

WE SUPPORT FAIR REGULATION

We support and encourage fair local regulations — ordinances that makes it easy and affordable for property owners to sign up and participate yet include enforceable restrictions to protect neighborhoods. Such a vacation rental ordinance would:

- Make it easy and affordable for property owners to obtain a permit to offer their residential property for short-term vacation rentals.
- Require that all vacation rentals pay Transient Occupancy Tax (TOT) to help support the services local residents need.
- Establish strict and enforceable standards to prevent neighborhood impacts and raise revenue to pay enforcement staff.

A win-win-win vacation rental ordinance such as this would encourage property owners to get permitted, benefit local government with TOT revenue, and protect neighborhoods.



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Visitors demand the “home away from home experience” - the comfort, space, privacy, and amenities of a residential property. From multigenerational families to groups of close friends traveling together, vacation homes meet a specific need.

Without vacation rentals, guests *will* go elsewhere (and take their tourist dollars with them). When prior guests were asked how they would feel if vacation rentals were not available in the Monterey area, here’s what they said:

“Take away vacation rentals and we’ll find another place to visit”

“We won’t be back if we cannot rent a home” ...

“If we don’t have vacation home rental options in Carmel, we will find other vacation destinations” ...

“We love Monterey, but there are other beautiful places up and down the coast to spend our money” ...

“If we don’t have the option to lease a home for a week on the Peninsula, we will vacation elsewhere.”

Will you join us? Our jobs and businesses depend on your help.

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Monterey County Vacation Rental Alliance (MCVRA)

*Supporting Tourism,
the Economy, and our
Neighborhoods*

WHO WE ARE: A coalition of vacation rental homeowners and property managers.

WHAT WE DO: Represent owners by supporting fair legislation that permits vacation rentals along with enforceable rules to protect neighborhoods.

WHY: Monterey County visitors demand vacation rentals, an essential component of our tourist-based economy. Vacation rentals are one of the fastest growing segments of the visitor serving business.

For more information on vacation rentals and on MCVRA, visit us on the web at www.MCVRA.org.

Vacation Rentals Serve Monterey County Visitors & Benefit the Economy

ECONOMIC BENEFITS

Do you work or own a business in Monterey County?

Vacation rental guests contribute an estimated \$131.8 million to the local economy. These guests dine in our restaurants and visit our wineries, enjoy our recreation and attractions, and shop in our stores. Their spending provides jobs and supports local businesses. One of these could be yours.

From housekeepers and handymen to landscapers and restaurant workers, vacation rentals support a host of local jobs. Restrictive regulations would be devastating to the local economy.

Visitor spending generates significant sales tax revenue, and vacation rentals pay transient occupancy tax. TOT is the County's largest revenue source after property tax, helping to pave our roads and provide fire, police and medical services.

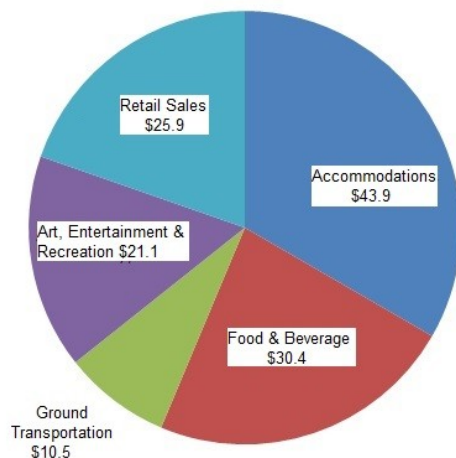
For every \$100 vacation rental guests spend on lodging, they spend an additional \$69 on food, \$59 on retail shopping, \$48 on recreational activities, and \$24 on local transportation in the local economy.

Vacation rental guests stay longer and spend more than hotel guests, providing a significant economic benefit in a County where tourism is its #2 industry.

"The people who can afford to rent vacation homes are the people who spend money in your shops, attractions, services and restaurants. Why would you limit people coming to a county where tourism is a principle source of business?"

—Richard L. (vacation rental guest)

Vacation Rental Visitor Spending (\$131.8 million)



"We really enjoy vacationing each year in Monterey County. We spend in excess of \$12-\$15,000 annually: buying groceries, eating out, shopping, exploring, and visiting tourist attractions such as the Monterey Bay Aquarium and Cannery Row. We also get massages, pedicures, surfing lessons, and are planning on horseback riding next summer."

—Stephanie P. (vacation rental guest)

"To me, vacation rentals are an economic win for everyone: the county, the owner, local restaurants and stores all gain from families being able to take longer vacations."

—Teresa B. (vacation rental guest)

"We've rented homes in Paris, London, and Kauai; we contribute to the local economy as neighbors, not tourists. If you restrict home rentals, you'll be alienating some of your most desirable visitors."

—Sally W. (vacation rental guest)

CONFUSING REGULATION

Currently regulation is complicated because vacation rentals exist in many different jurisdictions with differing short-term vacation rental regulations.

CITY	REGULATION
Carmel-by-the-Sea	30 day minimum
Monterey	30 day minimum
Pacific Grove	Permitted in coastal zone

UNINCORP. COUNTY	REGULATION
Coastal zone *	Prohibited
Inland region	7 day minimum

* Includes Big Sur, Carmel Highlands, Pebble Beach

MCVRA monitors and reviews proposed legislation, retains attorneys, meets with government staff and elected officials, and attends official and neighborhood meetings with the goal of enacting fair legislation to support this essential industry.

Cities and counties can ban short-term vacation rentals - thus driving them underground - or they can regulate them and benefit by collecting transient occupancy taxes (TOT). It's time to enact fair, enforceable legislation that protects neighborhoods and homeowners.

