

POWER POINTS

ANNUAL

COMMUNITY

WORKSHOP

FEBRUARY 22, 2024



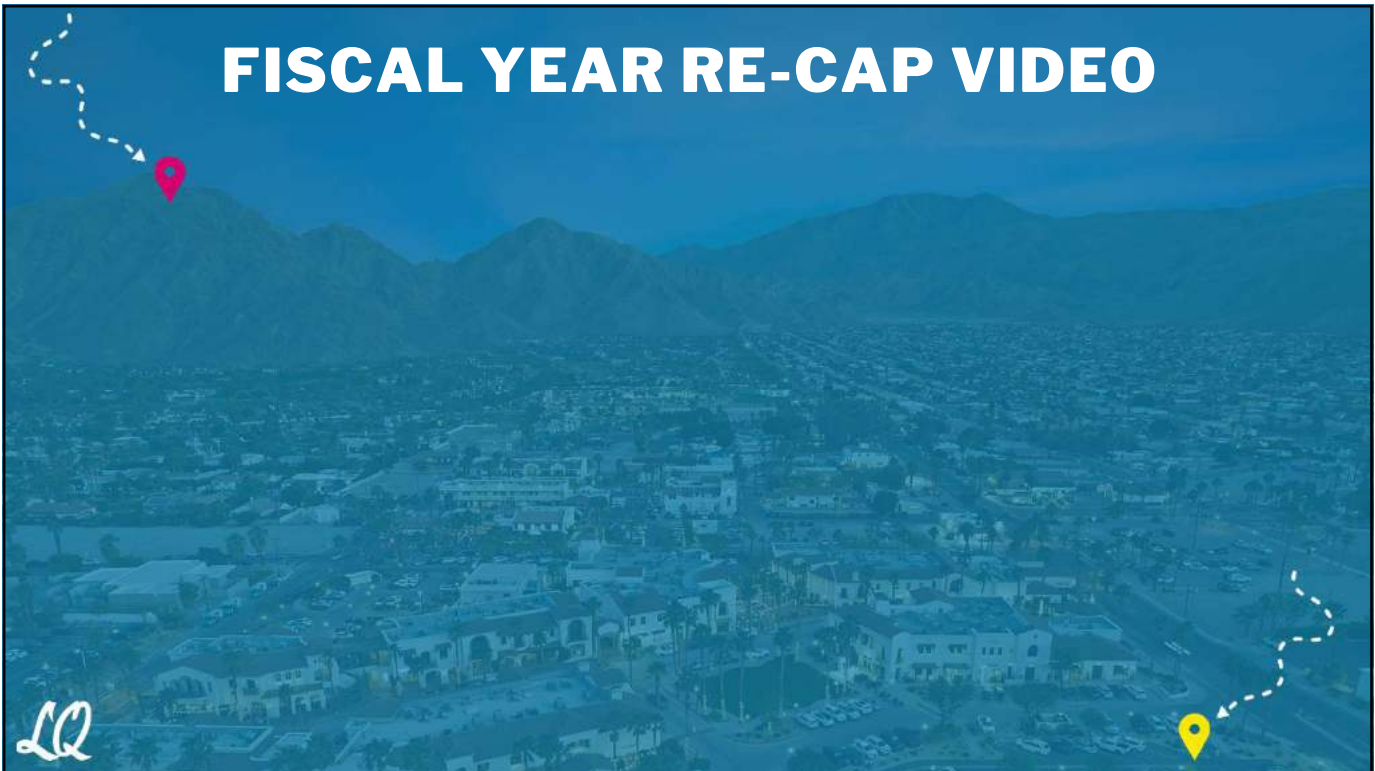
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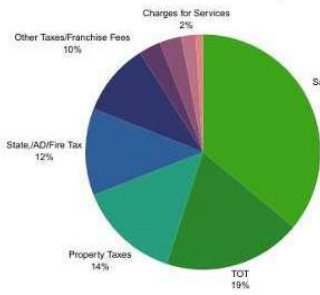
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FY 2023/24 GENERAL FUND ADOPTED BUDGET

