

**POWER POINTS**

**CITY COUNCIL  
MEETING**

**FEBRUARY 15, 2023**



 *La Quinta*

# 2023 Community Workshop

*Reconnect, Reimagine,  
Recalibrate*



## Agenda

- Call to Order
- Purpose of Workshop
- Sacred Values
- Financial Overview
- Division Big Rocks - Recap
- Division Big Rocks - Vote
- Discussion/Voting
- Public Comment
- Final Comment





## BRAND PILLARS



### VISUALLY BEAUTIFUL

Surrounded by some of the country's most beautiful natural landscapes, built amidst historic and striking architecture, and run by community-minded people, La Quinta is a destination that is defined by its beauty — both inside and out.



### HEALTH & WELLNESS

La Quinta is a place to escape the hustle and bustle of everyday life. Here, folks can unplug, and experience wild wonders, as well as a legacy of luxury. With countless breathtaking trails, community parks, and spa retreats, it's really no wonder La Quinta is called the gem of the desert.



### VIBRANT & SAFE COMMUNITY

Folks will tell you there's something different about La Quinta — something special. Spend enough time here, and you'll see why. It's the people. Around here, people care and uplift one another. La Quinta is a community dedicated to supporting the safety and prosperity of all.



### CULTURAL DIVERSITY

In La Quinta, we are committed to making meaningful connections — we celebrate our differences and promote safe and inclusive messaging and imagery.



### HIGH QUALITY AESTHETICS


Whether it's our local art, or our historic buildings, or striking mountainscapes, La Quinta shines bright. Visual representations of the community strive to always match the quality of the city itself.



