

MEMORANDUM

TO: City Commission

THROUGH: Douglas Hutchens, Interim City Manager 

DATE: September 12, 2016

FROM: Robert C. Ironsmith, Economic and Housing Development Director
Greg Rice, Planning & Development Director

SUBJECT: Resolution 16-25, Special Events and the Parking Management Plan

PRESENTER: Robert C. Ironsmith, Economic and Housing Development Director
Greg Rice, Planning & Development Director
Vince Gizzi, Parks and Recreation Director

RECOMMENDATION: Approve Resolution 16-25

BUDGET IMPACT: To be determined based on policy decision for special events in conjunction with the Parking Management Plan

PAST ACTION: None

NEXT ACTION: None

ATTACHMENTS: (1) Resolution 16-25, regarding Special Events and the Parking Management Plan
(2) Listing of current event fees charged to the promoter
(3) Special event Zone Map

BACKGROUND: With the Parking Management Plan set to begin October 3, 2016 as a 1 year pilot program, staff was directed to review special events in conjunction with the Parking Management Plan; specifically loss of parking revenue occurring as a result of the event.

The following aspects of special events in relation to the Parking Management Plan were reviewed:

- The financial feasibility model for the hybrid parking plan prepared and recommended by Walker Parking Consultants took into account 18 days of no parking revenue resulting from special events.
- The Parking Management Plan is a 1 year pilot initiative and an opportunity is needed to study the data of special events and impact on the parking plan.
- There are existing contracts with special event promoters that are already in place (i.e., Tampa Bay Markets, American Craft Endeavors).
- Applications for special events have already been submitted to Parks and Recreation.
- Event promoters have not budgeted for increased costs to the event that would result from the City charging a fee for loss of parking revenue.
- The financial model already accounts for lost parking revenue resulting from special events, and the events represent an opportunity for the City to not charge a fee as a form of sponsorship.
- Special events downtown promote and market the City and create an ambience that is attractive to residents, visitors and tourists alike adding to Dunedin's quality of life.

Taking into account the various aspects mentioned above and the fact that lost parking revenue was already factored into the financial model prepared by Walker Parking Consultant, staff is recommending that there be no additional charges to events for the 1st year of the pilot Parking Plan.

The impact of the special events to the parking financial model as well as to other areas of downtown parking; parking occupancy counts, parking in neighborhood streets, etc. would be reviewed with the overall evaluation of the downtown Parking Management Plan.

RESOLUTION 16-25

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DUNEDIN WAIVING PAID PARKING REVENUE DURING CERTAIN DOWNTOWN SPECIAL EVENTS; AND PROVIDING FOR AN EFFECTIVE DATE HEREOF.

WHEREAS, the City Commission of the City of Dunedin adopted Ordinance 16-25 which established a Downtown Parking Plan, provided for on-street and off-street paid parking, provided for parking enforcement, prohibition, restrictions and established Residential Parking Permit Areas; and

WHEREAS, a one-year Pilot Downtown Parking Plan will be in effect beginning October 3, 2016 and ending October 5, 2017, allowing for the determination of the success and continuation of the pilot program; and

WHEREAS, in support of the overall goal of the Pilot Downtown Parking Plan which is to promote turnover and provide a dedicated funding source to increase parking space supply, the City Commission recognizes that certain Special Events held within the Downtown will cause vehicle access restrictions on certain streets, and will cause paid parking to be unavailable and therefore a loss of revenue will occur; and

WHEREAS, the study of a hybrid downtown parking plan within the Community Redevelopment Area (CRA) conducted by Walker Parking Consultants accounted for 18 days of Downtown Special Events within a one-year period that do not generate parking revenue; and

WHEREAS, the City Commission acknowledges that existing contracts are already in place (and additional applications have been submitted) for Special Events that fall within the one-year Pilot Downtown Parking Plan, acknowledges that Special Event promoters have not budgeted the additional cost of compensating the City for its loss of paid parking revenue, and wishes to support its Special Event promoters by waiving a requirement for Special Event promoters to reimburse the City for its lost paid parking revenue during the one-year Pilot Downtown Parking Plan, beginning October 3, 2016 and ending October 5, 2017.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, IN SESSION DULY ASSEMBLED:

