



CITY OF SUNRISE BEACH VILLAGE

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To begin, let us all take a minute to express our heartfelt sorrow and condolences to our neighbors just south of us. While Sunrise Beach experienced some minor issues from the rapidly rising and then lowering of the lake, nothing compares to the loss and devastation suffered by many families. While we are at it, please remember the first responders-both for their bravery and their resolve to find those missing. Although I spent many years in public service, including mass casualties, nothing compares to what those selfless workers are experiencing right now.

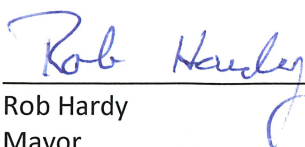
Next Monday, July 14, at 5 PM, the City of Sunrise Beach will be hosting a town hall forum at the Civic Center. While we will have a brief discussion regarding opportunities to finance our water system and its required upgrades, the chief topic will be short-term rentals (STR's), which the city has an ordinance prohibiting.

We as a city have not been enforcing this ban for several reasons. We do send letters, citing our ordinance, if we just happen to observe this happening, but that's about as far as we can go. Our municipal court judge, as well as the Texas Municipal League, believes such a ban to be unconstitutional. The last session of the Texas Legislature was planning on discussing STR's as a statewide issue, but other priorities took precedence. However, it is just a matter of time before this issue is again on their agenda. In the meantime, all you have to do is Google VRBO, AirBNB, and other sites to find multiple homes being offered right here in Sunrise Beach.

So, we are faced with two options. We can just let our unenforceable ordinance sit on the books, allowing those folks place their homes on STR websites while not benefitting the city, and let the courts tell us what to do, or be proactive and create a plan that will allow us to regulate a STR ordinance. I know that many of you are opposed to allowing STR's in Sunrise Beach, but we have realized that it is inevitable.

I have met with our judge and consulted other legal advice and believe we can come up with a plan that passes constitutional muster. Collecting a permit fee, plus assessing a 13½ percent bed tax on rental fees could greatly benefit the city. We could impose restrictions such as maximum # of people, parking, and noise. We could also impose fines for failure to register.

This town hall is your opportunity to let us know what you think, and to help us craft rules that allow people to use their property but still allow us to control that usage.


Rob Hardy
Mayor