# Financial Overview

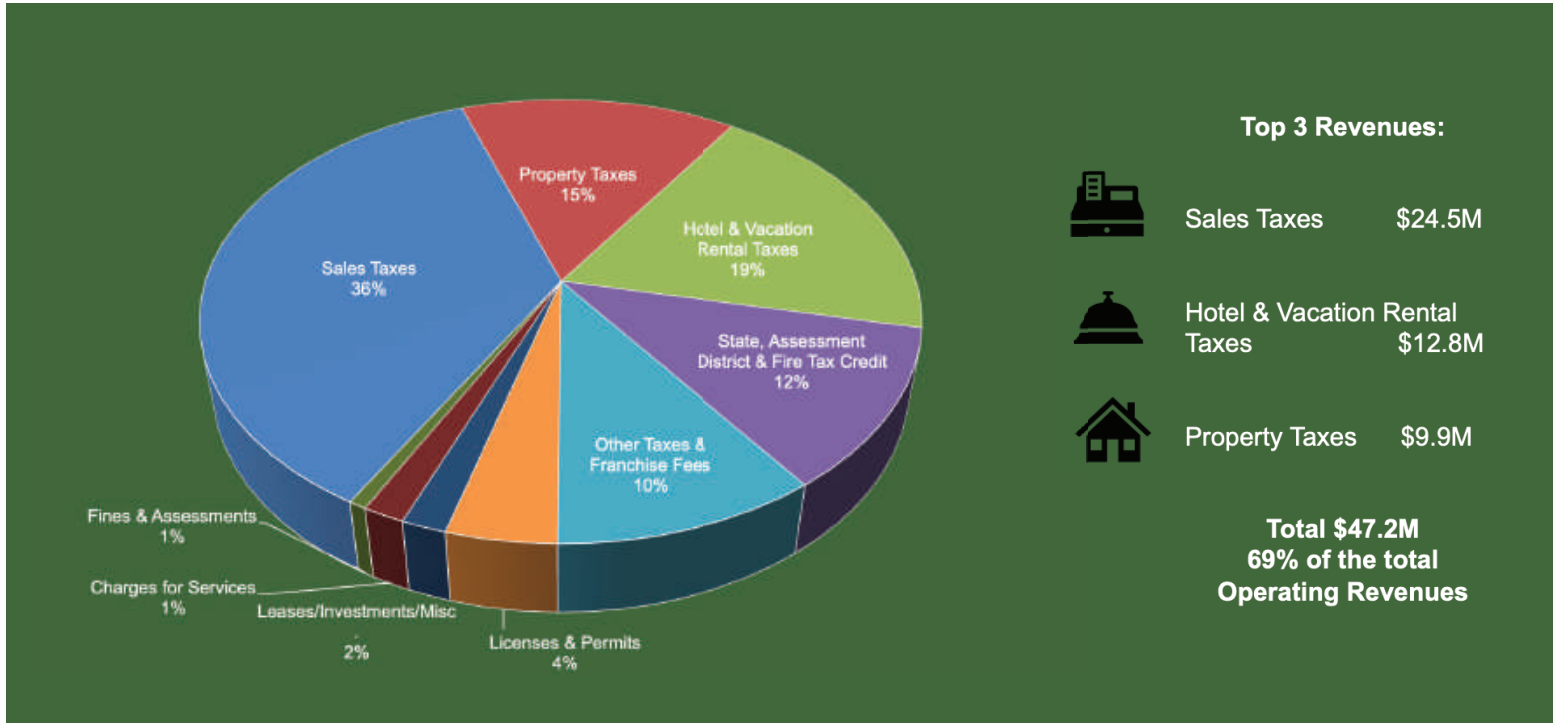
## FY 2022-23 Budget Summary



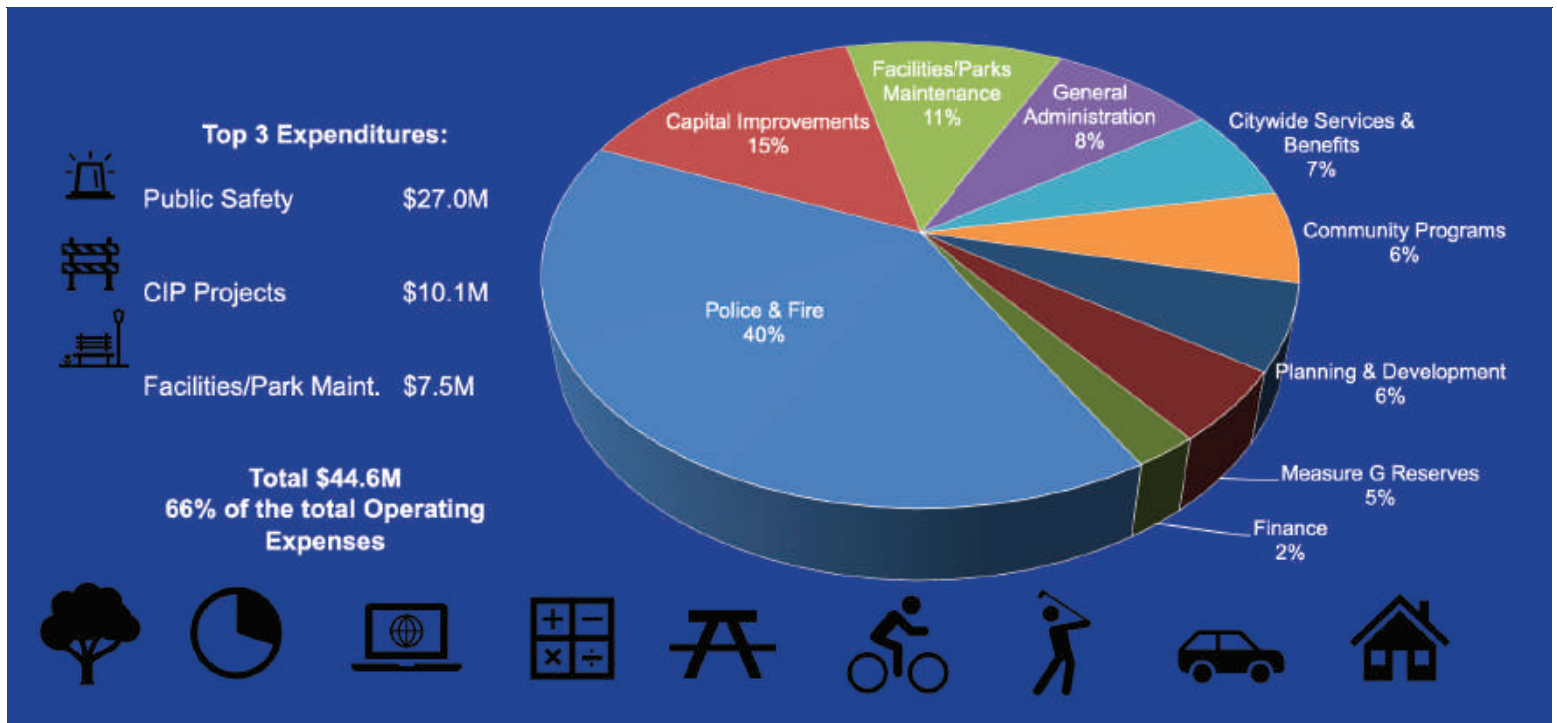
 REVENUES			 EXPENDITURES		
Sales Taxes	\$24,500,000	36%	Police & Fire	\$27,037,772	40%
Property Taxes	\$9,915,000	15%	Capital Improvements	\$10,059,000	15%
Hotel & Vacation Rental Taxes	\$12,775,000	19%	Facilities/Parks Maintenance	\$7,515,470	11%
State, Assessment District & Fire Tax Credit	\$7,853,000	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%
<b>TOTAL: \$68,321,100</b>			<b>\$68,004,274</b>		
			<b>TOTAL SURPLUS: \$316,826</b>		



