sf, greater than 4,500 sf

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Zoning Text Changes

- *"Commercial Tourist Home" means a unit located on a parcel between ~~5,000~~ 4,500 square feet and 10,000 square feet that is not occupied by an owner or manager and that is rented in its entirety to transient guests for a period of thirty (30) consecutive calendar days or less, subject to Chapter 3.24 Transient Occupancy Tax.*
- Would require a CUP and parking similar to hotel

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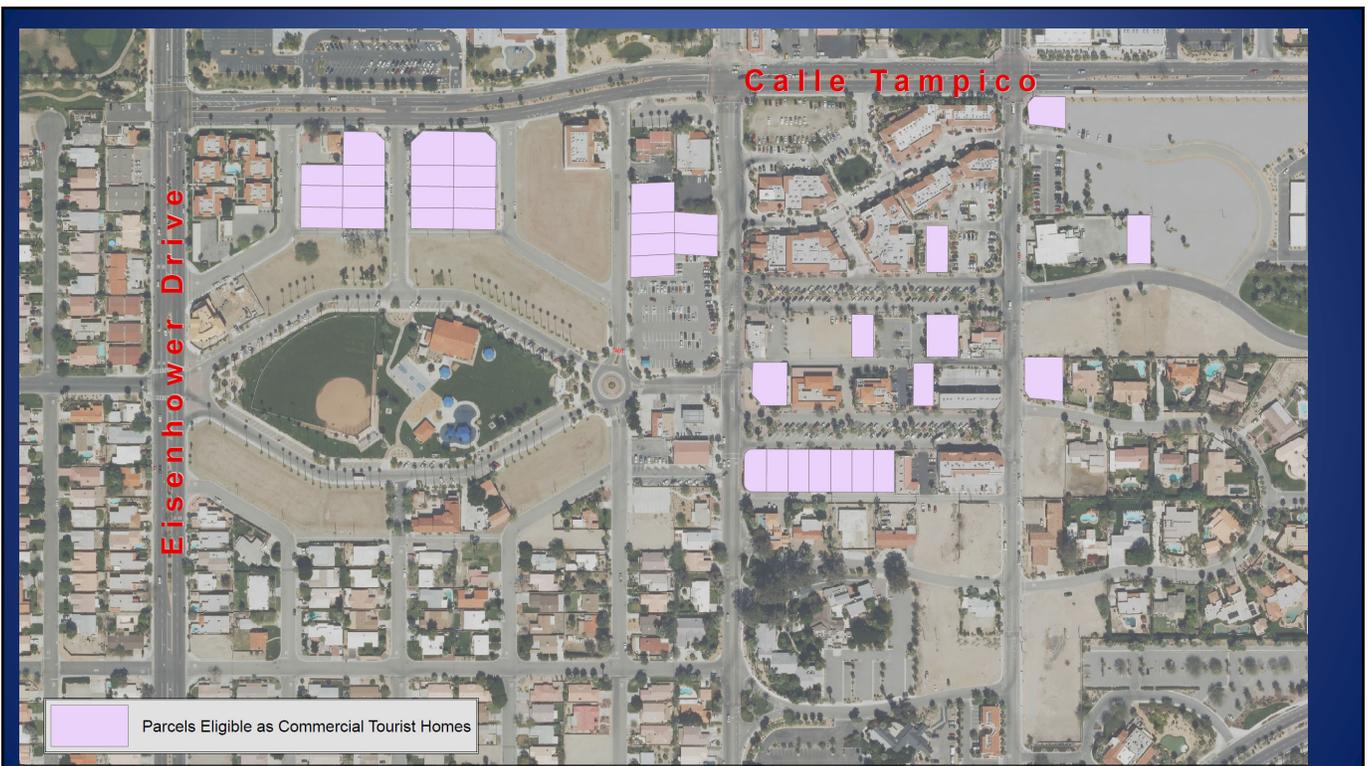
Planning Commission

- Recommended changing "Commercial Tourist" to "Village Hospitality" to avoid confusion with Tourist Commercial zoning district

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Zoning Text Changes

- Allow for live/work units in mixed-use areas
- Clarify in Code that live/work units are permitted use
- Would allow conversion of existing commercial building into live/work unit

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Zoning Text Changes

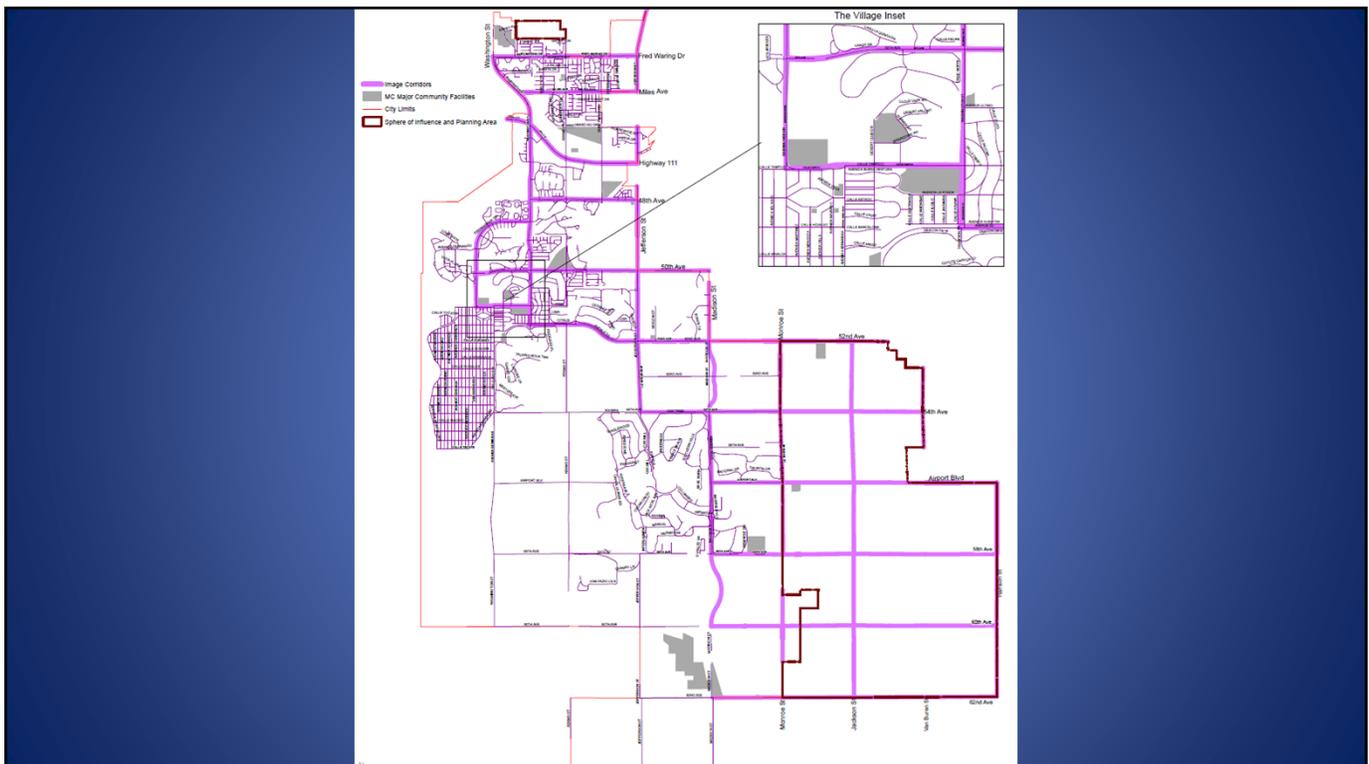
- *"Live/Work Unit" is a single unit consisting of both a commercial/office and a residential component that is occupied by the same resident. The live/work unit shall be the primary dwelling of the occupant."*