\$ REVENUES			\$ EXPENDITURES		
Sales Taxes	\$28,400,000	36%	Police & Fire	\$28,472,920	37%
Hotel & Vacation Rental Taxes	\$14,965,000	19%	Capital Improvements	\$14,659,000	19%
Property Taxes	\$11,045,000	14%	Facilities/Parks/Maintenance	\$9,108,850	12%
State, Assessment District & Fire Tax Credit	\$9,178,000	12%	General Administration	\$6,342,390	8%
Other Taxes & Franchise Fees	\$8,220,000	10%	Community Programs	\$5,339,820	7%
Leases/Investments/Misc.	\$2,720,100	3%	Planning & Development	\$4,259,400	6%
Licenses & Permits	\$2,521,300	3%	Measure G Reserves	\$4,000,000	5%
Charges for Services	\$963,200	2%	Citywide Services & Benefits	\$2,689,100	4%
Fines & Assessments	\$465,500	1%	Finance	\$1,957,270	2%
TOTAL: \$ 78,478,100			TOTAL: \$ 76,828,750		
			TOTAL SURPLUS: \$ 1,649,350		

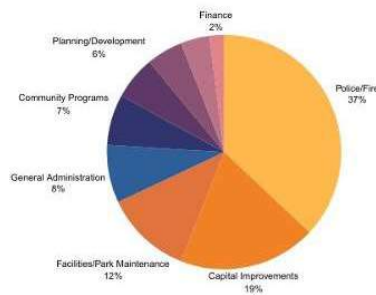
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2023/24 BUDGET SUMMARY



REVENUE

- Sales Taxes
- Transient Occupancy Taxes
- Property Taxes



EXPENDITURES

- Police & Fire
- Capital Improvements
- Facilities/Park Maintenance

LQ

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REVENUE & EXPENDITURE HISTORY



LQ

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FINANCIAL HIGHLIGHTS

- Adopted balanced budget for Fiscal Year 2023/24
- Achieved financial stability with two-year surplus, strong performance of Measure G sales tax revenue
- Awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association for the past 26 years
- Managed the City's Investment Portfolio achieving the key performance matrix of Safety, Liquidity, and Yield
- Monitored and proactively addressed long-term pension obligations
- Maintained strong reserve levels, fully funded to policy targets

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STRATEGIC PLAN PURPOSE



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MISSION STATEMENT



The City of La Quinta, known as the “Gem of the Desert,” provides an unparalleled quality of life centered on healthy living, public safety, first-class public amenities, exceptional customer service, and world-class events for everyone.

La Quinta
CITY OF THE DESERT

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CURRENT SACRED VALUES

- Health & Wellness
- High Quality of Aesthetics
- Vibrant & Safe Community
- Visually Beautiful City
- Cultural Diversity

La Quinta
CITY OF THE DESERT

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PROPOSED SACRED VALUES

- **Fiscal Sustainability:** In La Quinta we prioritize financial management to ensure the well-being of our community. We are committed to conservative spending practices, and providing high quality services and amenities. This proactive approach reflects our dedication to safeguarding the stability and resilience of our City.
- **Health & Wellness** - La Quinta is a place to escape the hustle and bustle of everyday life. Here, anyone can unplug and experience nature, and a legacy of luxury with countless breathtaking views, community parks, and spa retreats. It's no wonder La Quinta is called the "Gem of the Desert."