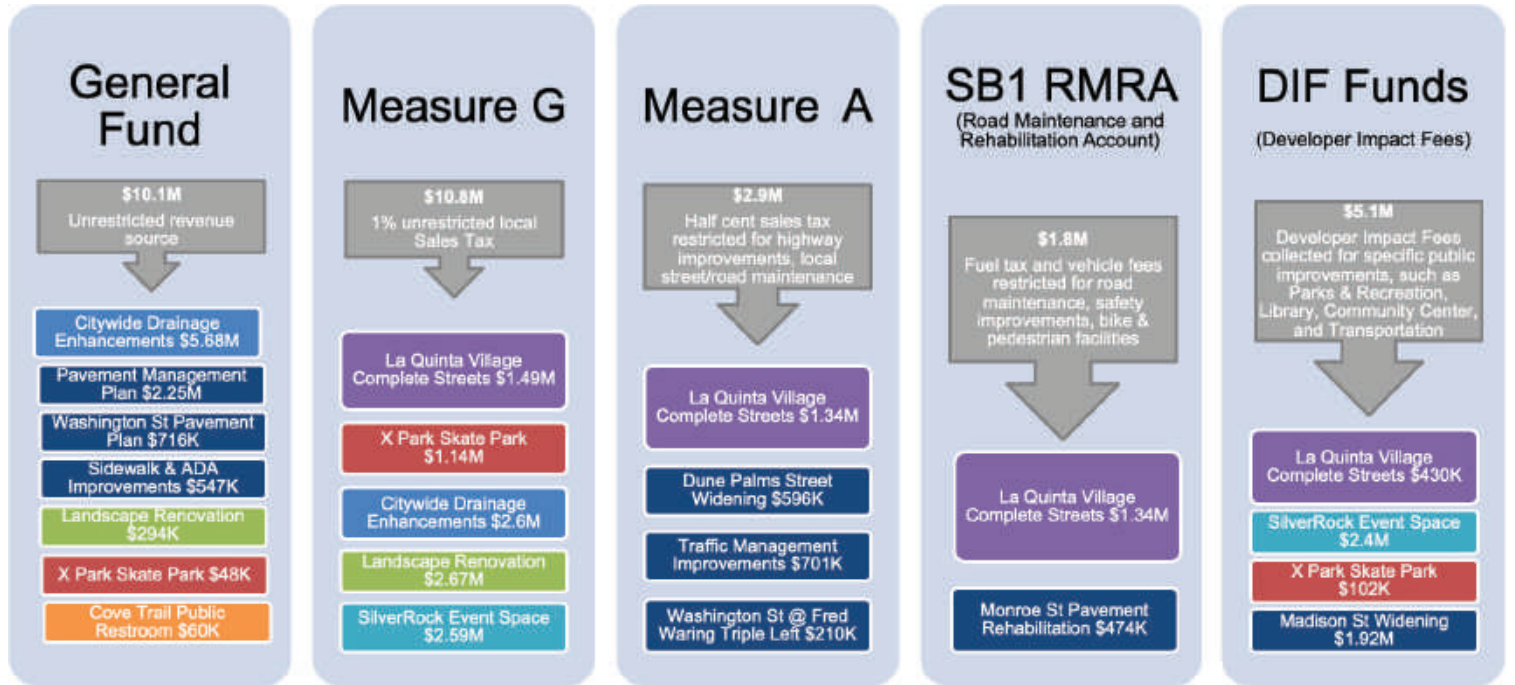
# General Fund Revenue



# General Fund Expenditures



# Project Funding Sources 2018-2022



## Opportunities to learn more & give feedback

**April 2023- June 2023:** Budget Workshops with Council and Financial Advisory Commission(FAC)

**City