

Goldenvoice expansion plans add impetus to Measure A

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Without the protection of Measure A, La Quinta residents may suffer, as Goldenvoice expands its programming. La Quinta's future without the protection of Measure A could be a Goldenvoice nightmare.

As reported in the Desert Sun, last year, the Indio city council authorized two additional major concert weekends, for a total of five per year.

Soon after, Goldenvoice announced an agreement with Empire Polo Club to extend its lease till 2050. This agreement also grants Goldenvoice management of the Empire Grand Oasis venue in Thermal.

According to Goldenvoice President Paul Tollett, this will allow for "greater flexibility for programming and scheduling ... and a broader spectrum of special events, sporting events, and private functions."

If Measure A fails, VRON, the association of short-term vacation rental owners and operators, will pressure La Quinta's City Council to lift the current ban and grant new permits for STVRs in the city. VRON has raised over \$110,000 to defeat Measure A, so they are taking this ballot measure very seriously.

La Quinta City Council members are working hard to defeat Measure A. In December, we will have at least one new member. Who knows what this new council will do? Voters, send them a message.

Vote yes on Measure A.

Chip Hilliard, La Quinta