



CITY OF EL PASO

ITEM 28

Short term Rental (STR) Update

Planning and Inspections

October 28, 2025

Agenda

Short term Rentals

- Presentation by El Paso Short-Term Rental Alliance and Greater El Paso Association of Realtors
- Presentation by Staff
- Staff Recommendation

Council Action

September 3, 2025

- Staff work in coordination with the El Paso Short-Term Rental Alliance and return to City Council within 60 days
 - Identify safety issues and concerns related to short-term rentals in the City of El Paso, and
 - Provide an update on the current state of short-term rentals within the city

El Paso Short Term Rental Alliance Presentation



EPSTRA: El Paso Short Term Rental Alliance

El Paso STRA believes in the power of collaboration and fostering strong relationships among short term rental (STR) owners, local residents, and businesses.

Our mission:

We are committed to responsible hosting practices among our members, and we uphold high standards of professionalism, guest satisfaction, and community respect.

Welcome to El Paso! We are excited for you to join our community. We founded this alliance for the city of El Paso to bring peace and prosperity between all stakeholders and neighbors of our city. We hope that by bringing this education to new and seasoned STR owners, El Paso's community can continue to be exemplary neighbors, enhancing our shared vision and beautifying our Sun City.

Heidy Seoenz
President, El Paso STRA



For more information, visit: www.elpasostra.org



About us

WE VALUE

- Collaboration
- Respect
- Education
- Resources
- Community engagement

UPDATES



- Monthly newsletters
- Digital communication channels:
 - Facebook/ Whatsapp Groups
 - Mailing
- Website updates

Short-term rentals are not Airbnb or a faceless corporation.

Short-term rental hosts are faces you know: your family, your friends, the people next to you at the farmer's market.

For more information, visit: www.elpasostra.org



EPSTRA Community Resources

MEMBERSHIP



- Free to join
- Free resources and education
- Responsible hosting guidelines

COMPLIANCE



- Overview of Current Laws
- Basic Compliance Help
- Tax Information
- FAQs

NEWS/RESOURCES



- Hosting best practices
- Local updates
- OTA Neighborhood Support
- STR Facts

ALLIANCE EVENTS



- Monthly Community STR Meetings
- City meetings pertaining to STRs
- Educational events/webinars

For more information, visit: www.elpasostra.org



Did you know...



90%

**OF STR HOSTS OWN JUST 1
PROPERTY**

El Paso is a mom-and-pop market, with many hosts simply seeking to help cover the second highest property tax rates in the country.



0.5%

**OF EL PASO'S HOUSING SUPPLY
IS STRS**

This tiny fraction has no effect on local housing supply or real estate prices.



6%

**STRS PAY THE SAME STATE
HOTEL OCCUPANCY TAX**

These tax dollars support essential TX services.

We encourage our members to be good neighbors, maintain properties responsibly, and contribute to the overall well-being of our community.

For more information, visit: www.elpasostra.org



Collaboration with the City & Police Department

Collaboration with the City

- Active participation in city-led community meetings
- Continuous communication with city representatives across departments
- Presentations during council and neighborhood meetings to promote responsible hosting

Partnership with the Police Department

- Seasonal coordination, especially during prom & graduation season, to prevent and respond proactively to large gatherings or parties
- Establishing direct communication channels between hosts and local precincts
- Joint efforts to educate hosts and guests on local noise and safety ordinances

Addressing Bad Actors

- The Alliance has reported repeat offenders directly to STR platforms
- Maintaining transparency and accountability within the host community
- Reinforcing the message that a few bad actors do not represent the majority of responsible hosts

For more information, visit: www.elpasostra.org



EPSTRA in Action: Supporting Our Community

Disaster Relief & Compassion in Action

When wildfires struck Ruidoso, EPSTRA partnered with the New Mexico STR Association to launch an Emergency Accommodation Program, offering free stays to displaced families and emergency responders.