Website:** [www.laquintaca.gov/finance](http://www.laquintaca.gov/finance)

**Email:** [finance@laquintaca.gov](mailto:finance@laquintaca.gov)

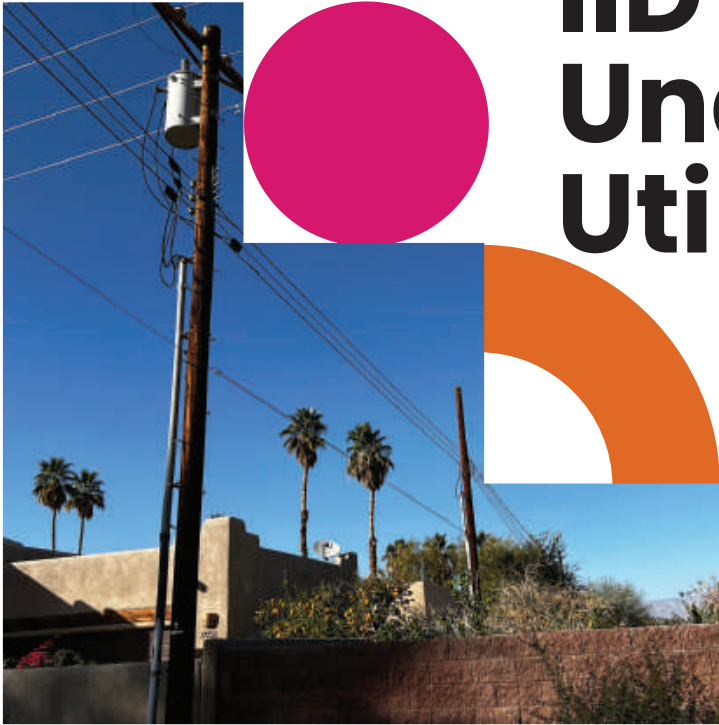




# Big Rock Recap



# Strategic Plan

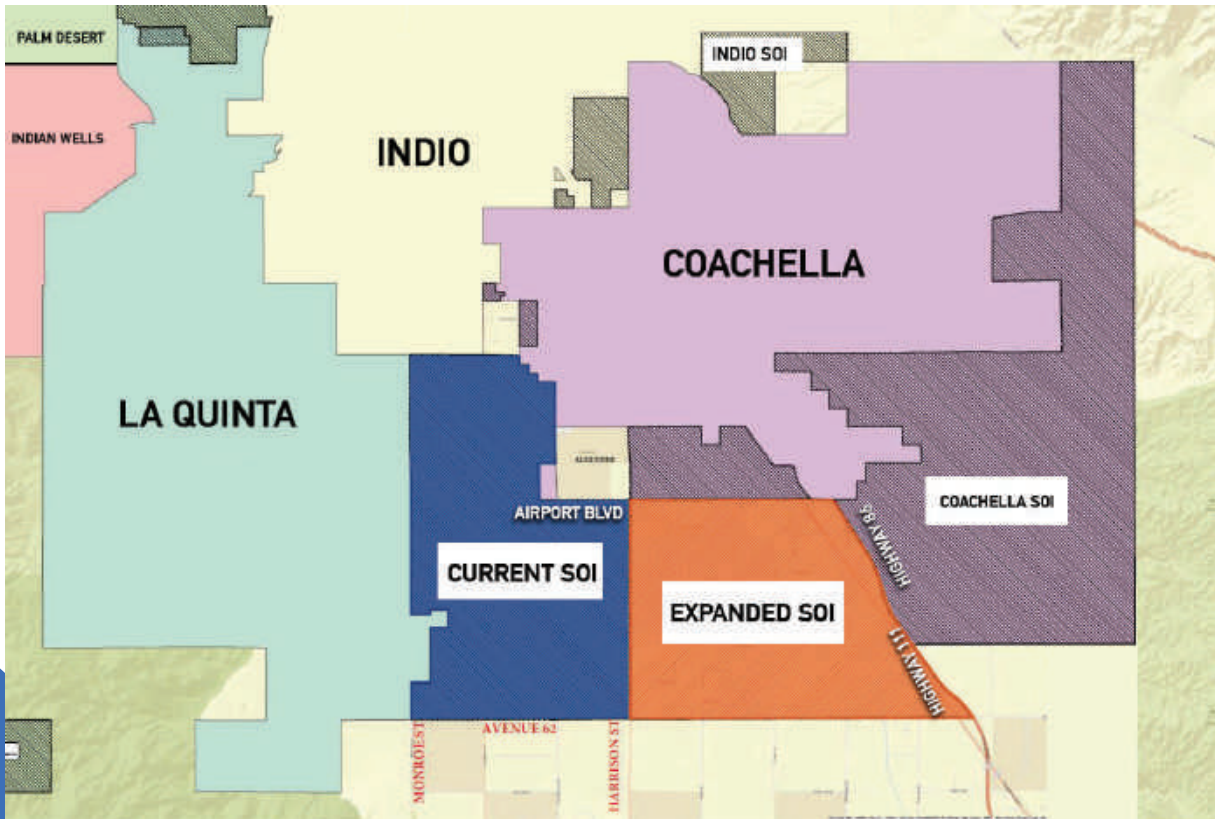
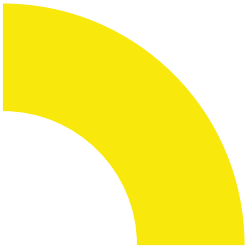
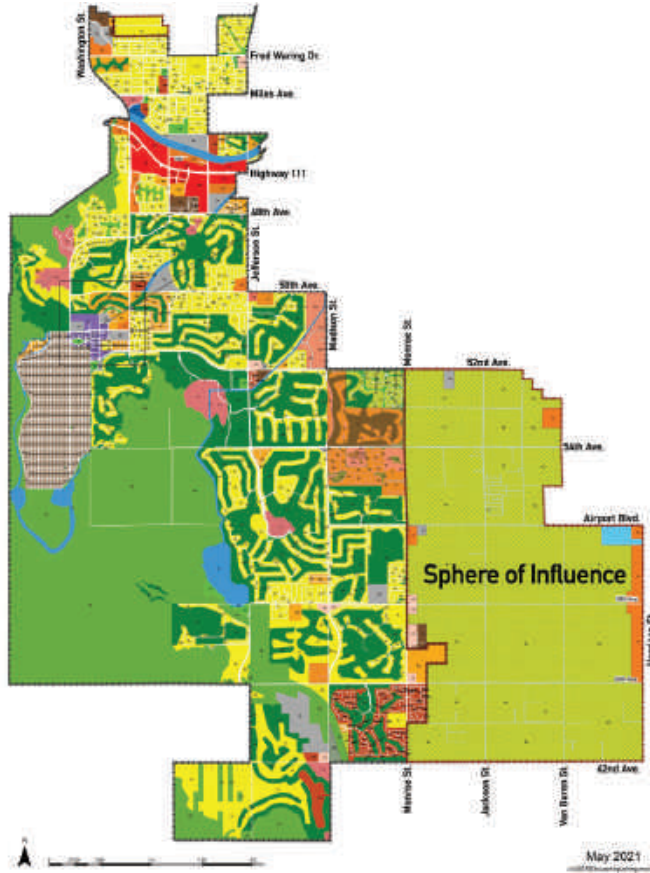


