



City of
Jamaica Beach
TEXAS

**City of Jamaica Beach City Town Hall
January 27, 2024 9 am**

Short Term Rentals



City of
Jamaica Beach
TEXAS

- Why are we here this cold January Morning
- Gather property owner input on managing impacts of Short Term Rentals
- Who are our property owners: All taxpayers
 - Full time residents
 - Part time residents
 - Short term rental owners
 - Absentee owners



City of
Jamaica Beach
TEXAS

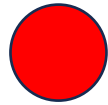
Agenda

- Inform: Review of How we got here
- Identify Impacts (facilitated by Kendal)
- Brainstorm Solutions (facilitated by Kendal)
- Gather Input to Assist in Prioritizing Solutions
 - No decisions will be made today



City of
Jamaica Beach
TEXAS

Gather input: place your dots on the flip charts next to your selections



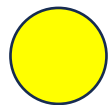
Red dot goes next to solution that you think is a terrible idea and would be detrimental to the city



Green dot goes next to solution that you think is a fabulous idea and would be most beneficial to the city



Your three blue dots go next to the three solutions that you like the most and you think they would help solve the issues



Your three yellow dots go next to the three solutions that you do not like and you think they would not help solve the issues

Note: do not give your dots away. Your opinion matters.



City of
Jamaica Beach
TEXAS

Desired outcome from today

- Common understanding of benefits and challenges of short term rentals
- Identify potential solutions





City of
Jamaica Beach
TEXAS

Ground Rules

- Maintain civility
- Respect your neighbor's viewpoint
- Speak when acknowledged
- Keep your input concise



City of
Jamaica Beach
TEXAS

- Jamaica Beach has always been a preferred destination on Galveston Island
- Historically we have shared our homes with friends, relatives and paying guests
- Short Term rental platforms and COVID have changed the nature of this sharing



Purchase Year of Current STRs

Timeframe	Number of STRs	Percent of Total
Purchased 1984 - 1999	13	4%
Purchased 2000 - 2009	25	8%
Purchased 2010 - 2014	31	10%
Purchased 2015 - 2019	68	21%
Purchased 2020 - 2023	187	58%
Total STRs (Registered & Un-Reg)	324	100%

Almost 60% of the current STRs were purchased in the last 4 years

80% purchased since 2015

On July 27, 2021, the city had 146 STRs paying Hotel Occupancy Tax



City of
Jamaica Beach
TEXAS

Ordinance 97-4 Hotel Occupancy Tax

**Hotel Occupancy Tax
Only for more
heads in beds**

**1/4 of HOT
is encumbered**

Section 8. Use of Revenue Derived from Levy of Hotel Occupancy Tax

The revenue derived from any hotel occupancy tax imposed and levied by this ordinance may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

- (1) the acquisition of sites for and the construction, improvement, enlarging, equipping, operation, and maintenance of convention center facilities (as such is defined in V.A.T.S. Tax Code, Section 351.001);
- (2) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- (3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- (4) the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms; and
- (5) historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums:
 - (a) which are at or in the immediate vicinity of convention center facilities; or
 - (b) which are located elsewhere in the municipality or its vicinity that would be frequented by tourists, convention delegates, or other visitors to the municipality.

Revenue derived from the hotel occupancy tax shall be expended only in a manner which directly enhances and promotes tourism and the convention and hotel industry as hereinbefore delineated. Such revenue shall not be used for the general revenue purposes or general governmental operations of the municipality which are not directly related to promoting the hotel and convention industry or tourism in the municipality.



City of
Jamaica Beach
TEXAS

Projected revenue when tracking and managing Hotel Occupancy Tax

Average projected total revenue per Short Term Rental unit

$\$40,000$ per year * 9% = $\$3600$ per unit

150 Units = $\$540,000$



City of
Jamaica Beach
TEXAS

Short Term Rental Impacts

- Benefits
 - Provides revenue to the city. ~ \$625,000 last fiscal year
 - Guests bring an energy and level of enthusiasm to the city
 - Many visitors become future homeowners
 - Increased property values
 - Short Term rental properties are typically well maintained and refurbished
 - Provides additional clientele to local business
 - Provides a space for residents to rent for overflow guests



City of
Jamaica Beach
TEXAS

Challenges

- Higher property taxes from elevated property values
- Requires city staff to manage
- Stresses the infrastructure (water, sewer, roads)
- Garbage/Trash
- Parking
- Noise



City of
Jamaica Beach
TEXAS

Additional Challenges

- Revolving doors/not knowing your neighbor
- Disrespectful behavior
- Trespassing/Theft
- Frequency of parties
- Residents often intervene to ensure safety of the guests
 - Jumping off the deck
 - Grill/Fires on the deck or under the house
 - Uncontrolled Casting damaging boats and property
 - Unattended fishing pole/lines obstructing the water ways. Unsafe for swimmers, wildlife and boaters
 - Guests are unaware of canal safety and boat etiquette
- Fear of retaliation from renters if they call the police or intervene
- Safety



City of
Jamaica Beach
TEXAS

What are other cities doing?

- Galveston
- Tiki
- Bayou Vista
- Freeport
- Kemah
- Omega Bay



City of
Jamaica Beach
TEXAS

- Our deed restrictions
- Problematic due to number of sections
- 32 sections
- City would be “chopped up”
- Would be a cluster



City of
Jamaica Beach
TEXAS

Current Focus

- Collect identified back taxes due
- Issue citations to owners who have not been registered
- Track advertised occupancy and enforce new ordinance
- Encourage citizens to call police if there is an issue with any house
- Develop and Communicate online tool to submit STR concerns
- Hired code enforcement employee



City of
Jamaica Beach
TEXAS

Time to hear from you