

# STVR QUARTERLY REPORT

## APRIL 1, 2024 - JUNE 30, 2024

THE STVR PROGRAM CONSISTS OF PERMITTING, LICENSING, TAX COLLECTION, AND COMPLIANCE MONITORING AND ENFORCEMENT

### PERMITTING

The City Clerk's Office issues all new and renewed STVR permits and related business licenses, handles Transient Occupancy Tax (TOT) collections, and assists STVR property owners with keeping their property in compliance with the STVR program.

### Number of STVR Permits:

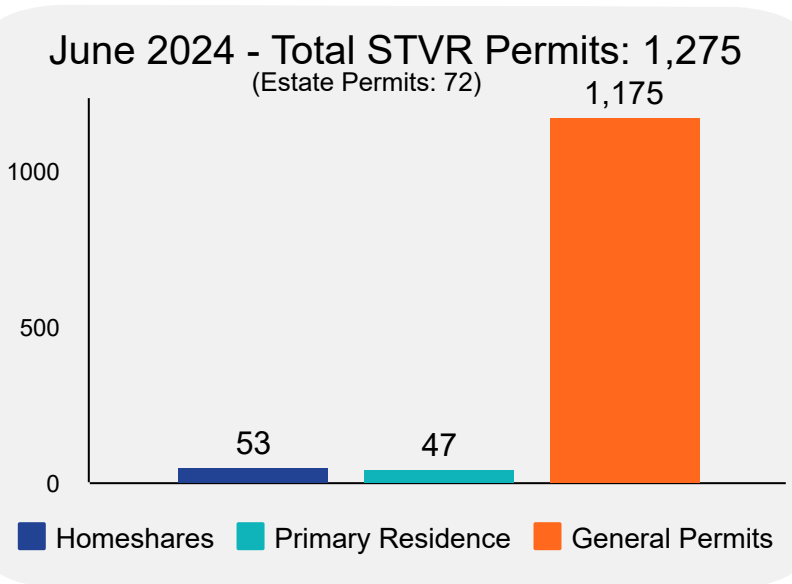


Figure 1

Section 3.25.055 of the La Quinta Municipal Code imposes a permanent ban on issuing new STVR permits in General and Primary permit categories. STVR permits in these categories can only be issued to properties located in Exempt areas.

Effective January 4, 2024, STVR Homeshare permits were exempted from the permanent ban.

STVR zones are depicted in Attachment 1.

### Active STVR Permits by Area - 2021, 2022, 2023, & 2024 Q-2:

	JAN-21	JAN-22	JAN-23	JAN-24	JUN-24
North La Quinta	140	115	110	110	112
Mid La Quinta	148	122	92	90	92
The Cove	292	252	236	226	232
South La Quinta (PGA West)	470	354	317	301	295
Permit Ban Areas	1,050	843	755	727	731
STVR Exempt Areas	270	331	434	530	544
<b>Citywide Totals</b>	<b>1,320</b>	<b>1,174</b>	<b>1,189</b>	<b>1,257</b>	<b>1,275</b>

Table 1

Enclosed at the end of this report is a list of Active STVR Permits by Development, see attachment 2.

# COMPLIANCE

The Code Compliance Department handles all compliance related matters for the STVR program, which includes managing complaints, conducting investigations, and taking enforcement actions, such as issuing notices of violations, administrative citations, and STVR permit suspensions.

## Complaints:

The STVR program features a 24/7 STVR Hotline available to residents to call and report complaints or potential issues regarding STVR properties. These calls are answered by City staff or the call center vendor (see Picture-Chart included as Attachment 3), and each call is directed accordingly to a Code Enforcement Officer or the Local Contact on file for the STVR property. Calls can be reported anonymously.