# IID / Undergrounding Utilities



# Sphere of Influence







# Affordable Housing



# City Park Upgrades



# Public Safety Camera System Phase II



# Additional Concerts in the Park



# Shade Structures





# Wellness Center Expanded Hours

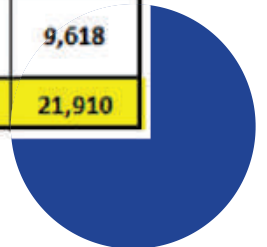


# Highway 111 Corridor Plan Updates



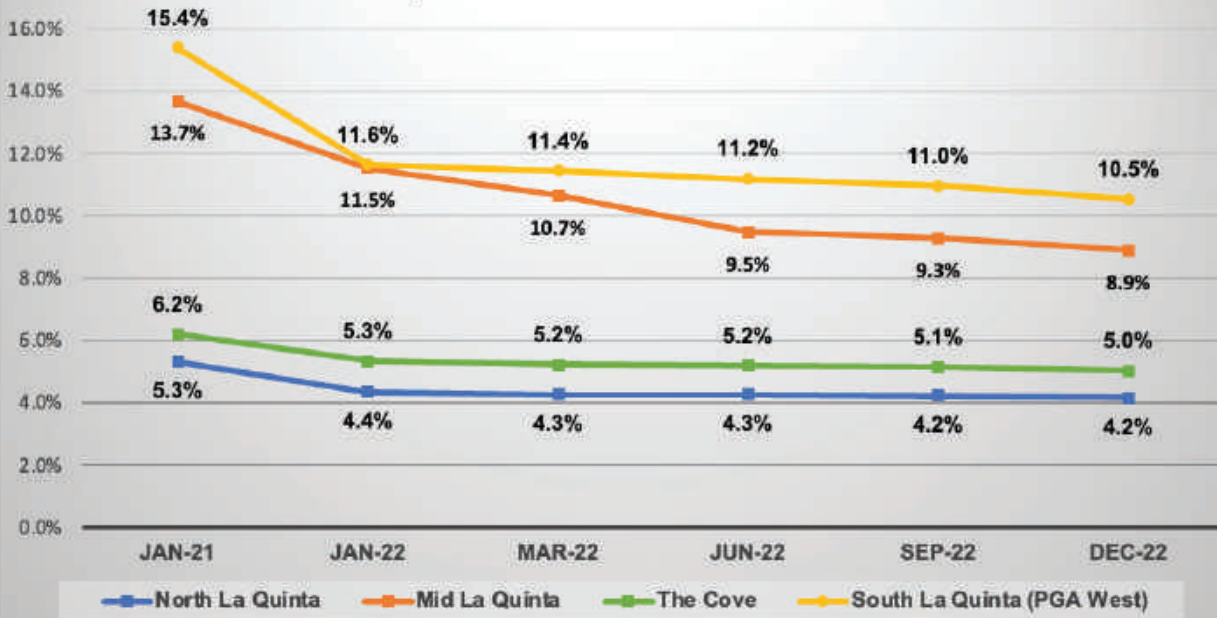
# STVR Program

2022 STVR PERMITS BY AREA CITYWIDE							
	JAN-21	JAN-22	MAR-22	JUN-22	SEP-22	DEC-22	2021 PARCELS
North La Quinta	137	112	110	110	109	107	2,572
Mid La Quinta	140	118	109	97	95	91	1,023
The Cove	292	252	246	245	242	237	4,711
South La Quinta (PGA West)	468	354	348	340	333	320	3,040
Permit Ban Area Totals	1,037	836	813	792	779	755	11,346
STVR Exempt Areas	269	330	340	367	381	417	946
HOA Restricted Legacy Permits	14	8	8	8	8	6	9,618
<b>Citywide Totals</b>	<b>1,320</b>	<b>1,174</b>	<b>1,161</b>	<b>1,167</b>	<b>1,168</b>	<b>1,178</b>	<b>21,910</b>

