

EXECUTIVE SUMMARY



TO: Jim Scholl, City Manager

FROM: John Wilkins, Parking Director

DATE: July 30, 2019

SUBJECT: Employee Assistance Permit Rate Increase in Section 70-255 of the Key West Code of Ordinances.

Action Statement:

Amend Section 70-255 of the Key West Code of Ordinances to increase the permit fee for the Employee Assistance Parking Permit from \$120.00 per month to \$175.00 per month plus sale tax. This would be billed as \$752.50 including sales tax for 4 months.

Background:

The Employee Assistance Parking Permit is available to employees and businesses owners in the Commercial Historic District and allows their personal vehicles to park at on-street metered parking while at work up to 12 hours per day. The current cost is \$120.00 per month. It is only sold in 4-month increments for \$480.00. It was increased in October 2018 from \$100.00 per month to \$120.00 per month.

Currently these permits remain significantly below the monthly rates of other businesses that offer long term parking in the Commercial Historic District.

Margaritaville Resort Garage	\$193.50
Conch Harbor at Key West Bight	\$215.00
Historic Florida Keys Foundation (Old City Hall)	\$214.00

Recommendation:

Amend Section 70-255 of the Key West Code of Ordinances to Increase the Employee Assistance Parking Permit rate to \$752.50 including sale tax per 4 months to be closer to market rate.

Financial Impact:

This increase in the permit fee would potentially generate \$132,000 additional per year. If the demand for this permit decreases, then there would be additional revenue generated from vehicles paying \$4.00 per hour for on-street parking.

Employees of the Commercial Historic District impacted by the rate increase would be eligible for the Employee Parking Lot permit for \$25.00 per month connected by the Free Duval Loop.