



THE CITY OF KEY WEST
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EXECUTIVE SUMMARY

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TO: Jim Scholl, City Manager
CC: Sarah Spurlock, Assistant City Manager
FROM: David Hawthorne, City Marina Manager
DATE: September 29, 2014
SUBJECT: Ramp and Parking Fee Increases City Marina at Garrison Bight

ACTION STATEMENT

Approving the increases to City Marina at Garrison Bight ramp and parking fees as outlined in the approved budget for fiscal year 2015. To also approve and create an annual commercial permit for commercial customers who use City Marina boat ramp to launch vessels and park trailers.

PROJECT ISSUE

City Marina needs to generate more income to support the cost of annual operation and future capital infrastructure. Part of the recent rate study conducted has determined that ramp and parking fees should increase to help support cost of operation and repairs. Fees for launching and parking have not been increased since 1991 (Ordinance 91-33).

Commercial ramp customers have for some time asked for an annual permit that would cover launch fees and parking fees. The permit would be issued to commercial customers on an annual basis. The customer would be required to show proof of business license, vessel registration, and liability insurance.

PROPOSED FEES

Daily Use Ramp Fee: City Marina provides a centralized location for customers to launch their recreational and commercial vessels and provides parking for boat trailers. The current fee to launch a vessel is \$5.00 for use of the ramp daily. The proposed ramp fee is \$10.00 for ramp usage daily.

Annual Recreational Ramp Fee: City Marina offers a recreational ramp fee permit to local residents. The permit allows the unlimited use of the boat ramp for a one year period. Recreational customers are currently paying \$45.00 per year for the permit.

Key to the Caribbean - Average yearly temperature 77° F.

The proposed permit fee is \$90.00 per year.

Parking Fee: City Marina has limited parking for boat trailers accommodating both small and large style trailers for customer convenience. The current daily cost for parking is \$6.00. The proposed rate is \$10.00 per day for normal size trailers and \$20:00 for oversized trailers that take up more than one parking spot.

Commercial Customer Annual Ramp/Parking Permit: Staff is proposing the creation of an annual \$1,500 commercial ramp/parking permit. The customer would have unlimited use of the ramp for launching vessel and parking trailer daily for a term of one year. This program replaces the coupon book that is currently being utilized. Those choosing not to purchase an annual permit would pay the daily rates.

OPTIONS

There are three options:

1. Approve the new ramp and parking fee structure in its entirety
2. Disapprove the new ramp and parking fee structure in its entirety
3. Approve certain fee increases and disapprove certain fee increases

ADVANTAGES/DISADVANTAGES

City Marina is in need of additional revenues annually to cover operational expenses and reserve requirements. The additional fees and new revenue source will help cover these costs.

FINANCIAL ISSUES

City Marina will increase its annual generated revenue by approximately \$78,500

Recreational ramp fees	\$24,027.69
Recreational annual permit	\$ 765.00
Parking fees	\$32,200.34
Triple-axle trailer parking fees	\$ 3,500.00
Commercial ramp permit fees	<u>\$18,000.00</u>
Total	\$78,493.09

RECOMMENDATION

City staff recommends that City Commission approve the new fee structure in its entirety.