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Zoning Text Changes

- Image Corridor height exemption
 - Allows cellular communication facilities located within Major Community Facilities zones
 - Allows cell facilities at a greater height in order to achieve cell service coverage
 - Requires CUP to be reviewed by the Planning Commission

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Zoning Text Changes

- Clean up language
 - Density description in High Density Residential Section for consistency with recently changed Affordable Housing Overlay regulations
 - Incorrect code section cross reference in the appeals section

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Zoning Text Changes

- Update definitions:
 - Add a definition for “Commercial Tourist Home” and “Live/Work Unit”
 - Revise multifamily residential to allow for multifamily projects to be two (2) or more units, instead of three (3) or more

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Planning Commission

- Recommended approval of all zoning code and map updates.
- Recommends changing “Commercial Tourist Homes” to “Village Hospitality Homes”

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City Council Meeting October 4, 2022

D3 – 2022 CONSOLIDATED GENERAL ELECTION & MEASURE A UPDATE



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2022 GENERAL ELECTION

- Vote-by-Mail (VBM) Ballots – mailed Oct. 10 – Nov. 1
- VBM Drop Off locations – open Oct. 11 – Nov. 7
 - La Quinta City Hall
 - Trilogy at La Quinta
- 11-Day Vote Centers – open Oct. 29 – Nov. 8
 - La Quinta City Hall
- 4-Day Vote Centers – open Nov. 5 – Nov. 8
 - Colonel Mitchell Paige Middle School
 - Trilogy at La Quinta
- Ballots must be received no later than close of the polls on Election Day or be postmarked on or before Election Day & received no later than 7 days after

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MEASURE A

Educational Information & Facts – City’s website

www.LaQuintaCA.gov/MeasureA

- STVR Areas Map
- Informational Flyer
- Informational Slide Deck / Power Point
- Frequently Asked Questions
- Economic & Fiscal Impact Reports
- 10-Year City Budget Projections
- Proposed Code Text of Measure A (submitted by the proponents)
- Impartial Analysis
- Arguments In-Favor & Against
- Rebuttals to Arguments In-Favor & Against

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MEASURE A - OVERVIEW

November 8, 2022, Ballot Measure

WHAT IS MEASURE A?

Measure A is a citizen-driven ballot initiative proposing to phase-out and permanently ban non-hosted Short-Term Vacation Rentals (STVRs) in non-exempt areas in La Quinta, by December 31, 2024.

WHAT IS A NON-HOSTED STVR?

A dwelling rented for compensation, for periods of 30 consecutive calendar days or less, whereby the owner does not remain on-site.

ECONOMIC IMPACTS *

- La Quinta has 5 hotels with approximately 1,100 rooms inventory.
- STVRs offer approximately 3,500 additional rooms for rent. Measure A proposes to eliminate approximately 2/3 of the existing STVR rooms inventory.
- Lower hospitality rooms inventory would proportionally correspond to an average of 105,000 fewer visitors per year.
- The estimated annual 10-year average impact is:
 - 105,000 Fewer Visitors
 - = \$84M less Visitor Spending
 - = \$100M less Business Sales
 - = 445 fewer Jobs driven by STVRs
 - = \$13M less in Personal Income
 - = \$8M less in Local Tax Revenues

A "NO" VOTE

A "No" vote is against the Measure's STVR phase-out and ban by December 31, 2024. Current city law will continue to prohibit the issuance of new STVR permits, except for dwellings located in exempt areas. Current holders of non-hosted STVR permits on or before August 4, 2020, will still be authorized to renew permits annually.

A "YES" VOTE

A "Yes" vote is in favor of adopting the Measure's STVR phase-out and ban by December 31, 2024. Current city law would be amended so that, effective January 1, 2025, non-hosted STVR permits would be prohibited, except in exempt areas as specified in the Measure.

LEARN MORE ABOUT MEASURE A:

www.LaQuintaCA.gov/MeasureA

*Source: Tourism Economics Report - July 2022

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What to Know Before You Vote!

The City of La Quinta's General Municipal Election is **November 8, 2022**.
Make Your Voice Heard And Cast Your Ballot Today!

WHAT IS MEASURE A?

Measure A is a citizen-driven ballot initiative proposing to **phase-out and permanently ban non-hosted Short-Term Vacation Rentals (STVRs)** in non-exempt areas in La Quinta by December 31, 2024.