La Quinta
CITY OF THE DESERT

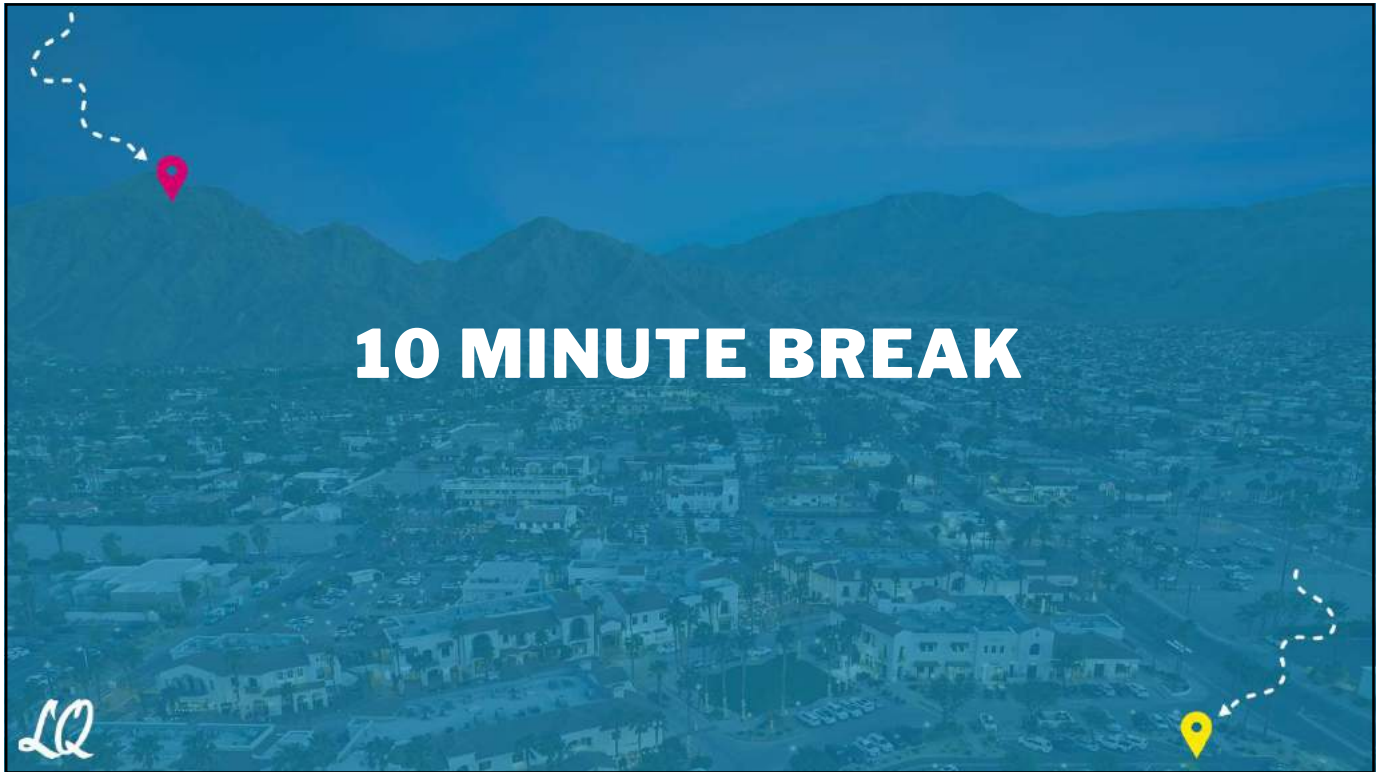
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PROPOSED SACRED VALUES

- **Vibrant & Safe Community:** There's something different about La Quinta - something special. Spend enough time here and you'll see why. It's the people. Here we care and uplift one another because we are 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 safety and inclusivity.
- **Visually Beautiful City** - Surrounded by some of the country's most beautiful natural landscapes and historic landmarks, La Quinta is a destination defined by its beauty - inside and out. Whether it's our local art, unique parks, or our striking mountainscapes, La Quinta shines brightly.

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STRATEGIC PLAN

FOCUS POINTS

- Implement The Re-envisioned Highway 111 Plan
- Address IID Lease Expiration, Equipment Needs
- Underground Utilities
- Exemplary Public Safety
- Marketing & Tourism
- Broaden Community Involvement
- Continue to Address Affordable Housing Needs
- Expansion of La Quinta's Boundaries
- Expand Art in Public Places
- Preserve La Quinta's History
- Enhance Health/Wellness & Recreation Amenities
- Economic Development

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ADDRESS IID

LEASE EXPIRATION,
EQUIPMENT NEEDS

An agreement between IID and CVWD expires in 2032. Stakeholders, including La Quinta, are exploring options for continued electrical service if that is no longer IID, and aging equipment upgrades and replacement.



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UNDERGROUNDING UTILITIES

The City is exploring the feasibility of undergrounding utility cables, something residents and officials have long wanted to see get done.



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IMPLEMENT THE REENVISIONED HIGHWAY 111 PLAN

The City is challenged with keeping this vital area, which generates about 75% of annual sales tax revenues, thriving at a time when internet sales are growing. Potential Budget: \$1 million allocated annually; about \$5 million allocated to date November 2023.