## 24/7 STVR Hotline: (760) 777-7157

### 2023 & Q-1 & Q-2 2024 STVR Complaints Citywide by Area

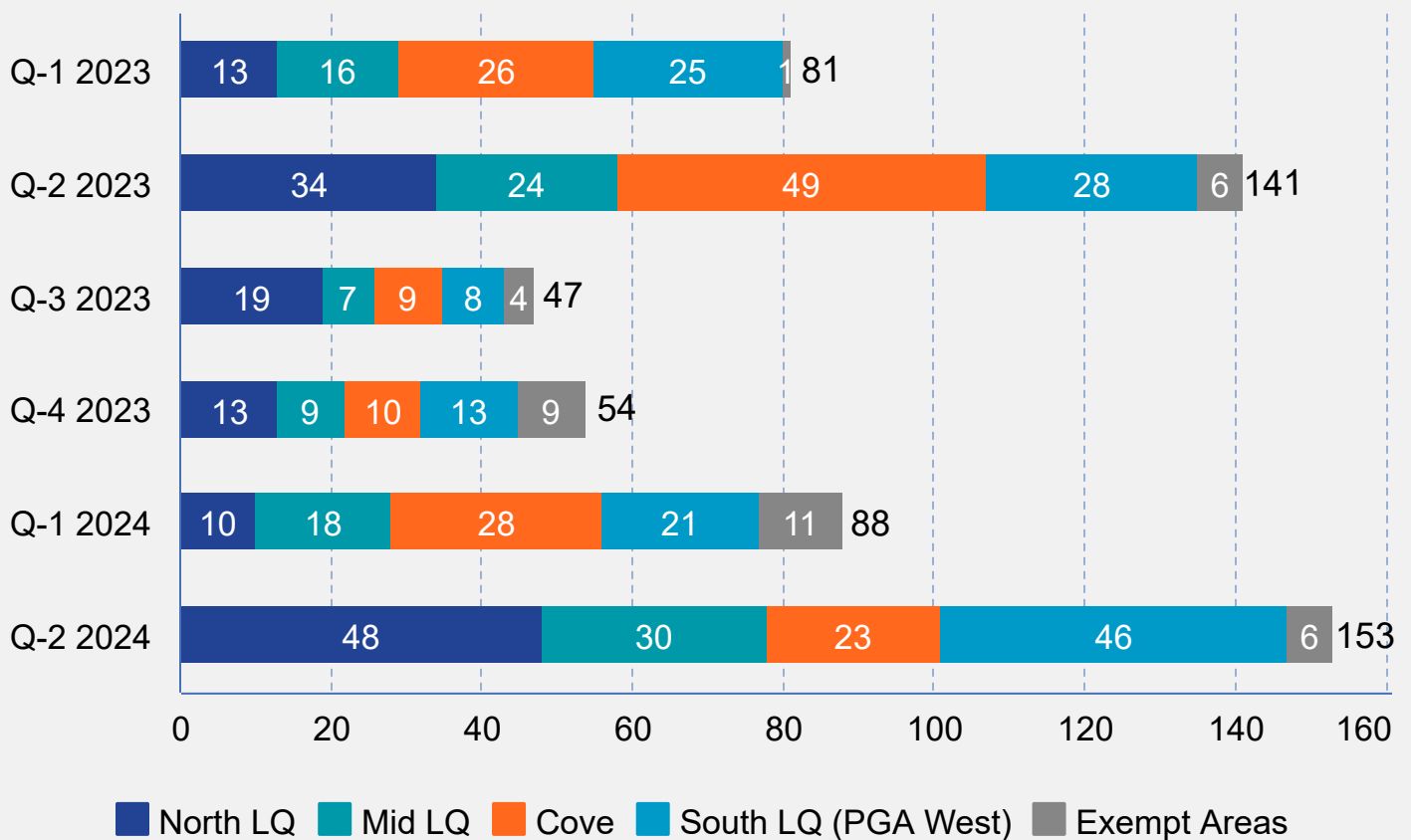


Figure 2

Figure 2 above shows the complaints received citywide for each Area in 2023 and Q-1 and Q-2 of 2024.

