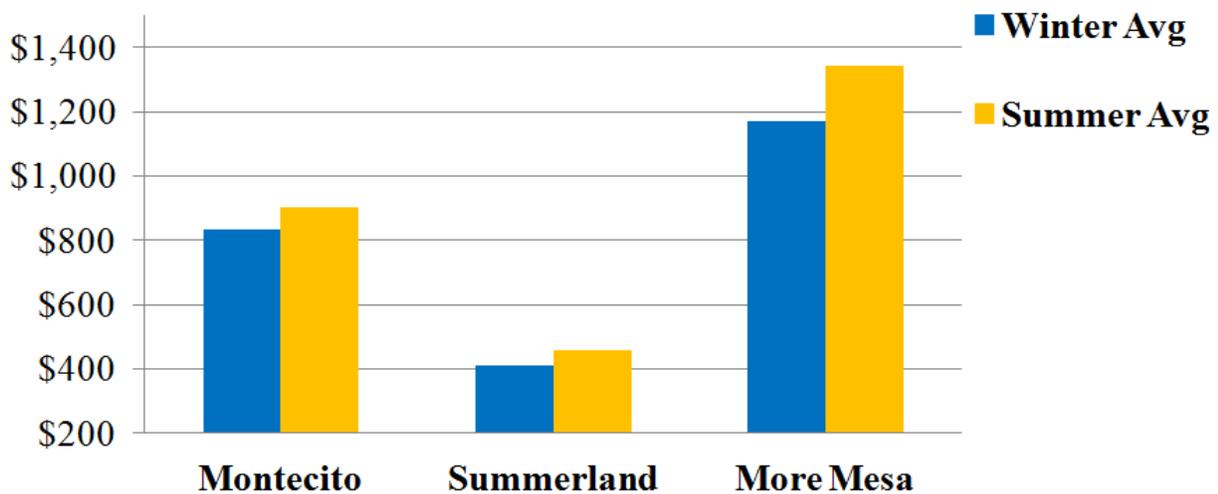


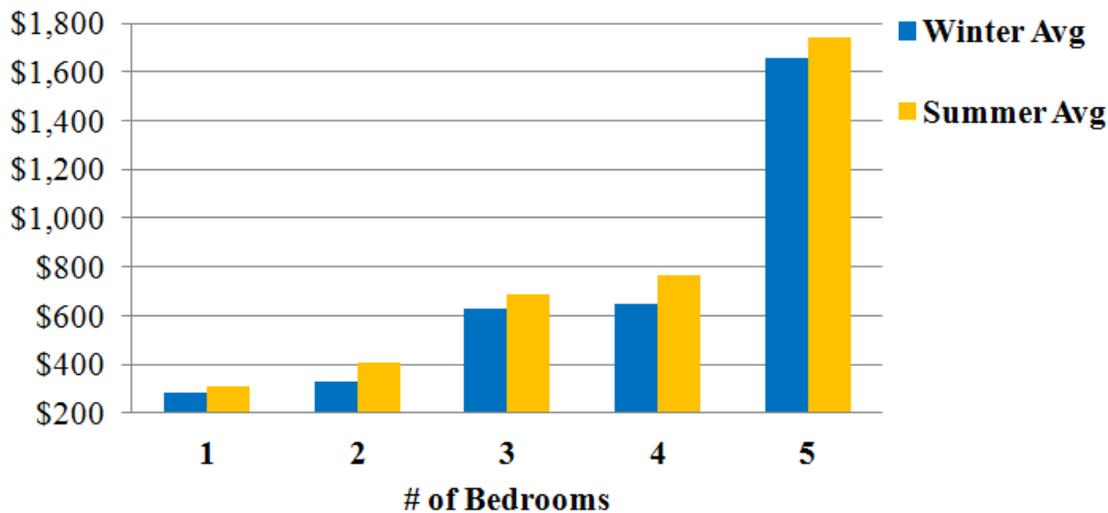
1.0 Short Term Rental (STR) Rates in the Coastal Zone.

Staff collected data from AirBnB, Homeaway, and other local rental platforms and analyzed 47 STR records that were for properties rented in the winter and summer months. Winter STR rates were recorded for the months of November 2016 through January 2017; summer rates were recorded for the months of June 2017 through July 2017. These time periods were chosen in anticipation of there being a noticeable change in price between the two seasons, with prices in the winter typically being lowest and prices in summer months typically being highest. Below are two graphs that show the average costs of rentals in the coastal zone by community (i.e., Montecito, Summerland, and More Mesa Shores) and number of bedrooms.

**Community Nightly Cost Comparison
(Coastal Zone)**

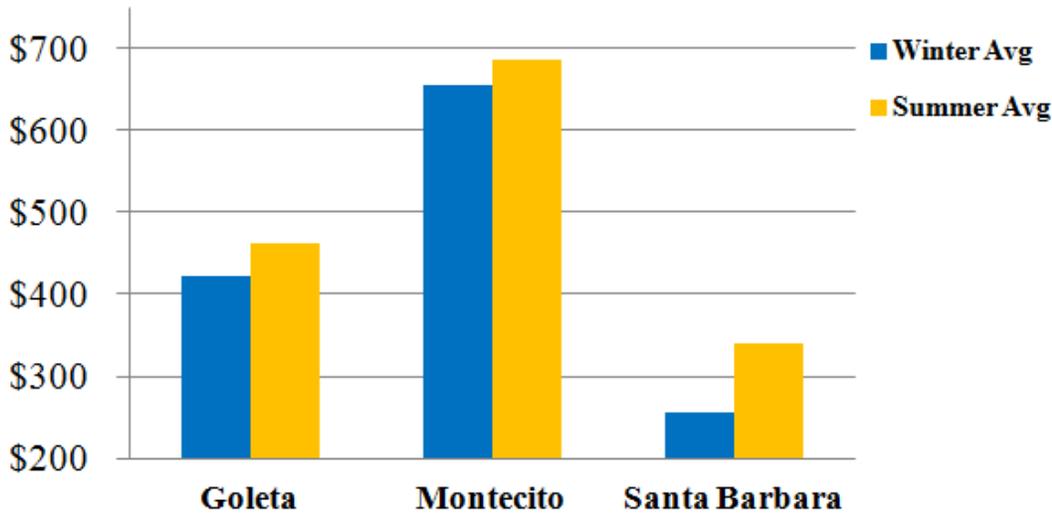


**Bedroom Comparison
(Coastal Zone)**



The graphs below show the average rates for hotel rooms in the Coastal Zone for the winter and summer months (November 2016 through January 2017; June 2017 through July 2017).

Community Nightly Cost Comparison (Coastal Zone Hotels)



Community Nightly Cost Comparison (Coastal Zone Hotels)

