



MEMORANDUM FROM THE STVR PROGRAM

TO: STVR OWNERS, MANAGERS & REPRESENTATIVES

FROM: STVR PROGRAM

SUBJECT: REMINDER ON KEY ELEMENTS OF CCMC 3.24.011

DATE: FEBRUARY 4, 2021

I hope this email finds you safe and well. As 2020 has come to an end, and STVR operation begins in 2021 the STVR team wants to take this opportunity to remind you of the requirements of existing [CCMC 3.24.011](#) that was adopted in 2012 with the last amendment occurring in 2017. It is the responsibility of every STVR Owner to be aware, and in compliance with these requirements. It is recommended that you read and re-familiarize yourself with the requirements of these regulations. For your convenience, I have attached key elements from CCMC 3.24.011 that emphasizes areas where citations can be issued.

Please be aware that the STVR Compliance Team actively enforces and responds to all aspects of the STVR ordinance. As part of this enforcement, it is the duty of the STVR Compliance Officer to issue a citation when a violation is identified.

The STVR Compliance team has identified CCMC 3.24.011 (E)(8) as an area that is deficient in Owner compliance; however easily rectified to avoid a \$2500.00 citation. Per §3.24.011 (E)(8), “...the owner and/or the owner’s authorized agent or representative **shall include the current vacation rental unit permit number on or in any advertisement** appearing in any newspaper, magazine, brochure, television trade paper, Internet website, etc., that promotes the availability or existence of a vacation rental unit in a place or location deemed acceptable by the city manager or designee. In the instance of audio- only advertising of the same, the vacation rental unit permit number shall be read as part of the advertising. **The maximum overnight occupancy of the vacation rental unit, as provided for in subsection (E)(3), shall be clearly identified in any advertisement**”.

It is suggested that the STVR license be placed in a spot that is clear and observable. Placing the STVR license in the picture, amenities, or other information section is not recommended.

If you have questions regarding any of the compliance regulations of CCMC 3.24.011 please contact the STVR Compliance Department at 760-770-0332 or email STVRProgram@cathedralcity.gov and we would be happy to assist you.