"NO" ON MEASURE A- WHAT DOES IT MEAN?

A "No" vote is against the Measure's STVR phase-out and ban by December 31, 2024. Current city law will continue to prohibit the issuance of new STVR permits, except for dwellings located in exempt areas. Current holders of non-hosted STVR permits on or before August 4, 2020, will still be authorized to renew permits annually.

"YES" ON MEASURE A- WHAT DOES IT MEAN?

A "Yes" vote is in favor of adopting the Measure's STVR phase-out and ban by December 31, 2024. Current city law would be amended so that, effective January 1, 2025, non-hosted STVR permits would be prohibited, except in exempt areas as specified in the Measure.

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For More Information on the City of La Quinta's 2022 General Municipal Election and Measure A:



760.777.7035



CityClerkMail@LaQuintaCA.gov



@CityofLaQuinta



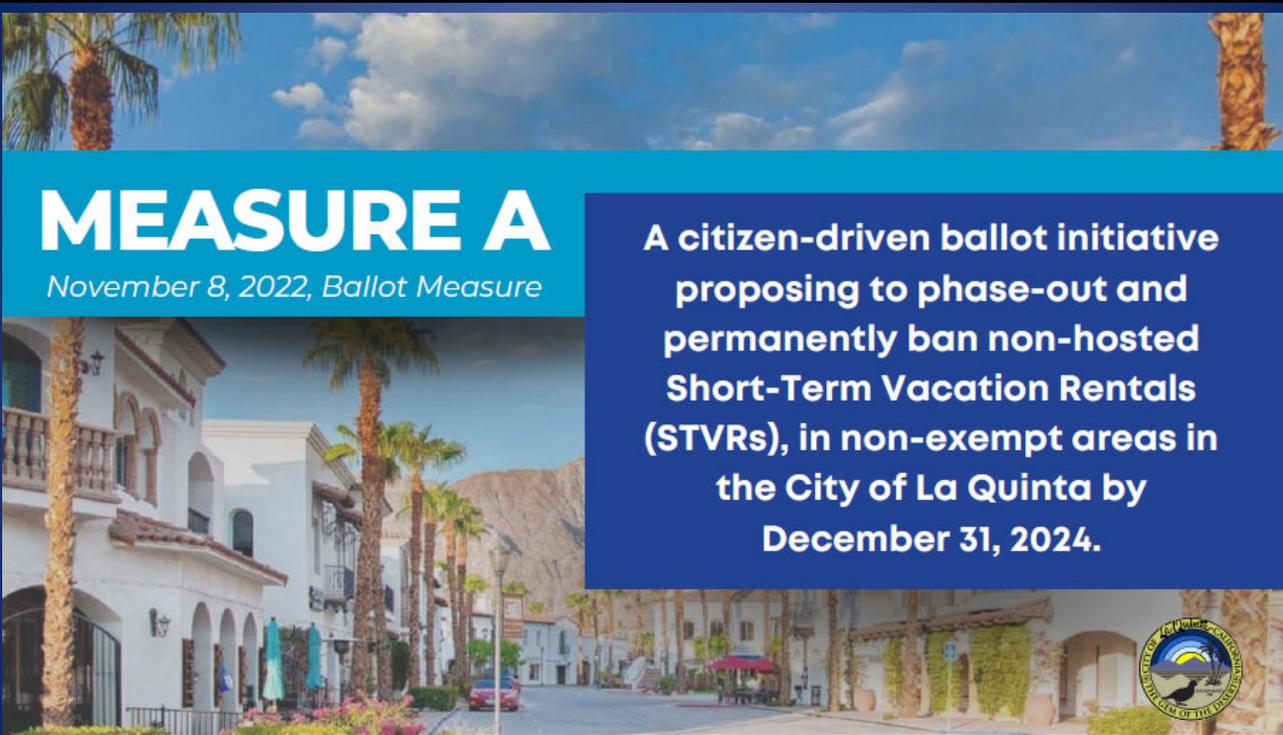
@CityofLaQuinta



2022 Election- www.LaQuintaCA.gov/Election2022
Measure A - www.LaQuintaCA.gov/MeasureA



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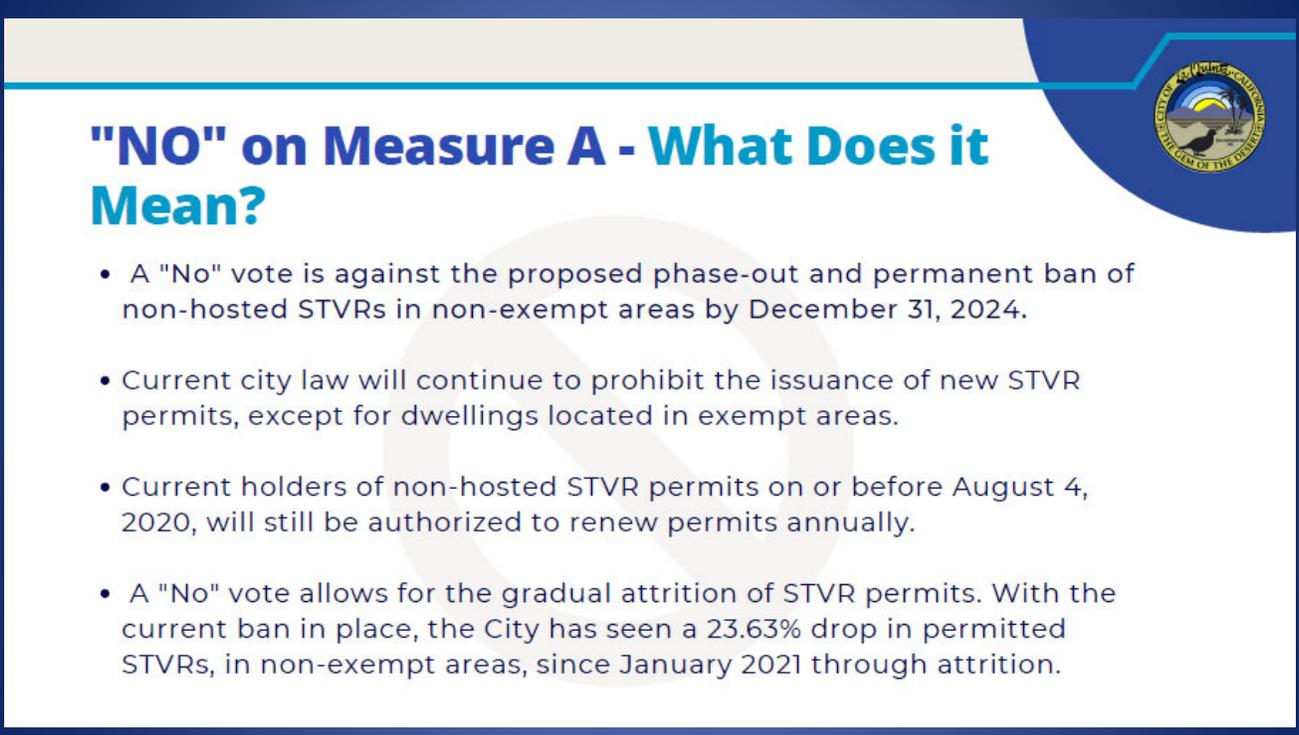
MEASURE A