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ECONOMIC DEVELOPMENT

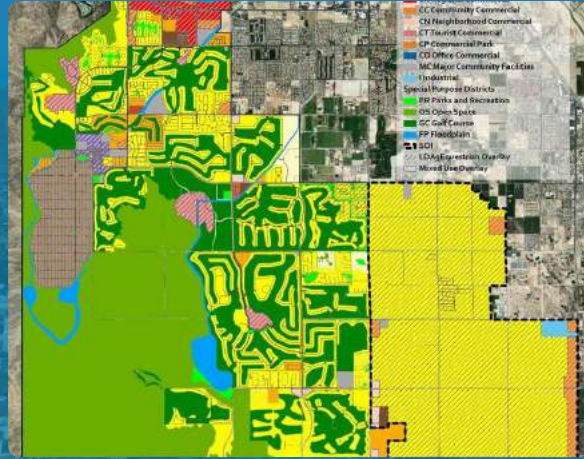
La Quinta has a high business retention rate largely due to the City's commitment to making it as simple as possible for businesses to open in LQ and helping them thrive.



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EXPANSION OF LA QUINTA'S BOUNDARIES

The City is studying the feasibility of expanding La Quinta's boundaries and/or annexing its Sphere of Influence.



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BREAKOUT DISCUSSION

We want to hear from you!



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BREAKOUT DISCUSSION REPORT OUT

