



# STAFF REPORT

## SAUSALITO CITY COUNCIL

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### AGENDA TITLE:

Approval of adjusted Hotel parking rates increase to a limit of 25%

### RECOMMENDED MOTION:

Move to approve proposed revised fees for the Hotel parking rates.

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### SUMMARY/BACKGROUND

The Master Fee Schedule that was before Council on the June 24, 2008 and was adopted by the Council on said date contained a single line item regarding the Hotel Parking Rate.

The previous rate was \$290/quarter per space and the new Master Fee Schedule raised the rate to \$450/quarter per space. We billed the three hotels in question, (Casa Madrona, Hotel Sausalito, and Inn above the Tide) effective July 1, 2008 for the new rate.

Subsequent to that the City received feedback from the hotels questioning the 55% parking fee as a single rate increase. After review by staff the matter was placed before the Finance Committee on August 21, 2008.

The Finance committee directed staff to propose revised fees for the hotel parking rates in the amount of 25% increase effective from July 1, 2008.

### FISCAL IMPACT

The fiscal impact to the City is a proposed annual revenue increase of 25% over last years. Hotel parking revenue totaled \$102,080 last year, and at 25% increase would net the City an additional \$25,696. The previous rate increase adopted in June, 2008 would have brought the City an additional \$56,320 in revenue so by resetting the fees to 25% the City would see a reduction in the projected revenue.

### STAFF RECOMMENDATIONS

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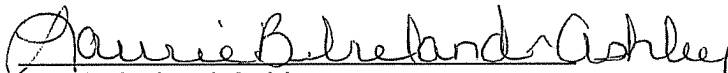
1. Approve staff's recommendation to set the hotel parking rates at \$363/quarter per space, a 25% increase over last year's rates.

## ATTACHMENTS

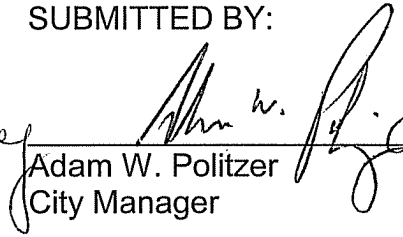
- Copy of the Master Fee Schedule noting the prior rate and proposed adopted in June 2008.

PREPARED BY:

SUBMITTED BY:



Laurie Ireland-Ashley  
Interim Finance Director



Adam W. Politzer  
City Manager

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PARKING LOT #2 - PAY PER SPACE		
up to 20 minutes	\$0.25	\$0.50
up to 40 minutes	\$0.50	\$1.00
up to 60 minutes	\$0.75	\$1.50
1-2 hours	\$2.00	\$3.00
2-3 hours	\$3.75	\$4.00
3-4 hours	\$5.50	
4-5 hours	\$7.75	
5-6 hours	\$10.00	
6-7 hours	\$12.75	
7-8 hours	\$15.50	
8-9 hours	\$19.00	
Daily maximum	\$20.00	\$25.00
RENTAL PARKING		
L Permit (Locust Street)	\$90/qtr	\$110/qtr
Premium D (Lot #3)	\$300/qtr	\$325/qtr
Regular D (Lot #4)	\$235/qtr	\$260/qtr
Resident D (residents of 400-499 Bridgeway; 1-40 Princess; 90-92 Princess; 7 Excelsior)	\$165/qtr	\$190/qtr
Hotel Parking Rate		
	\$290/qtr per space	\$450/qtr per space
Validation Stamps		
	\$125 per book (100 stamps)	
Overflow weekend/holiday parking permit in Lot #4		
	\$5/day	
New or Replacement Proximity Card for Resident Parking		
	\$10	
Reactivation of Proximity Card cancelled for non-payment		
	\$10	
Replacement Proximity Card		
	\$10	
PREFERENTIAL PARKING FOR AREAS B,C, and H		

4B3  
3  
~~60~~  
~~20~~