## Complaints: January - June 2024 Permitted vs. Unpermitted

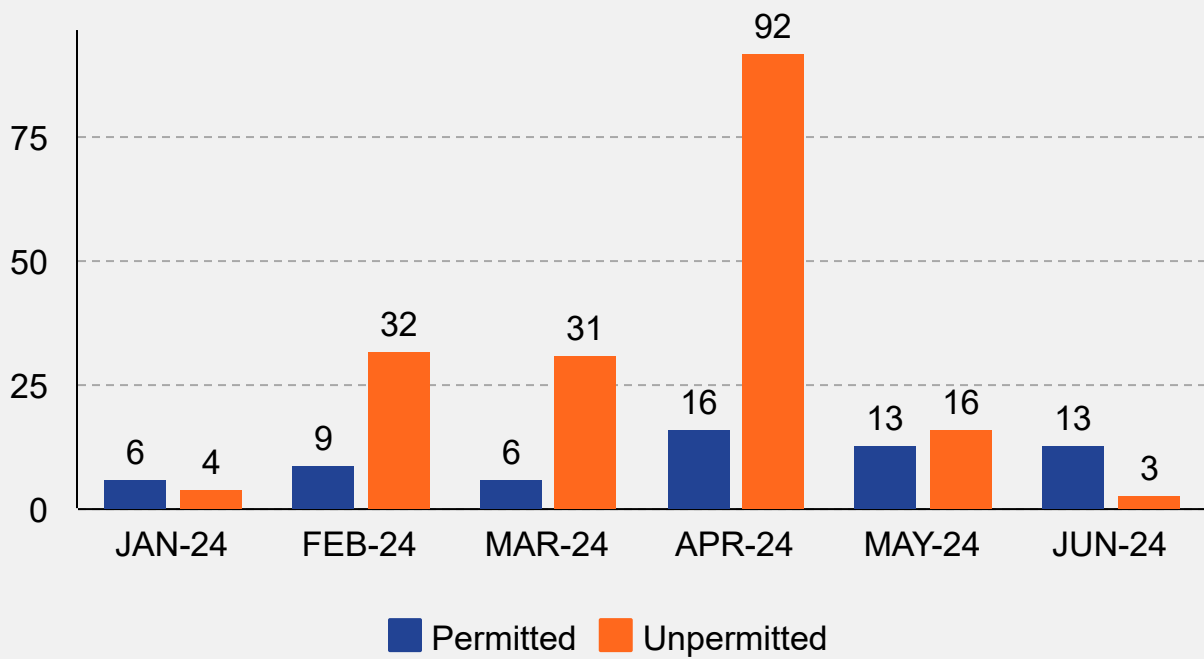


Figure 3

Figure 3 shows that 74% of complaints received for the first half of 2024 were for unpermitted STVR properties.

Figure 4 shows the number of complaints received have remained generally consistent.