Section 1. That the City Commission waives any requirement for Special Event promoters (including promoters of City events, non-profit events and private events) to reimburse the City for its lost paid parking revenue during the Downtown Special Events, listed on Exhibit "A" attached hereto, being held

during the one-year Pilot Downtown Parking Plan, beginning October 3, 30216 and ending October 5, 2017.

Section 2. That the City Commission shall, when it reviews the results of the pilot program, evaluate the impact of the lost revenue as a result of waiving reimbursement by Special Event promoters during Downtown Special Events.

Section 3. That this Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, THIS 22nd day of September, 2016.

Julie Ward Bujalski
Mayor

ATTEST:

Denise M. Kirkpatrick
City Clerk

Special Event Paid Parking

	event	month	# of zones	days	hours	spaces	full rate	50% discount	75% discount	flat rate	no charge	event zones	
Non-Profit	Mardi Gras	February	4	1	12	128	\$2,304	\$1,152	\$576	\$200	\$0	2, 3, 4, 5	
	Dunedin Orange Festival	July	1	1	12	17	\$306	\$153	\$77	\$50	\$0	4	
	Dunedin Wines the Blues	November	4	1	12	128	\$2,304	\$1,152	\$576	\$200	\$0	2, 3, 4, 5	
For Profit, Under Existing Contract	Arts & Crafts Festival	January	4	2	24	115	\$4,140	\$2,070	NA	\$800	\$0	2, 3, 4, 5	
	Arts & Crafts Festival	February	3	2	24	96	\$3,456	\$1,728	NA	\$600	\$0	3, 4, 5	
	Arts & Crafts Festival	June	3	2	24	96	\$3,456	\$1,728	NA	\$600	\$0	3, 4, 5	
	Arts & Crafts Festival	November	4	2	24	115	\$4,140	\$2,070	NA	\$800	\$0	2, 3, 4, 5	
	<i>yearly total</i>				8	96	422	\$15,192	\$7,596		\$2,800	\$0	
	Dunedin Downtown Market	January	1	8	40	4	\$240	\$120	NA	\$800	\$0	4	
	Dunedin Downtown Market	February	1	8	40	4	\$240	\$120	NA	\$800	\$0	4	
	Dunedin Downtown Market	March	1	9	45	4	\$270	\$135	NA	\$900	\$0	4	
	Dunedin Downtown Market	April	1	9	45	4	\$270	\$135	NA	\$900	\$0	4	
	Dunedin Downtown Market	May	1	8	40	4	\$240	\$120	NA	\$800	\$0	4	
Dunedin Downtown Market	June	1	4	20	4	\$120	\$60	NA	\$400	\$0	4		
Dunedin Downtown Market	November	1	8	40	4	\$240	\$120	NA	\$800	\$0	4		
<i>yearly total</i>				54	270	28	\$1,620	\$810		\$5,400	\$0		
For Profit	Craft Beer Festival	March	1	1	12	49	\$882	\$441	NA	\$100	\$0	1	
	Seafood Festival	March	1	2	24	17	\$612	\$306	NA	\$200	\$0	1	
	St. Patrick's Day Celebration (1 day)	March	3	1	12	64	\$1,152	\$576	NA	\$300	\$0	3, 4, 5	
	St. Patrick's Day Celebration (2 days)	March	3	2	24	64	\$2,304	\$1,152	NA	\$600	\$0	3, 4, 5	
	Cinco de Mayo (1 day)	May	3	1	12	64	\$1,152	\$576	NA	\$300	\$0	3, 4, 5	
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	Stone Crab Festival	October	1	2	24	17	\$612	\$306	NA	\$200	\$0	1	
City	American Classics American Heroes Car Show	October	5	1	12	175	NA	NA	NA	NA	NA	2, 3, 4, 5, 6	
	Downtown Trick or Treating	October	4	1	8	128	NA	NA	NA	NA	NA	2, 3, 4, 5	
	Boat Parade & Tree Lighting Ceremony	December	1	2	24	49	NA	NA	NA	NA	NA	1	
	Old Fashioned Christmas & Holiday Parade	December	5	1	12	175	NA	NA	NA	NA	NA	2, 3, 4, 5, 6	