Community Impact

- Coordinated local hosts to open their homes
- Partnered with Airbnb.org and local authorities
- Helped families and responders find safety and stability

Our Ongoing Mission

We continue to advocate for responsible hosting, promote collaboration with city leaders, and respond with compassion when our community needs us most.

For more information, visit: www.elpasostra.org



WYND TECHNOLOGIES

WYND is a technology company focused on health and wellness through devices that improve air quality. One of its newest innovations is SENTRY, which is targeted at the short-term rental (STR) industry.

SMOKE-FREE PROPERTY

Sentry is the only device that detects cigarette, marijuana, cigar, and vape smoke with accuracy to prevent unwanted smoking before it causes damage.

LIVE NOISE DETECTION

You can receive alerts for sustained noise on your property without violating the privacy of your guests.

	Noise Monitoring	COMPREHENSIVE SMOKE DETECTION				Tampering Detection	Push Alerts to Owners	Edge Privacy	Incident Reporting
		Cigarette Detection	Marijuana Detection	Vaping Detection	Air ID				
Sentry	✓	✓	✓	✓	✓	✓	✓	✓	✓
Minut	✓	BETA	✗	✗	✗	✓	✓	✓	✗
NoiseAware	✓	✗	✗	✗	✗	✓	✓	✗	✗

15% Discount code:
EPSTRA

GEPAR & El Paso Short-Term Rental Collaboration



- ▶ The Greater El Paso Association of REALTORS® (GEPAR) continues to collaborate with the El Paso Short-Term Rental Alliance (EPSTRA) and the City of El Paso to address community concerns and continue to implement effective property management outcomes.
- ▶ A partnership formed over 2 years ago with our City Council and City Staff. This produced positive results in identifying issues such as parking, noise, and safety while creating fair policies that distinguish responsible hosts from problem operators.
- ▶ Together, we are reducing conflicts, encouraging transparency, and protecting private property rights through ongoing communication and data-driven solutions.

Commitment to Collaboration & Property Rights



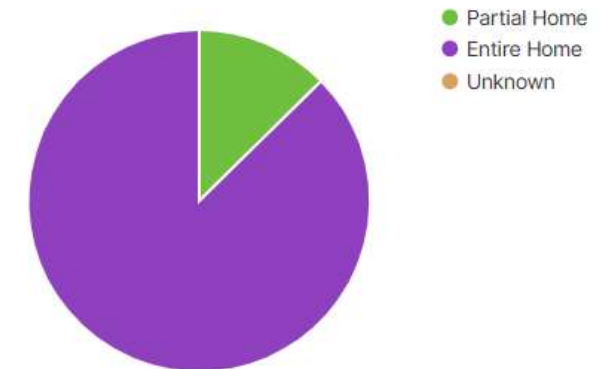
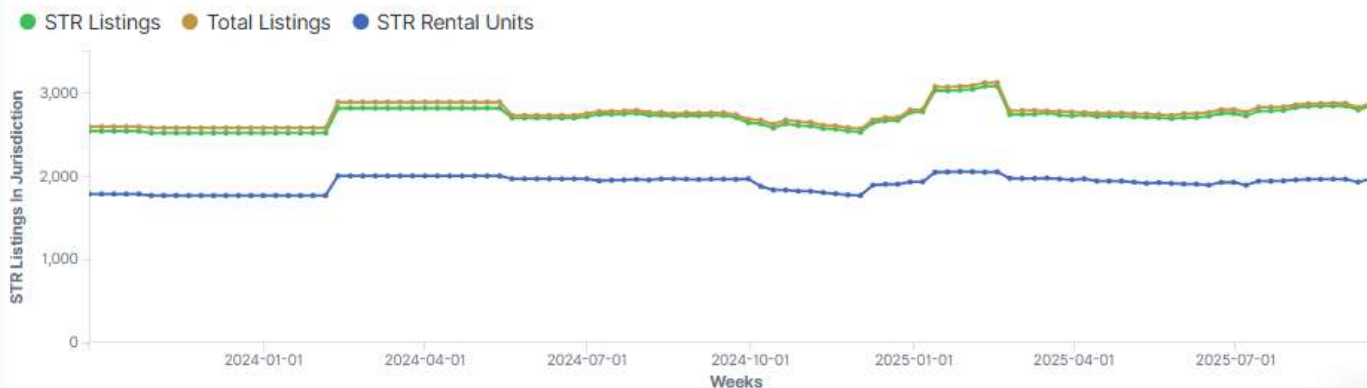
- ▶ GEPAR remains committed to facilitating meetings between city officials, EPSTRA, and community members to ensure any public concerns are addressed.
- ▶ GEPAR is an advocate of the current work accomplished by the city and EPSTRA towards identifications for Planning and Zoning.
- ▶ This relationship continues to build trust and accountability by engaging with Planning and Zoning, City Staff, City Council Representatives, and law enforcement in open dialog.
- ▶ We strongly recommend that regular city meetings concerning STR's take place with City Officials to stay ahead of safety and economic uncertainties.