## YOY Quarterly Complaints: 2022 - 2024

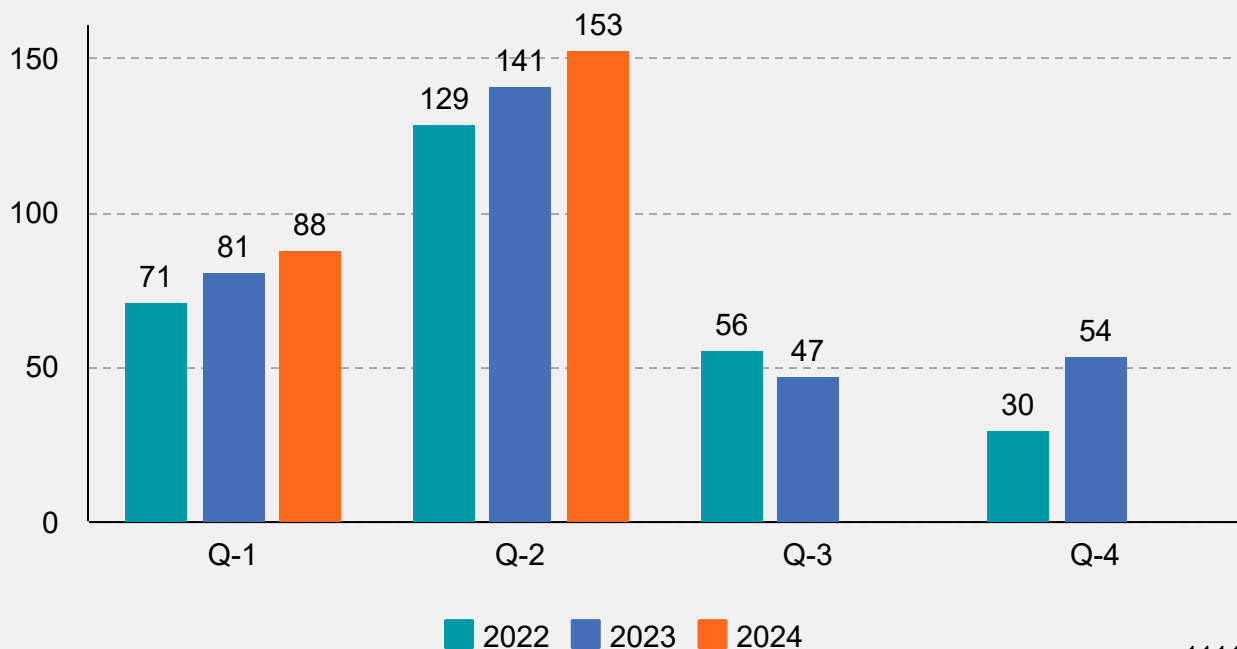


Figure 4

## Citations:

### 2023 & 2024 Q-1 & Q-2 STVR Citations: Permitted vs. Unpermitted

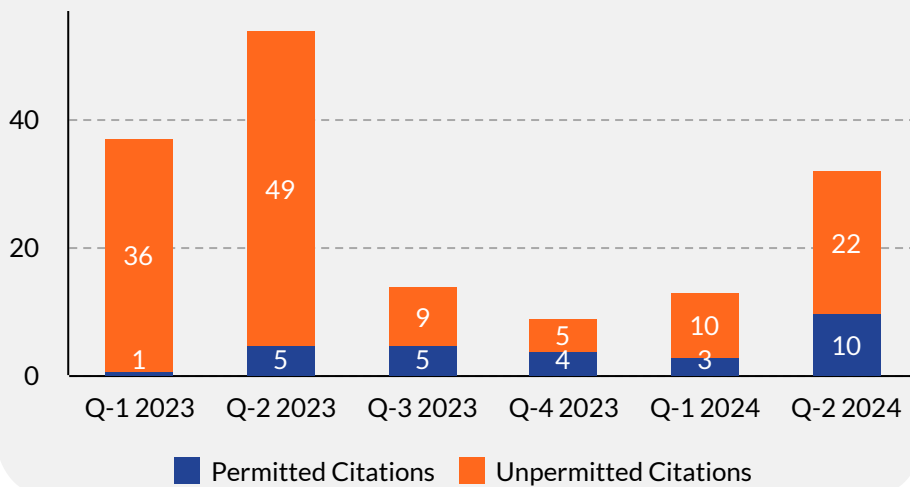


Figure 5

Figure 5 shows the vast majority of citations in 2023 and Q-1 & Q-2 of 2024 were issued to unpermitted properties:

- 71% in 2024 Q-1 & Q-2
- 87% in 2023

**Disturbance** - the majority of disturbance compliance activities are due to noise, generally caused by large events or gatherings, children running/screaming/laughing, popping balloons, construction, slamming doors, etc. Other complaints include excessive parking, bright lights, trash, unsecured pool access, unmaintained yard, etc.

**Administrative** - the overwhelming majority of administrative compliance matters are related to operating/advertising without an STVR permit or business license, or failure to display the STVR permit number on listings. Others include incorrect or missing occupancy limit advertised on listings, failure to report/remit transient occupancy tax, etc.

### 2023 & 2024 Q-1 & Q-2 STVR Citations: Administrative vs. Disturbance

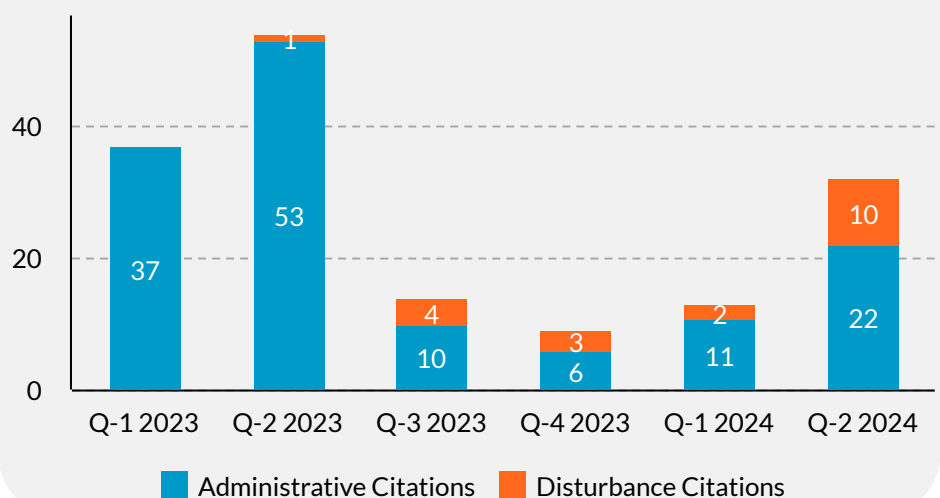


Figure 6

Figure 6 shows the vast majority of citations in 2023 and Q-1 & Q-2 of 2024 were issued for administrative matters, primarily for operating and/or advertising without an STVR permit:

- 73% in 2024 Q-1 & Q-2
- 93% in 2023

## TAXES, FEES & STVR PROGRAM COSTS

The STVR program collects Transient Occupancy Tax (TOT), fees for citations and inspections, and all program operating costs such as STVR permit and business licensing fees.

- TOT is a 10% tax due to the City each month on all STVR stays of 30-days or less.
- Permit and licensing fees and fine collections covered STVR program operational costs in 2021, 2022, and 2023, and are expected to continue this trend through 2024.
- TOT collections remained steady over the last 3 calendar years (2021 - 2023), and remain on track for 2024.

Table 2 below provides an overview of the annual STVR program revenues for calendar years 2020, 2021, 2022, 2023, and 2024 Q-1 & Q-2.

### STVR Annual Revenue Summary: 2020 - 2023, & 2024 Q-1 & Q-2

Revenue Type	2020	2021	2022	2023	2024
Transient Occupancy Tax Revenue (TOT)	\$4,513,084.58	\$5,921,343.52	\$6,586,847.92	\$6,179,124.96	\$4,169,184.70
*Citation Fine Collections:	\$327,111.82	\$447,950.01	\$180,750.00	\$242,591.68	\$57,066.18
STVR Permit Fee	\$307,781.00	\$758,780.00	\$943,150.00	\$957,750.00	\$466,000.00
STVR Permit Inspection Fee	\$9,425.00	\$1,950.00	\$1,300.00	\$1,950.00	\$1,300.00
STVR Permit Business License Fee	\$55,000 (estimated)	\$50,000 (estimated)	\$47,000 (estimated)	\$50,786.00	\$23,793.00
Total STVR Permits/Licensing Fees :	\$ 372,206.00	\$810,730.00	\$991,450.00	\$1,010,486.00	\$491,093.00
<b>Total Annual STVR Revenues:</b>	<b>\$5,212,402.40</b>	<b>\$7,180,023.53</b>	<b>\$7,759,047.92</b>	<b>\$7,432,202.64</b>	<b>\$4,717,343.88</b>

