

# 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 SHORT-TERM VACATION RENTAL?

A dwelling rented for compensation for periods of 30 consecutive calendar days or less, subject to 10% transient occupancy tax (TOT) payable to the City.

*Note: "Long-Term Rentals" are dwellings rented for more than 30 consecutive calendar days, which are not subject to TOT.*

## 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 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
- = **\$13M less** in Personal Income
- = **\$8M less** in Local Tax Revenues

*\*Source: Tourism Economics Report – July 2022*

## 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.

## MEASURE A – SPONSORS & SUPPORTERS

- Don Shoffstall- proponent of citizen-driven ballot initiative, per State Elections Code
- Don Shoffstall submitted Arguments in Support of Measure A
- Ballot measure committee supporting Measure A: "La Quinta Neighbors Yes on A"

## LA QUINTA CITY COUNCIL – OFFICIAL OPPOSITION

- Council took official action Opposing Measure A, per State Elections Code
- Council submitted Arguments in Opposition of Measure A

## LEARN MORE ABOUT MEASURE A:

[www.LaQuintaCA.gov/MeasureA](http://www.LaQuintaCA.gov/MeasureA)

Measure A would phase-out and ban by December 31, 2024, existing non-hosted STVRs in the areas depicted in **yellow**.

New and existing STVRs will only be allowed in the exempt areas depicted in **green**.

STVRs are prohibited in the areas depicted in **orange** due to land use or private HOA restrictions.