November 8, 2022, Ballot Measure

A citizen-driven ballot initiative proposing to phase-out and permanently ban non-hosted Short-Term Vacation Rentals (STVRs), in non-exempt areas in the City of La Quinta by December 31, 2024.



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"NO" on Measure A - What Does it Mean?

- A "No" vote is against the proposed phase-out and permanent ban of non-hosted STVRs in non-exempt areas by December 31, 2024.
- Current city law will continue to prohibit the issuance of new STVR permits, except for dwellings located in exempt areas.
- Current holders of non-hosted STVR permits on or before August 4, 2020, will still be authorized to renew permits annually.
- A "No" vote allows for the gradual attrition of STVR permits. With the current ban in place, the City has seen a 23.63% drop in permitted STVRs, in non-exempt areas, since January 2021 through attrition.



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"YES" on Measure A - What Does it Mean?

- A "Yes" vote is in favor of the proposed phase-out and permanent ban of non-hosted STVRs in non-exempt areas by December 31, 2024.
- Current city law would be amended so that, by December 31, 2024, non-hosted STVR permits would be prohibited, except in exempt areas of the City as specified in the Measure.
- If the Measure is adopted, STVR permits would be allowed only for hosted rentals, where the owner remains on site for the occupant's stay.

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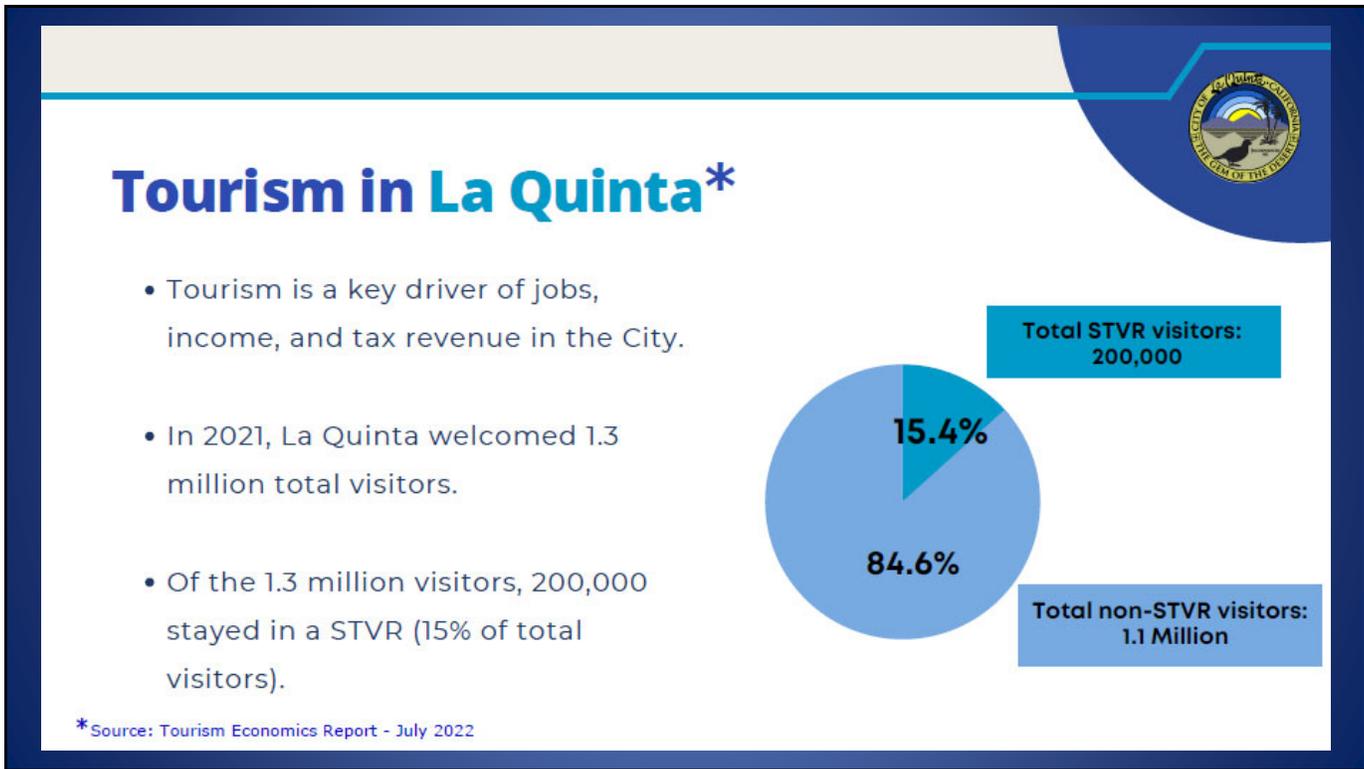
"Non-Hosted" STVR - What Does it Mean?