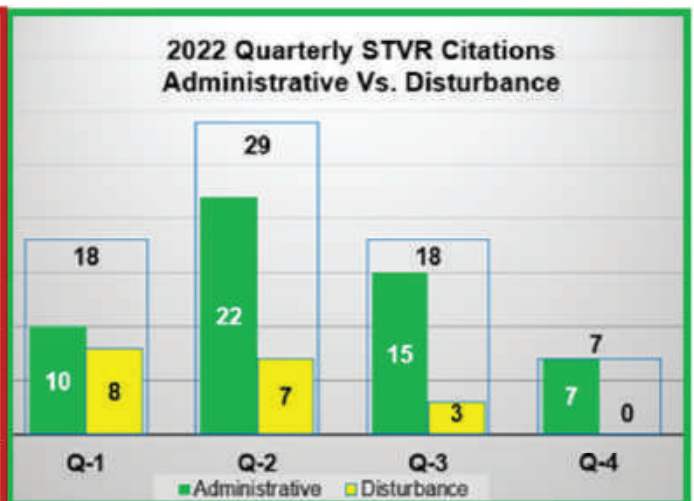
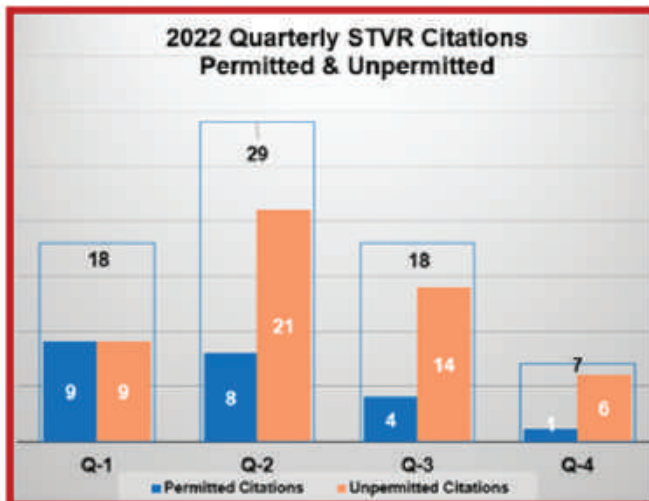
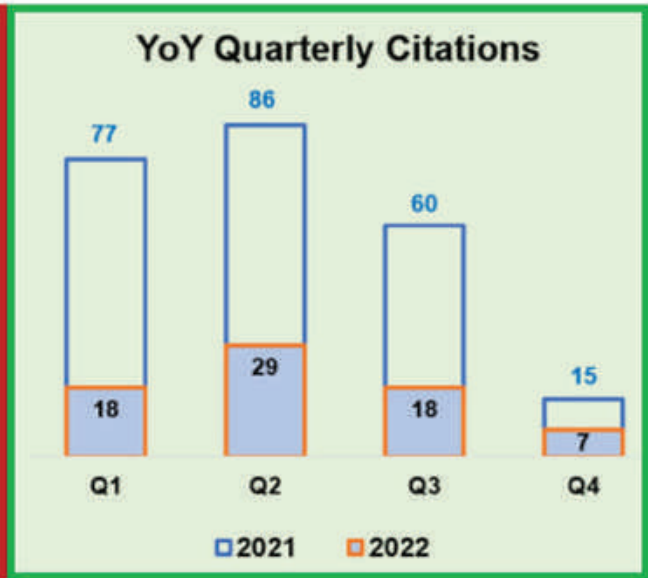
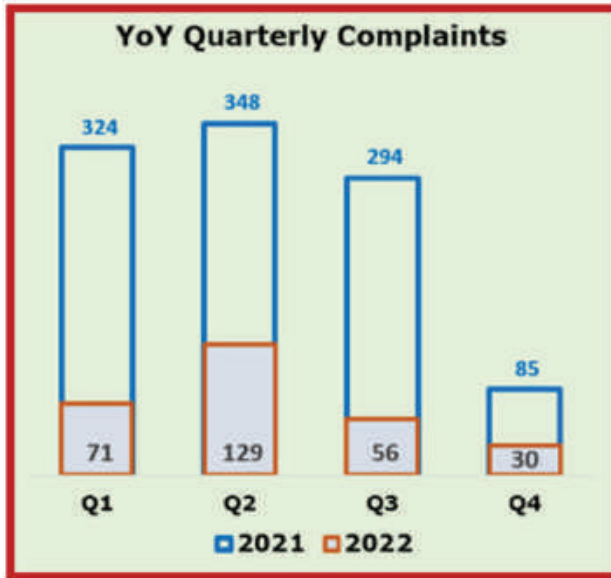




## Density in STVR Banned Areas



Exempt Areas	Active STVR Permits	Total Parcels	%	Developed Parcels
Homewood Suites (LQ Desert Villas) Center Pointe	0	40	0%	40
Legacy Villas	215	280	77%	280
Signature	43	230	19%	55
SilverRock	0	0	n/a (744)	0
LQ Resort - Tennis Villas	31	48	65%	48
LQ Resort - Spa Villas	9	98	9%	98
Embassy Suites (Casitas Las Rosas)	71	144	49%	144
Cordorniz	0	142	0%	142
Puerta Azul	36	127	28%	127
Merv Griffin Estate	1	1	100%	1
Polo Villas	11	18	61%	11
<b>TOTALS:</b>	<b>417</b>	<b>1,128</b>	<b>37%</b>	<b>946</b>









