

Legislation Text

File #: 17-824, **Version:** 1

Presenter/Contact

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SUBJECT:

Discuss and consider approval of the second and final reading of an ordinance amending Article V Section 86-7(d) of the Code of Ordinances to expand paid parking at Prince Solms Park to begin on May 1 and end on Labor Day, and to change the parking fee from \$10.00 to \$20.00.

BACKGROUND / RATIONALE:

At the December 11, 2017 City Council meeting, the City Council approved the first reading of the ordinance revision to increase the parking fee to \$20.00 and extend the parking season to begin on May 1 and end on Labor Day with a vote of 6-1.

The River Advisory Committee has been adjusting river related fees, working towards making the River Activities Fund revenue neutral and passing the cost of river management onto the users/customers of the service. Increasing the parking fee gives the City a predicted revenue increase with minimal changes to staff or operations. The increased fee would primarily be realized by the visitor population. The City of New Braunfels currently charges ten dollars per parking space, seven days a week, beginning Memorial Day weekend and ending on Labor Day. The surrounding river related privately owned parking lots charge a range from fifteen dollars to twenty-five dollars per parking space. A chart detailing the surrounding lots and charges is attached. Expanding the paid parking season to include all of May and raising the parking fee to fifteen or twenty dollars will move the River Activities Fund to be close to revenue neutral, or potentially fully revenue neutral with the start of a reserve fund for infrastructure and equipment replacement. Of course, revenue collection is affected by weather during the river season.

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

N/A

FISCAL IMPACT:

The fiscal year 2017-2018 budgeted general fund transfer to the river activities fund is \$217,736. The proposed parking fee increase, and parking fee season expansion will work to bring the river activities fund to revenue neutral, and potentially create an opportunity for a reserve fund.

The following chart outlines the projected revenue impact:

	FY 2016-17 YTD	FY 2017-18 Budget
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Estimated Number of Cars Parked	22,303	21,750
Revenue	\$223,030	\$217,500
\$20 Parking Fee		
FY 2017-18 Parking Revenue Budget		\$217,500
1. Increase Parking Rate to \$20.00		\$217,500
2. Extend Parking Collections to all of May at \$20.00		\$43,861
Estimated Total Parking Revenue		\$478,861

COMMITTEE RECOMMENDATION:

The River Advisory Committee unanimously recommends that the City Council increase the parking fee at Prince Solms Park to \$20 from a period of May 1 to Labor Day.

STAFF RECOMMENDATION:

Staff recommends approval of the ordinance revisions allowing for parking fees to be collected starting May 1 through Labor Day and for the parking fee to be raised to \$20.00.