Table 2

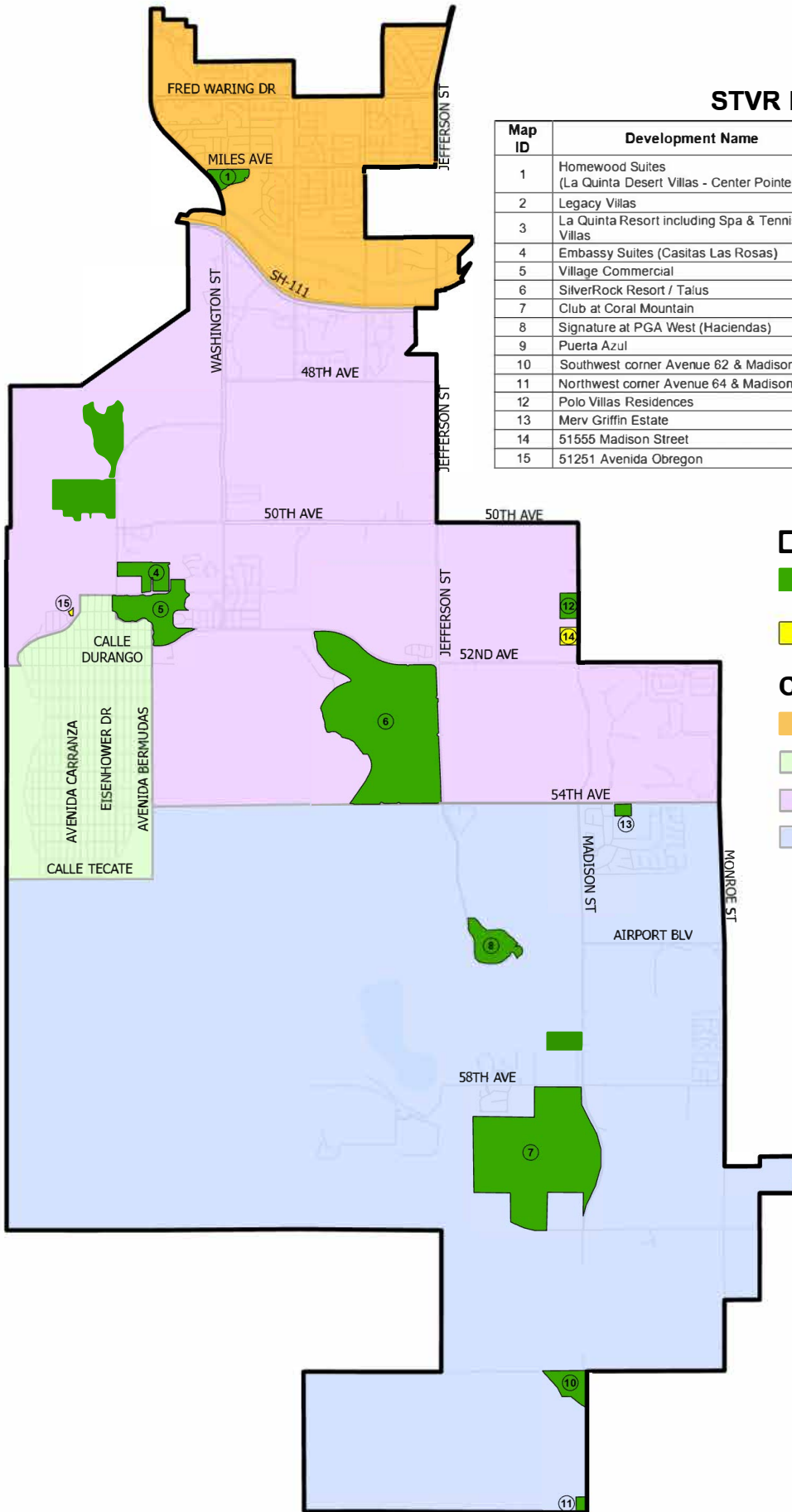
\*Citation Fine Collections are current as of July 16, 2024



# STVR AREAS

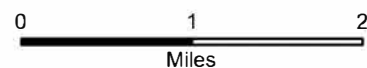
## STVR Exempt Areas

Map ID	Development Name	Exemption
1	Homewood Suites (La Quinta Desert Villas - Center Pointe)	Tourist Commercial District
2	Legacy Villas	Tourist Commercial District & Development Agreement
3	La Quinta Resort including Spa & Tennis Villas	Tourist Commercial District & Adjacent to TC District
4	Embassy Suites (Casitas Las Rosas)	Village Commercial District
5	Village Commercial	Village Commercial District
6	SilverRock Resort / Talus	Tourist Commercial District / SilverRock Resort Specific Plan
7	Club at Coral Mountain	Development Agreement
8	Signature at PGA West (Haciendas)	Tourist Commercial District
9	Puerta Azul	Entitlement Approval
10	Southwest corner Avenue 62 & Madison St	Tourist Commercial District - Undeveloped
11	Northwest corner Avenue 64 & Madison St	Tourist Commercial District - Undeveloped
12	Polo Villas Residences	Development Agreement
13	Merv Griffin Estate	Estates at Griffin Lake Specific Plan
14	51555 Madison Street	Large Lot Qualified & Certified; Resolution No. 2024-011
15	51251 Avenida Obregon	Large Lot Qualified & Certified; Resolution No. 2024-012



- City Boundary
- STVR Exempt Area
- STVR Exempt Area - Large Lot Qualified & Certified
- City Areas**
- North La Quinta
- Cove
- Mid La Quinta
- South La Quinta

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## Number of Permitted STVR Properties per Development 1,275 Active STVR Permits as of 6/30/2024\*