- A dwelling rented for compensation, for periods of 30 consecutive calendar days or less, whereby the owner does not remain on-site.

Housing in La Quinta

- Of the City's 25,875 housing units, an estimated 63% are occupied by year-round residents, 32.5%, or 8,416 units are occupied by seasonal residents, and the remaining 4.5%, or 1,167 units are permitted as STVRs.

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Tourism in La Quinta*

- La Quinta has 5 hotels with approximately 1,100 rooms inventory.
- STVRs offer approximately 3,500 additional rooms for rent. Measure A proposes to eliminate approximately 2/3 of the existing STVR rooms inventory.
- Lower hospitality rooms inventory would proportionally correspond to an average of 105,000 fewer visitors per year.
- The estimated 10-year average impact per year is:

105,000 Fewer Visitors = \$84M less Visitor Spending
 = \$100M less Business Sales
 = 445 fewer Jobs driven by STVRs
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**Source: Tourism Economics Report- July 2022*

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Where does the Revenue go?

- The STVR program generated approximately \$7.1 million in General Fund revenue in fiscal year 2021/22 to the City of La Quinta.
- The General Fund is the primary operating fund of the City and is supported by a variety of revenue sources, with the top 3 primary sources being sales tax, transient occupancy tax, and property tax.
- Through these revenues the General Fund supports:



Public Safety



Public Works



Community Resources



Design & Development



Administration

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Where does the Revenue go?

REVENUES			EXPENDITURES		
Sales Taxes	\$24,500,000	36%	Police & Fire	\$27,037,772	40%
Property Taxes	\$9,915,000	15%	Capital Improvements	\$10,059,000	15%
Hotel & Vacation Rental Taxes	\$12,775,000	19%	Facilities/Parks Maintenance	\$7,515,470	11%
State, Assessment District & Fire Tax Credit	\$7,853,000	11%	General Administration	\$5,710,292	8%
Other Taxes & Franchise Fees	\$7,756,700	10%	Citywide Services & Benefits	\$4,388,100	7%
Licenses & Permits	\$2,823,200	4%	Community Programs	\$4,315,312	6%
Leases/Investments/Misc.	\$1,155,100	2%	Planning & Development	\$4,029,498	6%
Charges for Services	\$1,081,100	2%	Measure G Reserves	\$3,353,000	5%
Fines & Assessments	\$462,000	1%	Finance	\$1,595,830	2%
TOTAL: \$68,321,100			\$68,004,274		
			TOTAL SURPLUS: \$316,826		

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City Reserves

- The City has more than \$100 million in reserves; there are 3 categories of Reserves:

Committed Reserves

Includes:

- Emergency- Natural Disaster
- Emergency- Economic Downturn
- Cash Flow Reserve
- Capital Replacement Reserve

Assigned Reserves

Includes:

- Sales Tax- Measure G
- Public Safety Fire Service Trust
- Capital Projects
- Pension Trust Fund
- Other Post Employment Benefits Trust Fund

Unassigned Reserves

- One-time expenditures or capital expenses used at City Council discretion
- Balance must not fall below \$8 million

- The City of La Quinta strives to maintain adequate reserves as a matter of fiscal prudence and sound financial management. The City Council has the discretion to use reserves for one-time expenditures, excluding ongoing operations, as the continuing availability of these funds is not sustainable.

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City Reserves

Fund Balance Summary		Estimated as of 6/30/2023
Committed Reserves		\$ 36,000,000
Emergency-Natural Disaster		10,000,000
Emergency-Economic Downturn		11,000,000
Cash Flow Reserve		5,000,000
Capital Replacement Reserve		10,000,000
Assigned Reserves		59,350,341
Sales Tax (Measure G)		16,592,241
Public Safety Fire Service Trust		12,800,000
Capital Projects		17,404,100
Pension Trust Fund		10,519,000
Other Post Employment Benefits Trust Fund		2,035,000
Unassigned Reserves		30,182,572
Overall Total		125,532,913

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History of STVR Program

STVR Program Established

La Quinta's STVR Program was enacted to establish a permitting process and set compliance requirement.

Oct 2012

2012

1,000 STVRs Operating Without A Permit

There were 106 registered STVRs, but as many as 1,000 advertised STVRs operating within the City without a permit.

Launched Online Permit System and Ad Hoc Committee

The City launched an online permit system and appointed a 15-member Ad-Hoc Committee allowing community members and stakeholders to evaluate the program and make recommendations to the City Council.

2019/2020

2019

Community Outreach and Added STVR Resources

The City conducted community outreach, added STVR dedicated staff and the 24/7 STVR hotline.

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STVR Locations

- There are a total of 48 gated residential developments in La Quinta, only 6 of which allow STVR rentals.
- Issuance of new STVR permits in the City of La Quinta is prohibited, except in exempt areas. This ban has been in place since August 4, 2020.

The 13 areas in La Quinta not subject to the ban:

1. Homewood Suites (La Quinta Desert Villas - Center Pointe)
2. Legacy Villas
3. La Quinta Resort, including the Spa and Tennis Villas
4. Embassy Suites (Casitas Las Rosas)
5. Village/Tourist Commercial-zoned areas
6. SilverRock Specific Plan
7. Codorniz
8. Signature at PGA West (Haciendas and Jewel)
9. Puerta Azul
10. Southwest corner of Avenue 62 and Madison Street
11. Northwest corner of Avenue 64 and Madison Street
12. Polo Villas Residences
13. Merv Griffin Estate

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FOR MORE INFORMATION:



760.777.7035



CityClerkMail@LaQuintaCA.gov



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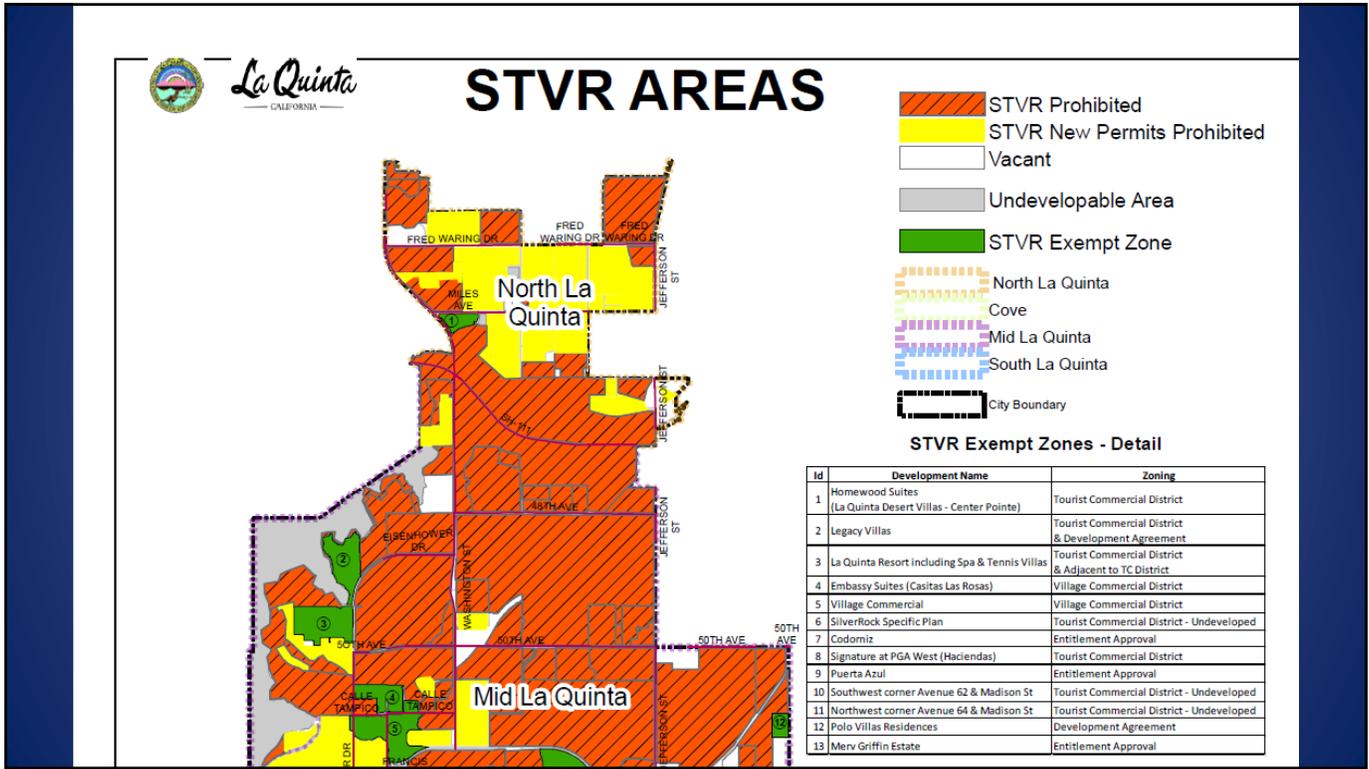


