

## Melinda C. Stewart

---

**From:** Cheri Smith  
**Sent:** Tuesday, September 03, 2019 9:38 AM  
**To:** Keri O'Brien; Melinda C. Stewart  
**Subject:** RE: Mallory square parking

Please upload to the agenda item.

---

**From:** John Wilkins <[jwilkins@cityofkeywest-fl.gov](mailto:jwilkins@cityofkeywest-fl.gov)>  
**Sent:** Tuesday, September 03, 2019 9:36 AM  
**To:** Greg Veliz <[gveliz@cityofkeywest-fl.gov](mailto:gveliz@cityofkeywest-fl.gov)>; Cheri Smith <[csmith@cityofkeywest-fl.gov](mailto:csmith@cityofkeywest-fl.gov)>  
**Subject:** FW: Mallory square parking

fyi

**From:** Joe Walsh <[tropicalsoup1@gmail.com](mailto:tropicalsoup1@gmail.com)>  
**Sent:** Monday, September 02, 2019 10:02 PM  
**To:** John Wilkins <[jwilkins@cityofkeywest-fl.gov](mailto:jwilkins@cityofkeywest-fl.gov)>  
**Subject:** Mallory square parking

John,

I appreciate your time explaining parking policies and the reasoning for them to me on Friday. Unfortunately, I feel that I need to oppose the Mallory Square increase as written.

My experience at Mallory shows lots of day time parking lot vacancy. I have some additional concerns about the cost for Mallory square performers and vendors. The nightly Sunset Celebration is an important tourist attraction. A critical mass of independent small business people who decide daily whether they should come to work is necessary for the Sunset celebration to succeed. When the nightly cost (\$15-20) imposed by CPS to participate as well as parking costs (because businesses must bring all of their gear every day with them) become too high, businesses will no longer participate.

There is also a point at which Key West develops a reputation as somewhere that is too expensive to visit. While hotel average daily room rates are a bigger influencer than hourly parking rates, there eventually comes a point that the costs (or perception of costs) is that Key West is too expensive.

While I don't think that a "Resident" program for Mallory is a good idea, I believe some consideration for the City's CPS members/ licensees is necessary. I appreciate that a number of the Mallory Square challenges are not within Parking's purview. (CPS lease agreement, maintenance of the Square, the panhandling zone, signage, and dumpster appearance) However, the discouragement of vendors and artists working at Mallory Square by raising rates, while the City encourages them with its Street Performer and Street artist licensing program elsewhere is not helpful.

Joe Walsh  
305-731-9972