North La Quinta		Cove	
Acacia	11	The Cove	231
Bella Vista	9	Large Lot Qualified & Certified	1
Cactus Flower	10	<b>Cove Total STVR Permits</b>	
Del Rey	2	<b>232</b>	
Desert Pride	11	<b>Mid La Quinta</b>	
Indian Springs Neighborhood	6	Avenida La Fonda Neighborhood (Desert Club TR Unit 2)	2
La Quinta Del Oro (Not Gated)	7	Calle Fortuna Neighborhood (Desert Club TR Unit 1)	3
La Quinta Highlands	14	Desert Club Estates (Desert Club TR Unit 5)	17
Marbella	4	Enclave	1
Monticello	11	Haciendas at La Quinta	1
Quinterra	3	Highland Palms Neighborhood	14
Rancho Ocotillo	3	Montero Estates (No HOA)	1
Sonrisa	7	Large Lot Qualified & Certified	1
Topaz	10	Renaissance	1
Vista Grande	2	Sagebrush Neighborhood (Desert Club Manor TR 1)	6
Westward Ho/Westward Shadows	1	Santa Rosa Cove	43
Westward Isle	1	Seasons at La Quinta (Residential)	2
<b>North La Quinta Total STVR Permits:</b>		<b>Mid La Quinta Total STVR Permits:</b>	
<b>112</b>		<b>92</b>	
<b>South La Quinta</b>		<b>Exempt</b>	
Estates at La Quinta	1	Casitas Las Rosas	73
La Quinta Fairways	4	Homewood Suites (La Quinta Desert Villas)	1
PGA West: Fairways	95	Legacy Villas	213
PGA West: Res I	133	Merv Griffin Estate	1
PGA West: Res II	60	PGA West: Signature	157
Village at the Palms	2	Polo Villas	18
<b>South La Quinta Total STVR Permits:</b>		Puerta Azul	38
<b>295</b>		Spa Villas at LQ Resort	10
		Tennis Villas	33
		<b>Exempt Total STVR Permits</b>	
		<b>544</b>	

\*This information is current as of June 30, 2024 and is updated on a quarterly basis



# 24/7 STVR HOTLINE - (760) 777-7157

ALL CALLS MADE TO THE 24/7 STVR HOTLINE ARE ROUTED ACCORDINGLY DEPENDING ON THE DAY/TIME OF THE CALL AS SHOWN BELOW

## HOTLINE CALLS BUSINESS-HOURS:

MONDAY - FRIDAY: 8:00 AM - 4:30 PM OR SATURDAY: 8:30 AM - 4:30 PM

CALL TO HOTLINE IS RECEIVED



CITY CODE COMPLIANCE ANSWERS THE CALL AND GATHERS COMPLAINT AND PROPERTY INFORMATION FROM CALLER\*



CITY CODE OFFICER IS DISPATCHED TO PROPERTY. DEPENDING ON SITUATION, LOCAL CONTACT MAY BE CALLED\*\*



## HOTLINE CALLS EXTENDED-BUSINESS HOURS: FRIDAY - SUNDAY: 6:00 PM - 2:00 AM (MONDAY)

CALL TO HOTLINE IS RECEIVED



HOTLINE VENDOR ANSWERS CALL AND GATHERS COMPLAINT AND PROPERTY INFORMATION FROM CALLER



CITY CONTRACTED SECURITY PATROL OFFICER IS DISPATCHED TO PROPERTY. DEPENDING ON SITUATION, LOCAL CONTACT MAY BE CALLED\*\*



## HOTLINE CALLS AFTER-HOURS:

MONDAY - FRIDAY: 4:30 PM - 8:00 AM OR SUNDAY - MONDAY: 2:00 AM - 8:00 AM (MONDAY)

CALL TO HOTLINE IS RECEIVED



HOTLINE VENDOR ANSWERS CALL AND GATHERS COMPLAINT AND PROPERTY INFORMATION FROM CALLER



HOTLINE VENDOR CONTACTS LOCAL CONTACT ON FILE FOR STVR PROPERTY TO ADDRESS COMPLAINT OR SHERIFF'S DEPARTMENT IF NEEDED



\*IF THE CODE OFFICER IS UNAVAILABLE OR UNABLE TO RETURN CALLS IMMEDIATELY, HOTLINE CALLS ARE FORWARDED TO THE HOTLINE VENDOR UNTIL THE CODE OFFICER BECOMES AVAILABLE

\*\*SHERIFF MAY BE DISPATCHED AT ANY TIME DEPENDING ON THE CIRCUMSTANCES OF THE CALL