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CITY OF EL PASO

Short-Term Rentals Ordinance Amendment

Margarita Marin, Deputy CFO-Comptroller

August 18, 2026

Presentation Agenda

Short-Term Rentals

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- **Summary of previous Council Action**
- **Amendment to Section 3.12.010**
- **Amendment to Section 3.12.030**
- **Amendment to Section 3.12.031**
- **Public Education/Outreach**
- **Uses of Hotel Occupancy Tax Proceeds**
- **Requested Council Action**

Prior Council Action Summary

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- On June 9, 2026, the City Council passed a resolution authorizing the City to start collecting Hotel Occupancy Tax (HOT) on Short Term Rentals (STR) no earlier than 90 days and no later than 180 days from the date of the resolution. The proposed ordinance will update the municipal code language to allow the City to properly collect the HOT on STRs as established by the resolution.

Amendment to Section 3.12.010 (Definitions)

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- Add **“Short-term rental”** to the definition of **“Hotel”** and further define it as the rental of all or part of a residential property to a person for less than 30 consecutive days.
- Defines **“Short-term rental operator”** as the person or entity who owns the short-term rental.
- Defines **“Short-term rental platform”** as a person, company or other legal entity that facilitates a short-term rental for compensation.

Amendment to Section 3.12.030 (Collection of Tax)

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- To provide for the collection and remittance of the Hotel Occupancy Tax on Short-term rentals.
- To authorize the City Manager to enter into agreements with short-term rental platforms as needed to directly collect the tax from short-term rental guests at the time of reservation or payment and remit the tax directly to the City.

Amendment to Section 3.12.031 (Collection of Additional Tax- Approved Venue Project)

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- Clarifies that every person or legal entity who is required to collect a tax under section 3.12.030 shall collect the additional tax for the City.

Public Education/ Outreach

Short-Term Rental Hotel Occupancy Tax Campaign

to educate and provide STR owners, operators, and the public with clear information to

- Explain the City Council action and implementation timeline
- Help STR operators understand their responsibility to collect and remit HOT
- Provide clear instructions for registration, reporting, and payment
- Promote timely compliance before the effective date and first filing deadline
- Help the public understand that HOT will apply consistently across eligible lodging providers

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Public Education/ Outreach (Continued)

- Update webpage with FAQs, key dates, payment instructions, and contact information
- Social media posts and a press release announcing details and available resources
- Information shared with Destination El Paso, Booking Platforms, Property Managers, and local Real Estate organizations
- Collateral provided to Council for newsletters, social media, and constituent outreach
- Information available in English and Spanish

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Uses of Hotel Occupancy Tax Proceeds

- 7%- Funding supports the auditorium and convention center administration, improvement and development; any repayment of related debt; tourism promotion and advertising, including limited support for arts programs (1% allowed)
- 2%- Funds may be used to cover the costs of developing and constructing the approved venue project, to pay debt service on bonds issued for the project, and to operate or maintain the project.

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Council Action

- Approve the proposed ordinance amending Title 3 (Revenue and Finance), Chapter 3.12 (Hotel Room Tax) of the El Paso City Code by amending sections 3.12.010, 3.12.030 and 3.12.031 to include short-term rentals (STR) language to allow for the proper collection of hotel occupancy taxes generated by the STRs.

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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

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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

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