

From: [Board Of Supervisors](#)
To: [Jesseka Rodriguez](#)
Subject: FW: Santa Cruz County Vacation Rentals & Item 7 of the County of Santa Cruz March meeting regarding vacation rentals
Date: Thursday, March 13, 2025 2:32:43 PM

From: Dale Friday [REDACTED]
Sent: Monday, March 10, 2025 6:23 PM
To: Board Of Supervisors <boardofsupervisors@santacruzcountyca.gov>
Cc: Brenda Friday <Brenda@FridayRealty.com>
Subject: Santa Cruz County Vacation Rentals & Item 7 of the County of Santa Cruz March meeting regarding vacation rentals

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Hello,

Thank you for taking the time to read my email regarding vacation rentals in Santa Cruz county as my wife & I are unable to attend the county's board of supervisor's meeting to discuss vacation rentals on March 11, 2025 as referenced in Manu Koenig's email received at 4:35pm on March 10th.

My wife and I have lived in Santa Cruz county for over 15 years at 327 36th Avenue in Pleasure Point. We love where we live and we have and continue to be very involved in our community. We also own Friday Realty at 1040 41st Avenue and have a successful vacation rental along with two commercial properties in Pleasure Point.

In regards to vacation rentals:

- The typical tenants of our vacation rental are families looking to spend some time staying in Santa Cruz and getting to experience living in a house at the beach.
- Staying in a vacation rental is quite a bit more affordable than staying in a hotel for families and may be their only way to experience beach living due to the lack of other affordable options.
- Staying in a vacation rental allows guests to experience living in a beach neighborhood in lieu of a hotel, as the hotels are typically located outside of the beach neighborhoods.
- Many of our guests stay local and choose to walk or use the bikes we provide to get to the surf, beach, local coffee shops, stores and restaurants in lieu of taking a car which

allows guests to truly experience living at the beach. This also lessens the impacts of cars in our beach communities.

- Santa Cruz County's transit occupancy tax is 14% for vacation rentals and 12% for hotel rooms, so the county is making quite a bit of money through the taxation of vacation rentals and hotel rooms.
- By limiting vacation rentals you are removing many families ability to have the experience of living at the beach and enjoying California's coast the same way us locals get to enjoy our coast.
- If you have never stayed at a vacation rental, I suggest you try it as you will get a totally different experience than staying at a hotel.
- There seems to be confusion regarding why the county and the California coastal commission wants to make changes to the existing program. Can you please explain why the changes are needed and who is asking for the changes?

Thank you again for taking the time to read my email and it would be great if you confirmed your receipt. Also, please feel free to give me a call and/or email with any questions or comments as I would love to be involved in the discussion.

All the best,

Dale

Dale Friday | Founder–Broker

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R E A L T Y

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