



City of Huntington Beach

File #: 18-166

MEETING DATE: 7/16/2018

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Fred A. Wilson, City Manager

PREPARED BY: Marie Knight, Director of Community Services

Subject:

Adopt Resolution No. 2018-48 amending Resolution 2018-29 which established a Consolidated Comprehensive Citywide Master Fee and Charges Schedule (Supplemental Fee Resolution 6) to make permanent parking rate modifications for the Great Pacific Airshow and set a policy for annual parking pass holders during events where the parking rate has been increased.

Statement of Issue:

Staff is recommending that the previously adopted parking rates for the Great Pacific Airshow become a permanent part of the Master Fee and Charges Schedule as included in Exhibit A of Resolution 2018-48. Staff is also recommending that starting January 1, 2019, all annual parking pass holders be required to pay the difference between the regular daily parking rate and the increased parking rate for specific events such as the Airshow and 4th of July.

Financial Impact:

The recommended rates as presented herein are administrative in nature and as such do not represent increased rates, but rather institutionalize the rates that were previously adopted by the City Council.

Recommended Action:

Adopt Resolution 2018-48, "A Resolution of the City Council of the City of Huntington Beach amending Resolution 2018-29 which established a Consolidated Comprehensive Citywide Master Fee and Charges Schedule (Supplemental Fee Resolution 6)."

Alternative Action(s):

Do adopt Resolution 2018-48 and direct staff accordingly.

Analysis:

Last year, at the September 5, 2017, Council meeting, City Council adopted Resolution 2017-44 which temporarily raised parking rates for the three-day Airshow event (September 29, 30, and October 1, 2017) in the attended south beach lots and at the Main Promenade Parking Structure.

This year, staff is recommending the same parking increases as referenced in "**Exhibit A**" of **Attachment 1** for the three-day period. Staff is also recommending that these rates be included in

the Citywide Master Fee and Charges Schedule for the three-day airshow period on a permanent basis. Although the actual event dates will change from year-to-year, it is not anticipated that the event would extend any longer than the three-day period, thus approving a permanent change is possible.

Specifically, as shown above, a parking fee increase of an additional \$15.00 per vehicle is recommended at the South Beach attended lots, as well as the doubling of the hourly rates at Main Promenade Parking Structure (MPPS) with a maximum daily rate of \$30.00. It is anticipated that these rates will generate amounts similar to prior years, approximately \$134,000 in support of the event.

In addition, staff is recommending the continuance of the Recreational Vehicle (RV) Event Camping Pass, which will allow RVs to camp during the entire event or a portion thereof at a rate of up to \$1,600 for the full four-day pass, generating an estimated \$11,000 for a combined total of \$145,000. While significantly higher than our existing posted rate of \$70 per day, the promoter believes that this special event rate is quite acceptable. As a comparison, in-field RV overnight rates at the Auto Club Speedway in Fontana range from \$450 to \$650 per night.

Last year the RV Camping pass was approved just a couple of weeks prior to the event and yet there were still 10 reserved spaces, even with the short notice. With an earlier start, and more opportunity for advertising, we anticipate that this year will generate even more interest.

For those wishing to bring an RV, but not wanting to camp overnight, RV's would also be allowed to park for day-use only at the increased rate of \$30 per occupied space (or \$60 per day, assuming two spaces).

Typical parking revenues during similar weekends have averaged \$45,000. Therefore, the increased rates are estimated to generate \$100,000 in support of the event (\$145,000 total increased revenue less \$45,000 average revenue).

Additionally, staff is recommending a change to the annual beach parking pass program. Starting January 1, 2019, staff recommends that all annual pass holders be required to pay the difference between the daily parking rate, which at this time is \$15, and the new rate set for these large Specific Events such as the Airshow and 4th of July.

It is important to note that customers who wish to come downtown to shop or dine have several parking options available:

1. The Pier Plaza north parking lot has easy access from 6th street and will have an hourly parking provision as spaces become available throughout the day.
2. All downtown parking meters will be hourly with a two-hour maximum.

Environmental Status:

Not applicable.

Strategic Plan Goal:

Strengthen economic and financial sustainability

Attachment(s):

1. Resolution 2018-48, A Resolution of the City Council of the City of Huntington Beach amending Resolution 2018-29 which established a Consolidated Comprehensive Citywide Master Fee and Charges Schedule (Supplemental Fee Resolution 6).