



Sunrise Beach RV Park

City Council Presentation
March 17, 2020



Background

- Follow-Up Report to Council by March 17
 - Options
 - Water Utilities Department Maintains Operations
 - Day Park
 - Outsource Management
 - Close Park
 - RV Park Observations were contrary to the Audit
 - Park was Clean
 - Effectively Managed by cross-trained staff (Wesley Seale Dam)
 - Maintain Control
 - City Asset
 - Featured Amenities: Lake Waterfront, Clubhouse, Laundry Room, Garbage Collection, Electric, Water, Sewer, WI-Fi
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Business Point Analysis

- 3rd Party Operation may:
 - Increase rates
 - Decrease maintenance
- More flexibility on future use as City asset
- Well-run efficient operation





Staff Recommendations

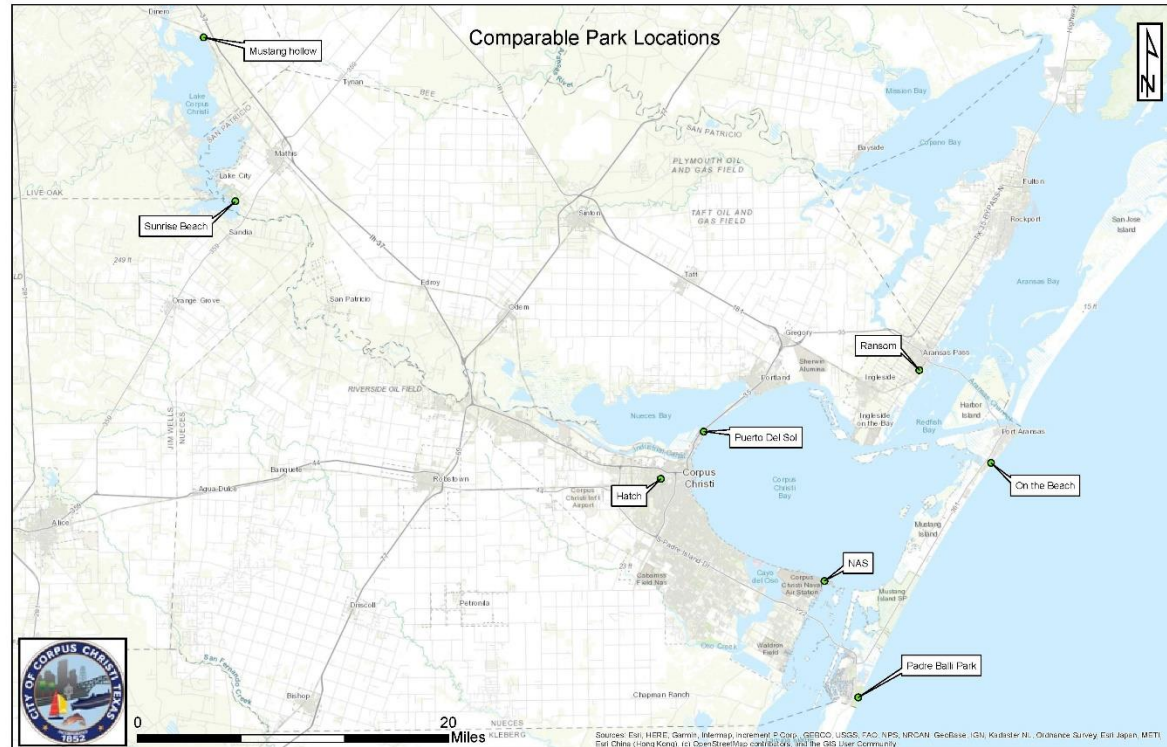
- City Water Utilities Operations
 - Converted 3 Temps to FTEs
 - FY 21 Decision Package: Replace Restrooms (\$180K)
 - FY 21 CIP: Boat Ramp Replacement and Pier (\$700K)
 - Apply for Grants
 - Continuous Improvement Efforts
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Comparable RV Parks





Market Analysis: Rates

	RATES			
RV PARK	DAILY	OVERNIGHT	WEEKLY	MONTHLY
On The Beach	---	25	350	700
Hatch	---	48	290	670
NASCC	---	22	154	660
Sunrise Beach	10	25	225	500
Ransom	---	54	230	450
Mustang Hollow	---	39	234	425
Puerto Del Sol	---	40	275	420
Padre Balli	---	50	275	---
Cost Averages	---	37.88	254.13	546.43



Market Analysis: Amenities

	AMENITIES (INCLUDED IN FEE)							
RV PARK	ELECTRIC	WATER	SEWE R	WI-FI	POOL	HOT TUB	STORE	WATERFRON T
Sunrise Beach	X	X	X	X			X	X
Mustang Hollow		X	X		X		X	
Hatch	X	X	X	X	X	X	X	
Ransom		X	X	X				
NASCC			X	X	X	X	X	X
On The Beach			X	X			X	X
Puerto Del Sol	X		X					X
Padre Balli	X		X					X



Proposed Ordinance Revisions

RV SITE RESTRICTIONS

- | | |
|---------|---|
| (a)(7) | The rental agreement is limited to the specific area identified in the agreement. |
| (a)(8) | Outdoor storage of equipment and materials is prohibited. Decks/patios and any other construction is prohibited. |
| (a)(9) | Only allow registered vehicles that were originally manufactured to make it mobile and/or towable by motor vehicle (camper trailers, travel trailers, and motor homes). |
| (a)(11) | Each trailer site is limited to one motor vehicle and one watercraft per trailer site. Additional vehicles will be subject to additional fees. |
| (a)(12) | Use of canopies or tents at the trailer site are only allowed for daily use and prohibited for permanent use by monthly renters. |





Proposed Ordinance Revisions

CODE ENFORCEMENT

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|---------|--|
| (a)(10) | Participating in or conducting illegal or dangerous activities in Sunrise Beach will result in immediate eviction without required NOV. |
| (a)(13) | Sunrise Beach staff is authorized to ban anyone who causes disorderly conduct or creates nuisance to other tenants or staff. |
| (a)(14) | Notice of Violation
(i) Be in writing
(ii) Statement of Reasons
(iii) Allow ten (10) days for compliance
(iv) Be served upon the tenant
(v) Contain an outline of remedial action
(vi) Notice to vacate the premises may be issued |





Proposed Ordinance Revisions

FACILITY	FEE
Daily	10
Overnight – Primitive Tent Camping	25
Overnight – Automobile or RV	30
Overnight – RV (Electricity and Water)	40
Overnight – RV (Electricity, Water, & Sewer)	45
Weekly	225
Monthly	500