Planning and Inspections STR Update

Snapshot – 2023 vs 2025 Conditions

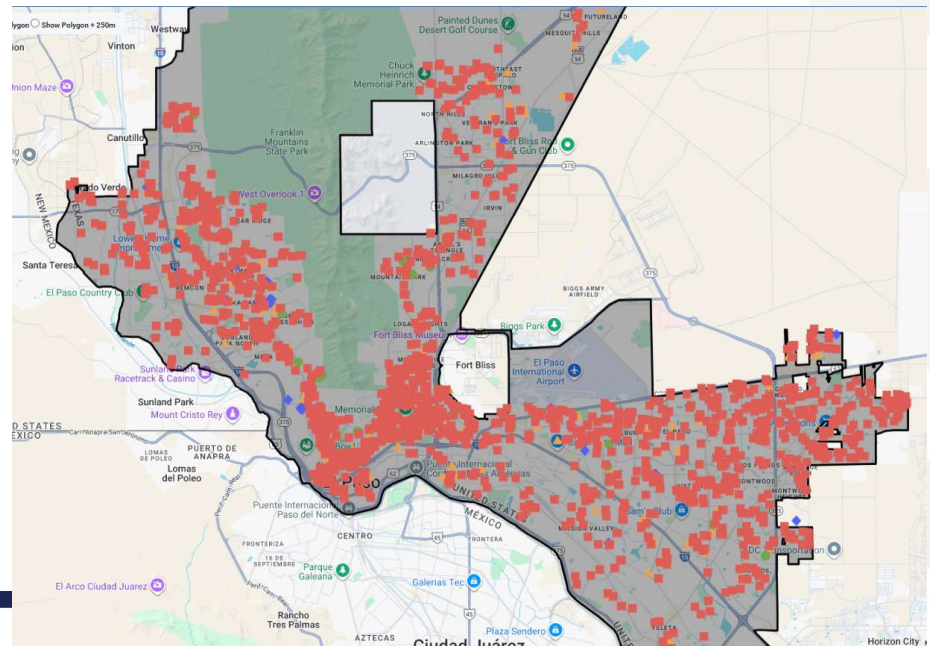
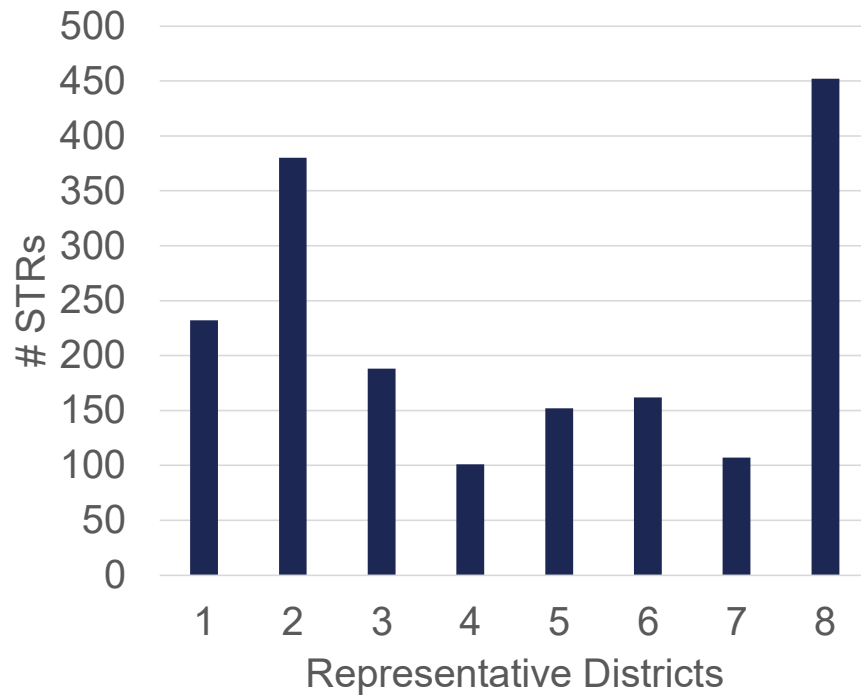
	2023	2025
Number of units	1,653	1,954
Occupancy Rate	58%	50%
% listed on Airbnb	74%	77%
Entire home rented	N/A	88%
Locally owned	N/A	93%
Corporation owned	N/A	22%