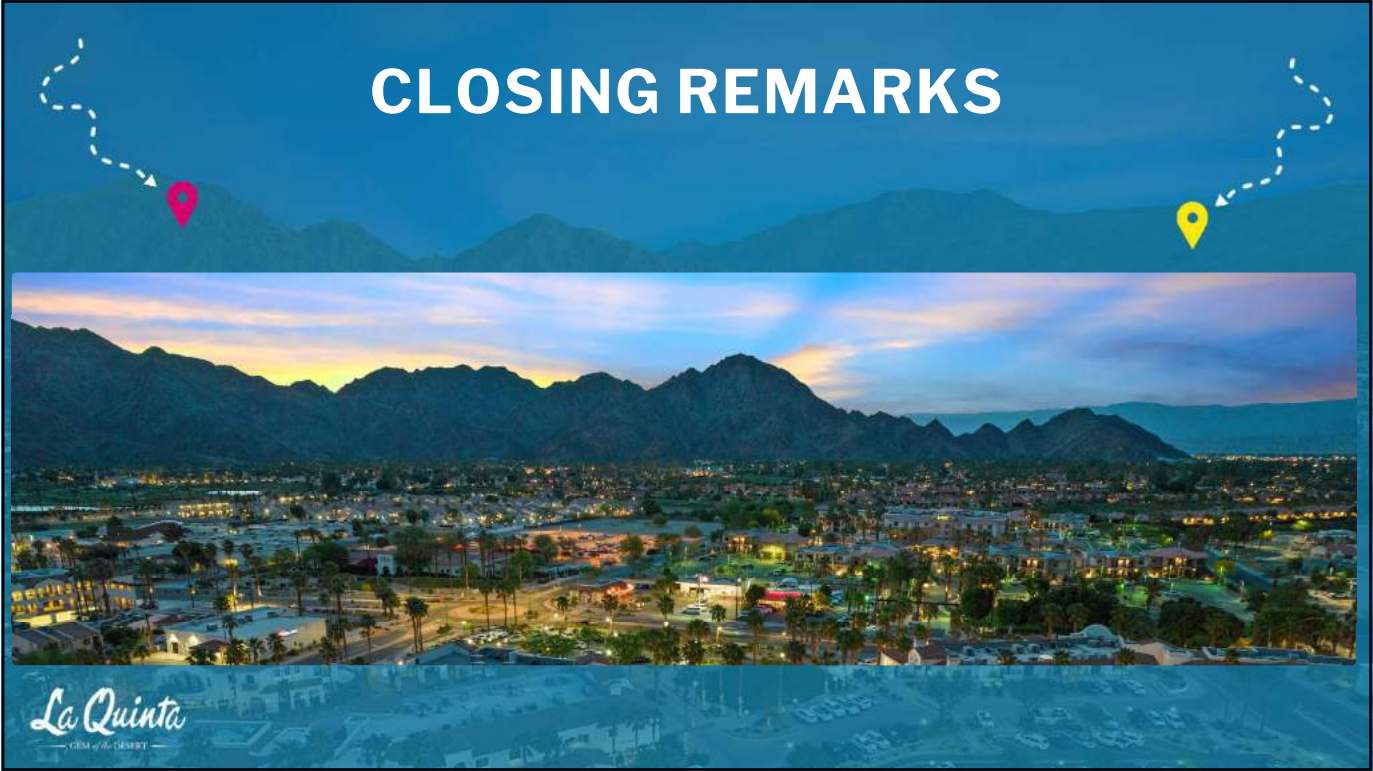


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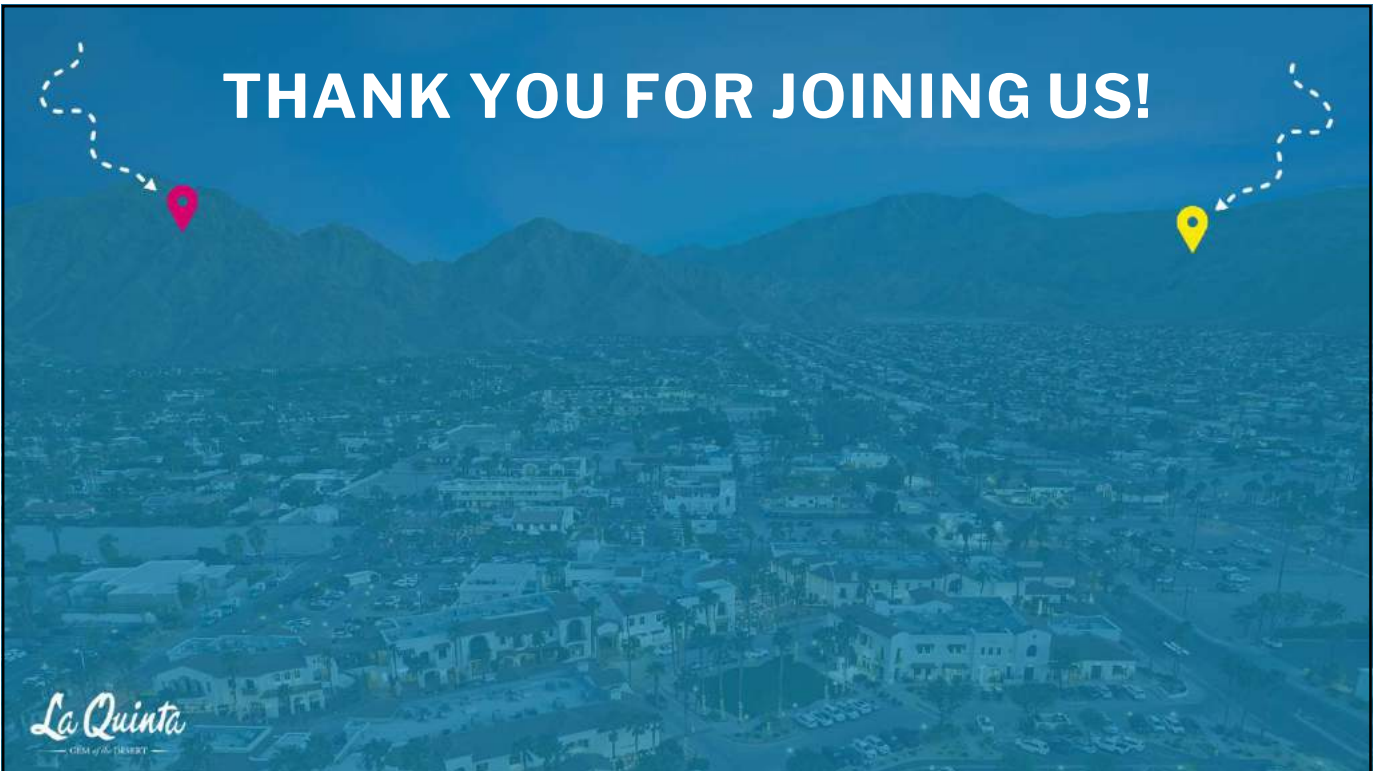
PUBLIC COMMENT



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