1. 50% discount based on Walker's report of 50% occupancy
2. Non-profits would receive a 50% or 75% discount on the for profit rates, depending on option.

EVENT FEES

All Events are subject to the following fees: License Fees, Direct Expenses (labor, parks staffing, traffic personnel, electricians, fire inspections, equipment, etc.), and any other miscellaneous expenses. All fees are to be paid in advance. A deposit will be required with the signed Event Agreement. The Event Agreement will outline a payment schedule with the final payment due at least thirty (30) days prior to the event.

Event License Fees* (per day)	Non Profit Entity	Private / For-Profit Entity		Late Fee (per week)
		without Road Closure	with Road Closure	
Attendance: Up to 149	\$150	\$150	\$650	\$25
Attendance: 150 – 299	\$150	\$300	\$800	\$25
Attendance: 300 – 599	\$150	\$500	\$1,000	\$25
Attendance: 600 - 999	\$150	\$750	\$1,250	\$25
Attendance: 1000 – 2,499	\$150	\$1,000	\$1,500	\$30
Attendance: 2,500 – 4,999	\$150	\$1,500	\$2,000	\$45
Attendance: 5,000 – 7,499	\$150	\$2,000	\$2,500	\$60
Attendance: 7,500 +	\$150	\$2,500	\$3,000	\$75
Set Up / Tear Down (outside of event days)	Daily rate up to \$500			

