



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

MEMORANDUM

To: Bob Vitas, City Manager

From: John Wilkins, Parking Manager

Date: November 22, 2013

Reference: Resolution to approve free parking for 2013 Holiday Season from December 23 through December 25, 2013

Action Statement:

Request for City Commission approve resolution authorizing free metered parking for 2013 Holiday Season from December 23 through Christmas Day December 25, 2013

History:

The City of Key West has offered free metered parking during the Christmas Season for over a decade. The amount of time has ranged from a week to 3 days.

The intent is to encourage local residents to shop in the downtown commercial districts by providing free parking.

Advantage:

City businesses should see some increased sales from locals and tourists who would otherwise spend money to park.

Disadvantage:

The financial impact based on revenue collected from the paystations and the past average volume of transactions on the days surrounding these 3 days would be an estimated loss of \$8,000 to \$10,000 per day.