Rental Units and Listings Over Time ①



STR Distribution by District

STRs By District

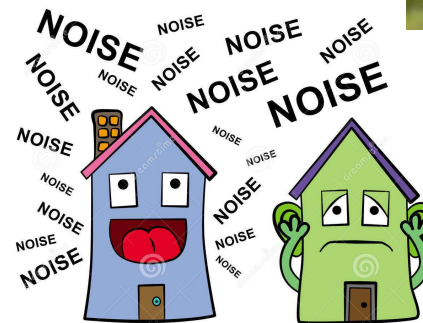


311 and Enforcement Cases

	2023	2024	2025
Number of Complaints	18	34	37
Number of Cases with Verified STR	5	8	16

Type of Complaints via Accela

- Excessive noise
- Parties
- Trash



Current Zoning Requirements

- Short-term rentals not defined in City Code
- Currently classified as a Bed and Breakfast
 - Classification not compatible with actual use
 - Requires special permit application and Council approval

HOT Tax Revenue Projection*

Key Assumptions

Number of STR Units	1,954
Annual Growth Rate	1.50%
Average Daily Rate	\$122
Occupancy Rate (Low Range)	45%

Revenue		Jan 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031
DEP	4.00%	1,038,418	1,589,702	1,613,548	1,637,751	1,662,317	1,687,252
MCAD	0.50%	129,802	198,713	201,693	204,719	207,790	210,907
CAPITAL	2.50%	649,011	993,564	1,008,467	1,023,594	1,038,948	1,054,533
BALLPARK	2%	519,209	794,851	806,774	818,876	831,159	843,626
TOTAL HOT	9.00%	2,336,441	3,576,830	3,630,483	3,684,940	3,740,214	3,796,317
COUNTY PORTION	2.50%	649,011	993,564	1,008,467	1,023,594	1,038,948	1,054,533

* Local HOT capital may only be used to promote tourism and the convention and hotel industries

Recommendations

Staff recommendation –

Define short term rental in City Code, and amend permissible use table

Draft Definition –

A residential use where sleeping areas are rented to overnight persons for a period of less than 30 consecutive days.

Next Steps –

- Prepare ordinance amendments
- Schedule CPC and City Council meetings for adoption

MISSION



Deliver exceptional services to support a high quality of life and place for our community.

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



VALUES

Integrity, Respect, Excellence,
Accountability, People

MISIÓN



Brindar servicios excepcionales para respaldar una vida y un lugar de alta calidad para nuestra comunidad

VISIÓN



Desarrollar una economía regional vibrante, vecindarios seguros y hermosos y oportunidades recreativas, culturales y educativas excepcionales impulsadas por un gobierno de alto desempeño



VALORES

Integridad, Respeto, Excelencia,
Responsabilidad, Personas