

Background

- Short-Term Rental:
 - A residential property that is rented to someone that is not the permanent resident
 - Required to pay hotel occupancy taxes
- STR popularity increased in the late 2000s
- Number of STRs in McKinney:
 - Exact numbers unknown
 - Approximately 486 in and around McKinney (source: AirDNA via VisitMcKinney)
- STR discussions:
 - City Council Work Session: January 25, 2016 (Agenda Item no. 16-113)
 - Monitor the industry and respond to nuisance violations
 - City Council Work Session: November 5, 2024 (Agenda Item no. 24-2133)
 - Establish a registration program

Sister City Context

- STR Registration Programs:

City Name	Registration Required	Details
Allen	Yes, Annually (est. 2022)	- Registration Fees: \$350 (new), \$250 (annual renewal) - 24-hour contact required - No more than 2 per bedroom, 12 total
Frisco	Yes, Annually (est. 2021)	- Registration Fees: \$300 (new), \$300 (annual renewal) - 24-hour contact required - City may inspect
Plano	Yes, Annually (est. 2024)	- Registration Fees: \$300 (new), \$200 (annual renewal), \$25 (reprint) - 24-hour contact required - Noise and video monitoring required - Self-inspection required

Proposed Registration Program

- Registration Required: Annually (with updates for contact changes)
- Registration Fees: No Fee
- 24-hour contact is required
- Proposed Effective Date: Immediately

Short-Term Rental Regulation Possibilities

Least Involved

Moderate

Most Involved

Do nothing.

Pros:

- No risk of legal challenges.

Cons:

- Does nothing to help with potential issues.
- Does not identify contact person.

Registration Only.

Pros:

- Little risk of legal challenges.
- Helps identify contact person.

Cons:

- Does little to help with potential issues.

Registration + Minor Regulations.

Pros:

- Helps identify contact person.
- Helps ensure safety of occupants.

Cons:

- Moderate risk of legal challenges.
- Does not help address nuisance concerns.

Registration + Major Regulations.

Pros:

- Helps identify contact person.
- Helps ensure safety of occupants.
- Helps address some nuisance concerns.

Cons:

- Increasing risk of legal challenges.
- Does not fully address nuisance concerns.

Registration + Regulations + Restrictions.

Pros:

- Helps identify contact person.
- Addresses life safety, locational, and nuisance concerns.

Cons:

- Significant risk of legal challenges.

Program Comparisons

City Name	Registration Required	Details
McKinney	Yes, Annually	- Registration Fees: None - 24-hour contact required
Allen	Yes, Annually (est. 2022)	- Registration Fees: \$350 (new), \$250 (annual renewal) - 24-hour contact required - No more than 2 per bedroom, 12 total
Frisco	Yes, Annually (est. 2021)	- Registration Fees: \$300 (new), \$300 (annual renewal) - 24-hour contact required - City may inspect
Plano	Yes, Annually (est. 2024)	- Registration Fees: \$300 (new), \$200 (annual renewal), \$25 (reprint) - 24-hour contact required - Noise and video monitoring required - Self-inspection required

Discussion?