**Event License Fees are taxable. If organization is tax exempt and provides documentation, tax will not be charged.*

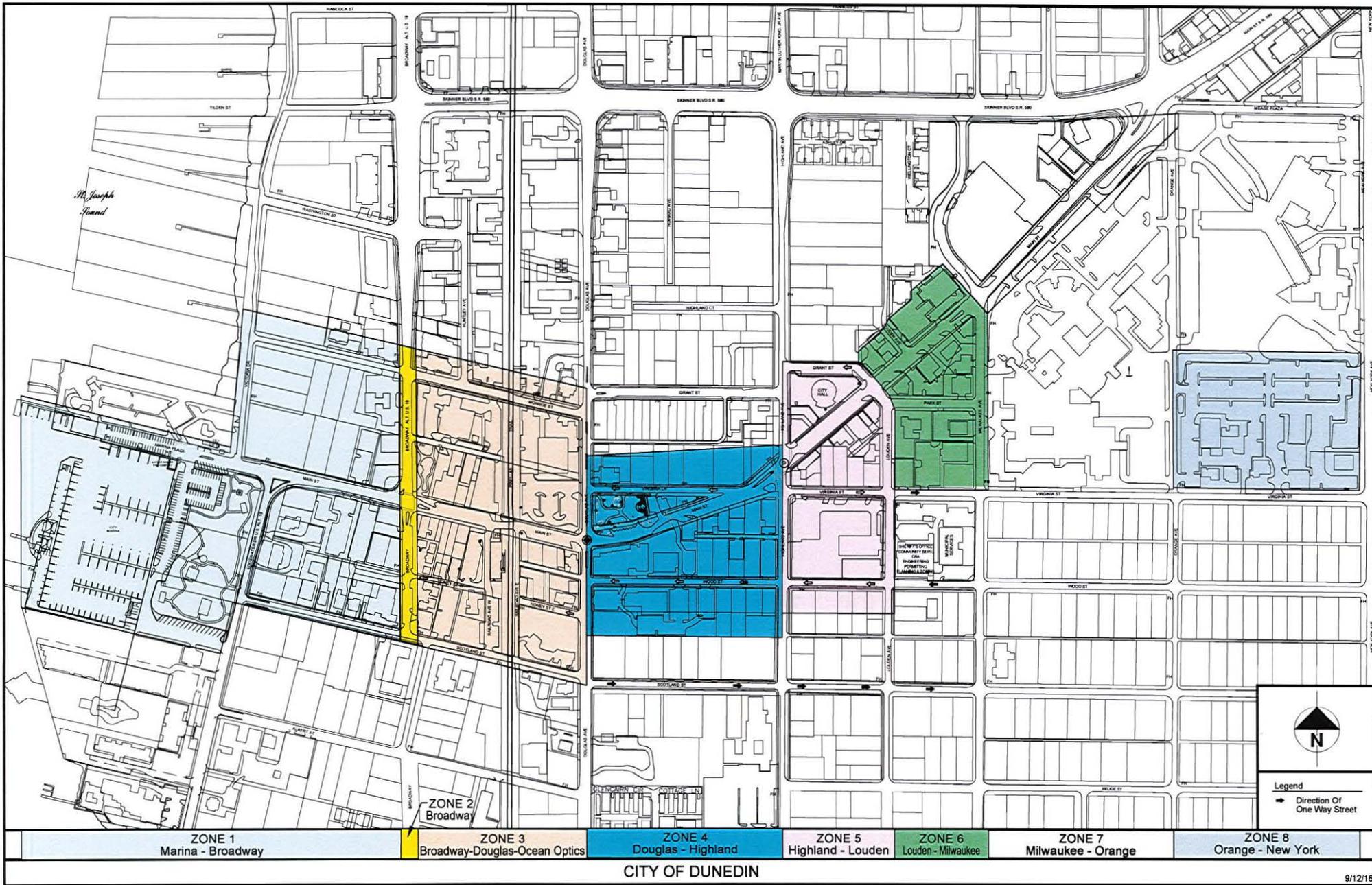
Event Attendance	Application Deadline
Up to 299	1 month prior to proposed event date
300–599 or Existing Major Events without changes*	3 months prior to proposed event date
New Major Events or Existing Major Events with changes	5 months prior to proposed event date

**If there is a change in scope (number of days, extended hours, expanded footprint, activities, additional road closure) the review process is the same as a new major event and the application deadline is 5 months prior to the proposed event date.*

Labor rates (per staff)	
City Staff (Parks, Recreation, Facilities, Traffic, etc.)	\$35 per hour
Fire Personnel	\$35 per hour
Fire Inspection (Fee included with tent permit when applicable.)	\$45 per hour
Pinellas County Sheriff Deputies (contracted separately)	Fee determined by PCSO

Dumpster rates	
2 yard container	\$55 each
4 yard container	\$75 each
6 yard container	\$95 each
8 yard container	\$115 each
10 yard open top roll off	\$235 each
20 yard open top roll off	\$335 each

**Event Promoters who have an existing account with Dunedin Solid Waste will be billed for expenses directly to their next statement.*



ZONE 1
Marina - Broadway

ZONE 2
Broadway

ZONE 3
Broadway-Douglas-Ocean Optics

ZONE 4
Douglas - Highland

ZONE 5
Highland - Louden

ZONE 6
Louden - Milwaukee

ZONE 7
Milwaukee - Orange

ZONE 8
Orange - New York

CITY OF DUNEDIN

Legend

→ Direction Of One Way Street

*** Supplement ***

Agenda Item: PH-1e

Meeting Date: 09/22/16

AGENDA MEMORANDUM

TO: City Commission

DATE: September 20, 2016

FROM: Denise M. Kirkpatrick, City Clerk *DK*

SUBJECT: Resolution 16-25, waiving paid parking revenue during certain downtown special events.

REVISION: In Resolution 16-25, Section 1 on page 2 the dated was corrected from "October 3, 30216" to "October 3, 2016".

ATTACHMENT: **Resolution 16-25**

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