# X Park



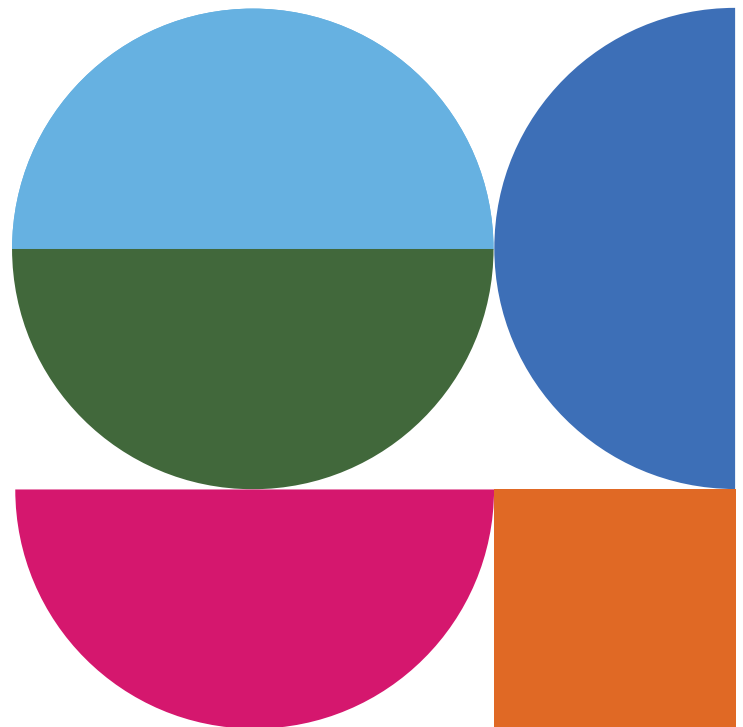
# The Gem



# Love LQ Campaign

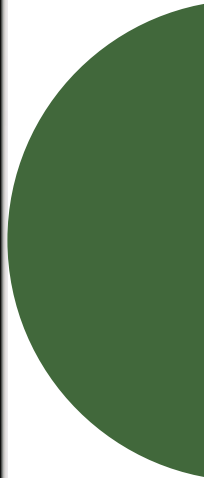
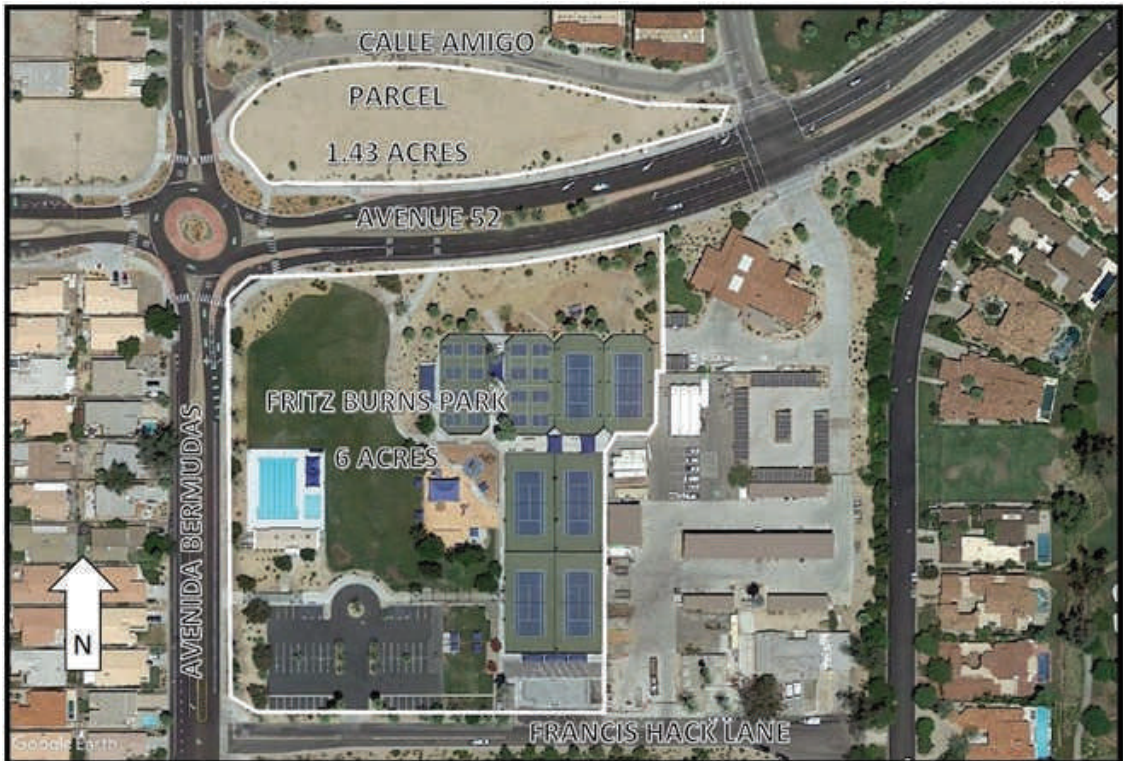