2022 Election - www.LaQuintaCA.gov/Election2022

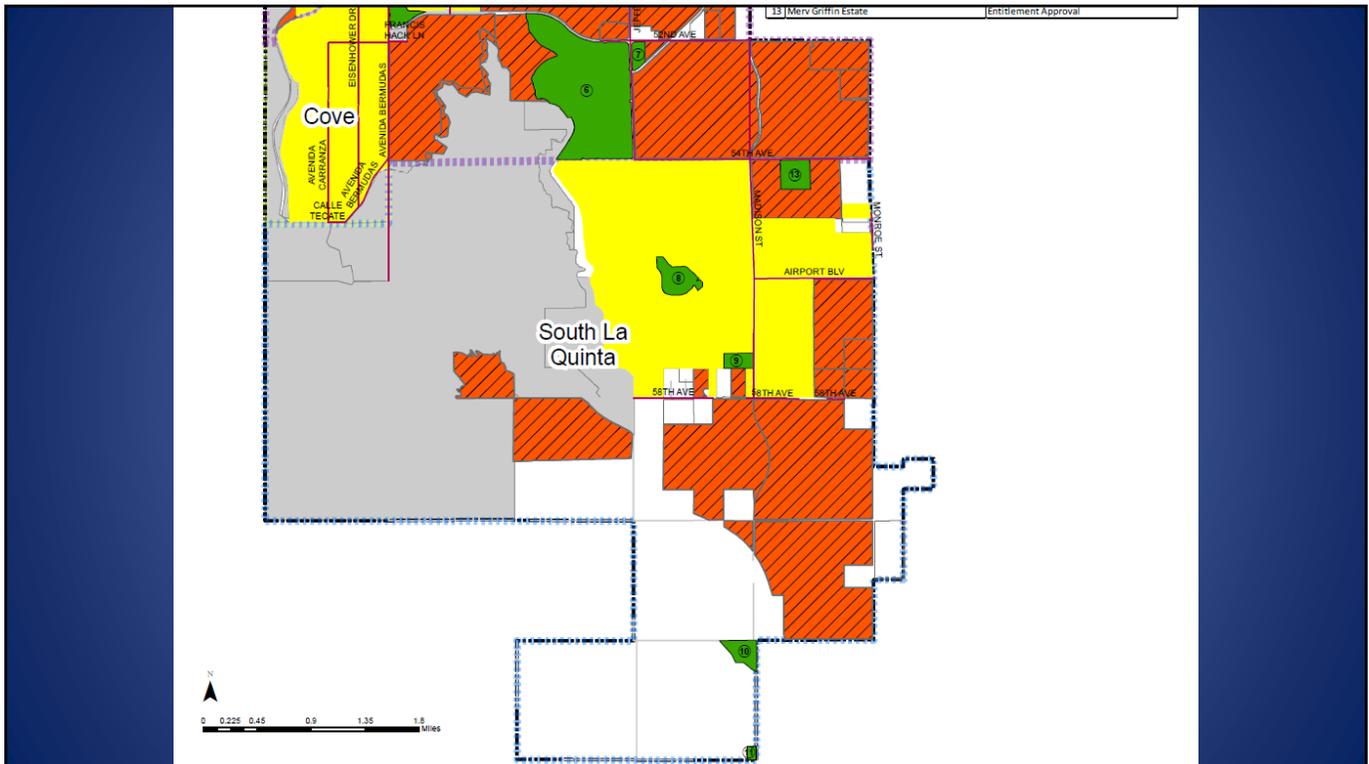
Measure A - www.LaQuintaCA.gov/MeasureA



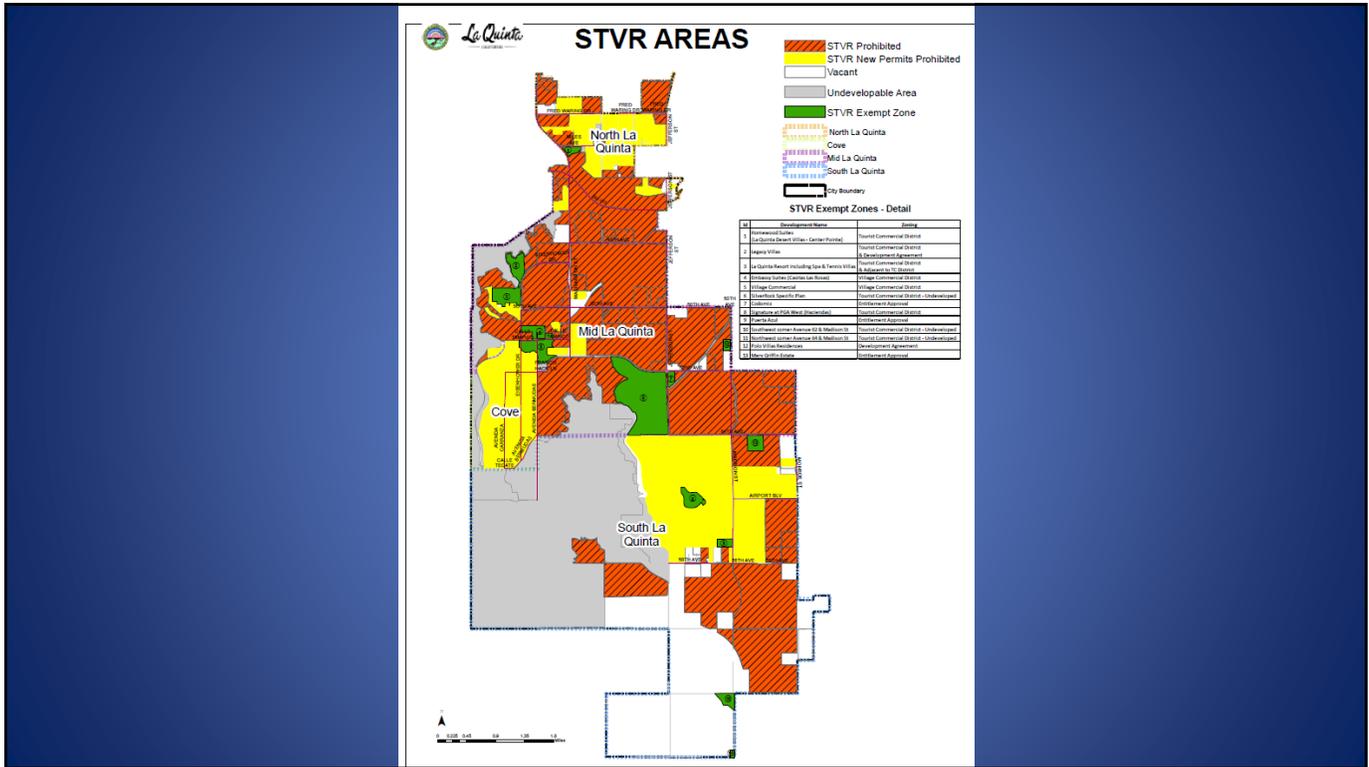
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MEASURE A – SCENARIO 1

If Measure A is Approved

Scenario 1 Parameters:

- FY 2022/23 Adopted Budget
- Estimates a \$6.1M annual loss in revenue starting FY 2024/25 comprised of:
 - 20% of the STVR TOT revenue, or \$1M, remains under Exempt Areas & projects a 5% compounded annual growth
 - 80% of the STVR TOT revenue, or \$4M, is projected to be lost in FY 2024/25, if Measure is approved
 - Sales Tax revenue loss
 - STVR Permit Fees loss

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MEASURE A – SCENARIO 1 If Measure A is Approved

Scenario 1 Parameters:

- Expenses estimate annual % increases based on historical averages
- Capital Improvements are based on anticipated immediate future city improvement needs for infrastructure repair and facilities maintenance

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MEASURE A – SCENARIO 1 If Measure A is Approved

Capital Improvement Program (CIP)	FY 22/23	FY 21/22	FY 20/21 COVID-19	FY 19/20	FY 18/19	FY 17/18	FY 16/17
	Budget	Budget	Budget	Budget	Budget	Budget	Budget
General Fund	2,735,000	2,552,000	1,652,000	2,666,000	1,075,000	1,552,000	1,552,000
Measure G	5,047,000	2,758,356	525,000	5,580,116	3,773,113	4,969,464	-
Sub-Total:	7,782,000	5,310,356	2,177,000	8,246,116	4,848,113	6,521,464	1,552,000
Grants/Other Funds	6,254,811	5,484,450	16,258,390	14,076,037	7,507,828	2,302,487	5,775,000
GRAND TOTAL:	14,036,811	10,794,806	18,435,390	22,322,153	12,355,941	8,823,951	7,327,000
GF & Measure G CIP Funding %:	55%	49%	12%	37%	39%	74%	21%

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SCENARIO NO. 1 - IF THE INITIATIVE IS APPROVED

