



City of Palm Springs

Department of Finance and Treasury, Room Tax Division

3200 E. Tahquitz Canyon Way • Palm Springs, California 92262
Tel: (760) 323-8226 • Fax: (760) 322-8344 • Web: www.palmspringsca.gov

July 2, 2012

Re: Reminder of Regulations Regarding Advertisements for Short Term Vacation Rentals

Dear Vacation Rental Owner / Operator:

In order to aid enforcement efforts against unregistered vacation rentals within the City of Palm Springs, the City Manager has adopted regulations regarding advertisements for short term vacation rentals. Under these regulations, all written advertisements for short term vacation rentals must include the valid transient occupancy tax permit number for the vacation rental being advertised. Written advertisements include, but are not limited to, signs, newspapers, magazines, and internet websites. The transient occupancy tax permit number must appear in a prominent place and be easily readable on the advertisement. These regulations have been in effect since January 31, 2011.

We have enclosed a copy of these regulations for your reference. Please note, failure to post your transient occupancy tax permit number with your advertisements may result in a citation up to \$500. Should you have any questions regarding implementation of the regulations, please contact Kary Feeley at (760) 322-8328. Thank you in advance for your cooperation.

Sincerely,

Geoffrey Kiehl
Director of Finance and Treasurer
Tax Administrator
City of Palm Springs

ADVERTISEMENTS FOR SHORT TERM VACATION RENTALS

Effective January 31, 2011, all owners of short term vacation rentals, as defined in Section 5.25.030 of the Palm Springs Municipal Code, shall include the valid transient occupancy tax permit number for the vacation rental in a prominent place and be easily readable on all written advertisements. "Written advertisements" shall include, but not be limited to, advertisements appearing on signs, newspapers, magazines, or on any internet website.

This requirement is imposed pursuant to the authority granted the City Manager by Section 5.25.070(m) of the Palm Springs Municipal Code.

Date: _____

1/3/11



DAVID H. READY
City Manager