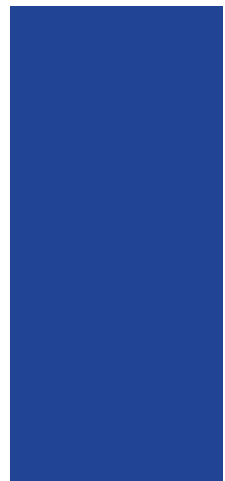
# Big Rocks: Vote





# Fritz Burns Park Upgrades/ Maintenance & Operations Yard





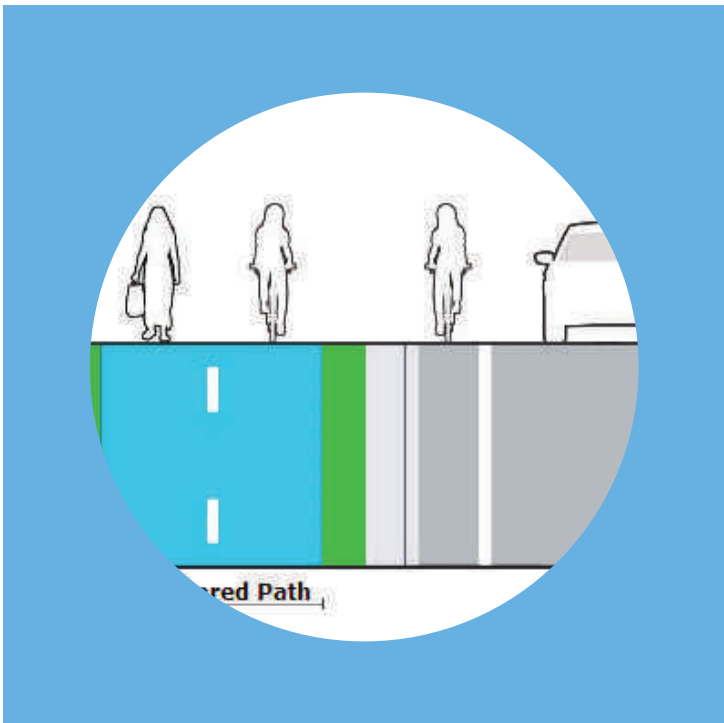


# Repaving Highway 111/Art Entry Monuments



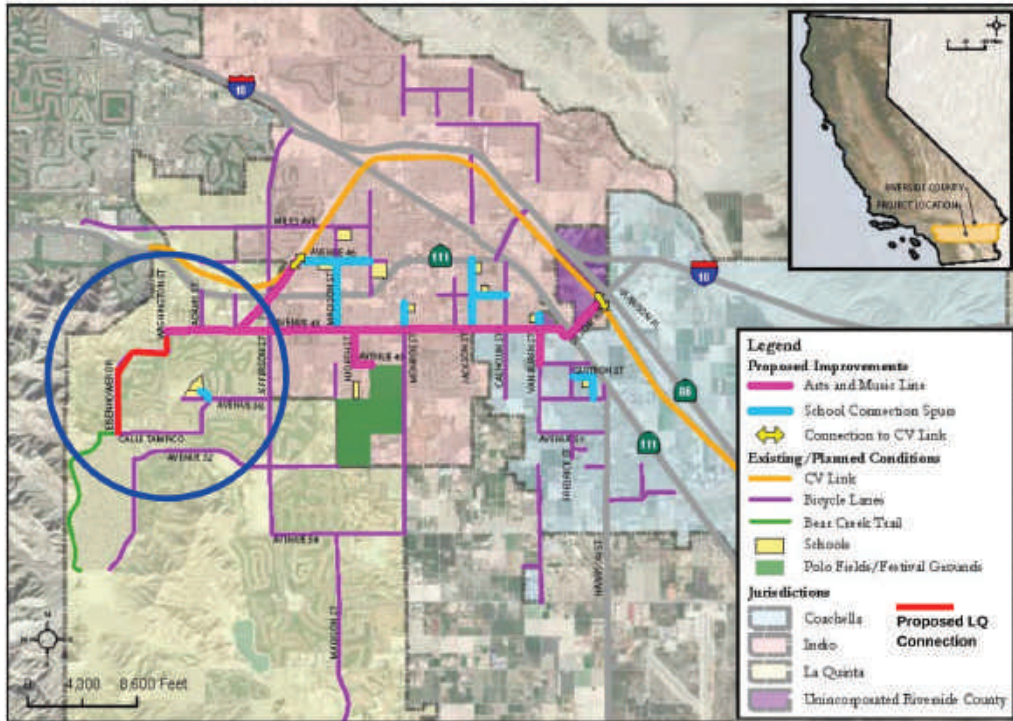


# Enhanced Village Parking




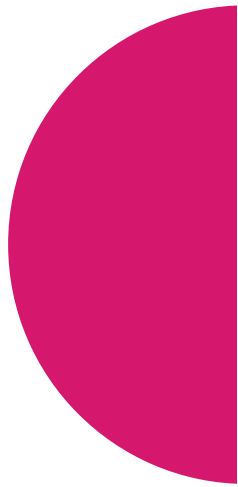
# Arts & Music Line Connector





Project Location Map

CV4AG Arts and Music Lane  
 Active Transportation Program Cycle 5 Grant Application

# Drainage



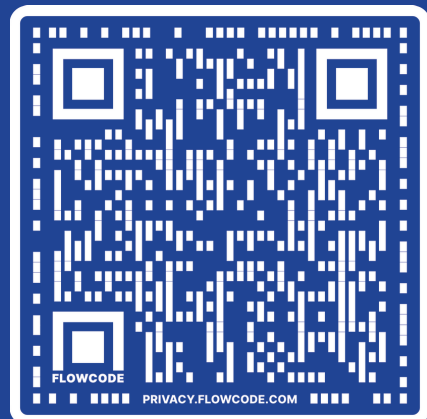
# Discussion & Voting



# Public Comment



# Sign up for Quail Mail 2.0





**Thank you for  
joining us!**