Category	Change Y-o-Y %	Current Budget 2022/23	1-year 2023/24	2-years 2024/25	3-years 2025/26	5-years 2027/28	6-years 2028/29	7-years 2029/30	10-years 2032/33
Sales Tax									
Measure G		\$ 13,500,000	\$ 13,239,600	\$ 13,504,392	\$ 13,774,480	\$ 14,330,969	\$ 14,617,588	\$ 14,909,940	\$ 15,822,548
Bradley Burns	2%	\$ 11,000,000	\$ 11,220,000	\$ 11,444,400	\$ 11,673,288	\$ 12,144,889	\$ 12,387,787	\$ 12,635,542	\$ 13,408,939
STVR- Potential Sales Tax Loss		\$ -	\$ -	\$ (700,000)	\$ (1,400,000)	\$ (1,456,560)	\$ (1,485,691)	\$ (1,515,405)	\$ (1,608,160)
Property Tax	2%	\$ 9,915,000	\$ 10,113,300	\$ 10,315,566	\$ 10,521,877	\$ 10,946,961	\$ 11,165,900	\$ 11,389,218	\$ 12,086,330
Transient Occupancy Tax									
Hotel	2%	\$ 7,300,000	\$ 7,446,000	\$ 7,594,920	\$ 7,746,818	\$ 8,059,790	\$ 8,220,986	\$ 8,385,405	\$ 8,898,659
Bed & Breakfast/Resort Fees	1%	\$ 475,000	\$ 479,750	\$ 484,548	\$ 489,393	\$ 499,230	\$ 504,222	\$ 509,264	\$ 524,696
STVR Exempt	5%	\$ 1,000,000	\$ 1,050,000	\$ 1,102,500	\$ 1,157,625	\$ 1,276,282	\$ 1,340,096	\$ 1,407,100	\$ 1,628,895
STVR Non-Exempt	1%	\$ 4,000,000	\$ 4,040,000	\$ 4,080,400	\$ 4,121,204	\$ 4,204,040	\$ 4,246,081	\$ 4,288,541	\$ 4,418,489
STVR Non-Exempt- Potential Loss	1%	\$ -	\$ -	\$ (4,080,400)	\$ (4,121,204)	\$ (4,204,040)	\$ (4,246,081)	\$ (4,288,541)	\$ (4,418,489)
Fees/Permits	1%	\$ 3,424,300	\$ 3,458,543	\$ 3,493,128	\$ 3,528,060	\$ 3,598,974	\$ 3,634,963	\$ 3,671,313	\$ 3,782,558
STVR Fees/Permits Exempt	5%	\$ 188,400	\$ 197,820	\$ 207,711	\$ 218,097	\$ 240,451	\$ 252,474	\$ 265,098	\$ 306,884
STVR Fees/Permits Non-Exempt	1%	\$ 753,600	\$ 761,136	\$ 768,747	\$ 776,435	\$ 792,041	\$ 799,962	\$ 807,961	\$ 832,443
STVR Fees/Permits Non-Exempt- Potential Loss	1%	\$ -	\$ -	\$ (768,747)	\$ (776,435)	\$ (792,041)	\$ (799,962)	\$ (807,961)	\$ (832,443)
SilverRock Proceeds	20%	\$ -	\$ -	\$ -	\$ 500,000	\$ 720,000	\$ 864,000	\$ 1,036,800	\$ 1,791,590
Other Revenue	1%	\$ 16,764,800	\$ 16,932,448	\$ 17,101,772	\$ 17,272,790	\$ 17,619,973	\$ 17,796,173	\$ 17,974,135	\$ 18,518,769
Total Adopted Budget		\$ 68,321,100							
RDA Loan Repayment		\$ 2,695,746	\$ 2,749,661	\$ 2,804,654	\$ 2,860,747	\$ 2,976,321	\$ 3,035,847	\$ 2,748,258	\$ -
Measure A (road improvements)		\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000
SB 1, Road Maintenance & Rehab Tax		\$ 950,000	\$ 950,000	\$ 950,000	\$ 950,000	\$ 950,000	\$ 950,000	\$ 950,000	\$ 950,000
Total Revenues:		\$ 73,966,846	\$ 74,638,258	\$ 70,303,591	\$ 71,293,175	\$ 73,907,279	\$ 75,284,345	\$ 76,366,669	\$ 78,111,706
Expenses									
Police Services	6%	\$ 18,072,000	\$ 19,156,320	\$ 20,305,699	\$ 21,524,041	\$ 24,184,413	\$ 25,635,477	\$ 27,173,606	\$ 32,364,200
Fire Services	5%	\$ 8,123,000	\$ 8,529,150	\$ 8,955,608	\$ 9,403,388	\$ 10,367,235	\$ 10,885,597	\$ 11,429,877	\$ 13,231,511
Operations	1%/4%	\$ 16,840,158	\$ 17,446,054	\$ 18,075,509	\$ 18,729,459	\$ 20,114,771	\$ 20,848,198	\$ 21,610,251	\$ 24,079,768
Administration	2%/3%	\$ 11,557,516	\$ 11,880,622	\$ 12,212,949	\$ 12,554,764	\$ 13,267,967	\$ 13,639,928	\$ 14,022,527	\$ 15,237,279
Capital Improvements	3%	\$ 7,817,000	\$ 8,051,510	\$ 8,293,055	\$ 8,541,847	\$ 9,062,045	\$ 9,333,907	\$ 9,613,924	\$ 10,505,394
PERS Unfunded Liability		\$ 2,241,800	\$ 1,377,000	\$ 1,476,400	\$ 1,539,800	\$ 1,659,600	\$ 1,699,600	\$ 1,740,600	\$ 1,756,600
Total Adopted Budget		\$ 64,651,274							
Measure G Reserves		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses:		\$ 64,651,274	\$ 66,440,657	\$ 69,319,221	\$ 72,293,299	\$ 78,656,031	\$ 82,042,707	\$ 85,590,784	\$ 97,174,753
Ending Cash Position		\$ 9,315,572	\$ 8,197,601	\$ 984,371	\$ (1,000,124)	\$ (4,748,751)	\$ (6,758,362)	\$ (9,224,115)	\$ (19,063,047)

* Updated on 10/3/2022 due to calculation error

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Questions?



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