



THE CITY OF KEY WEST

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MEMORANDUM

EXECUTIVE SUMMARY

To: Key West Bight Board
CC: David Fernandez
From: Marilyn Wilbarger, RPA, CCIM
Date: May 3, 2012

Reference: **Key West Bight Parking Rates**

ACTION:

Per the Boards Request this action item is to consider reducing parking rates at the Key West Bight.

BACKGROUND:

Per the Board's request staff met with the City parking Manager John Wilkins to determine the ability to offer lower parking fees for short term customers. Mr. Wilkins consulted with the programmers from the vendor and they have indicated that two options are available:

1. The two part receipt would allow for a discount to be printed at redeemed at participating businesses.
2. The Cale machine has three purchase options available: 30 minutes, by the hour, and a day rate. The first purchase option could be re-programmed to provide for a lower rate for the first half hour. The costs would be approximately \$200 to program the change and achieve the goal of reducing costs for short stays.

FINANCIAL:

Any reduction in rate may lead to reduced parking revenues. The Key West Bight has lost substantial revenues with the elimination of the TIFF funding to service debt of approximately \$700K annually, in addition to the recently approved 2% reduction in rent increases for the upland tenants and the potential for further reduction going forward, depending on the CPI.

OPTIONS:

The Board may elect to reduce the rate for the first half hour or provide a redeemable coupon.

The Board may elect to leave the rates as they are.

Key to the Caribbean – average yearly temperature 77 ° Fahrenheit.