



Item No. 29

AGENDA ITEM REQUEST FORM

Town Manager's Office

Bud Bentley

Department Submitting Request

Assistant Town Manager BB

<u>REGULAR COMMISSION</u> <u>MTG</u> <u>Meeting Dates - 7:00 PM</u>	<u>DEADLINE TO</u> <u>Town Clerk</u>	<u>ROUNDTABLE</u> <u>MEETING</u> <u>Meeting Dates - 7:00</u> <u>PM</u>	<u>DEADLINE TO</u> <u>Town Clerk</u>
<input type="checkbox"/> Nov 9, 2010	Oct 29 (5:00 pm)	<input checked="" type="checkbox"/> Nov 22, 2010	Nov 12 (5:00 pm)
<input type="checkbox"/> Dec 7, 2010	Nov 30 (5:00 pm)	<input type="checkbox"/> Dec 14, 2010	Dec 3 (5:00 pm)

SUBJECT TITLE: Parking Sponsorship Program

EXPLANATION: The Commission has approved parking sponsorship by businesses in the past on a case-by-case basis. Under this arrangement, the business pays for a number of parking spaces and posts signage indicating customers can park there free of charge courtesy of the business.

We have a request from BankUnited to sponsor parking in front of their location at 227 East Commercial and we would like to structure a trial period not only for BankUnited but also for other locations during which time we would test different procedures and measure their effectiveness. Sponsored parking spaces would be open to anyone and would not be restricted to customers of the sponsor.

After the trial period, we would present a report with our recommendations for an ongoing program for Commission approval. Once adopt, we could market the program to the business community.

The Commission would need to approve the trial periods the Town Manager could set parking time limits and the fee to be charged the sponsoring business. For example, the time limit in front of BankUnited is four hours and the Bank is interested in sponsoring parking for customers in the shop area. In a sponsorship program for the Bank, we would establish several 30-minute parking spaces in front of the Bank. The cost to the Bank to participate would be the payment of loss of meter revenues (which we would calculate based on current utilization) and the start-up expense for the meter signage.

RECOMMENDATION: We recommend the Commission approve a parking sponsorship program and authorize the Town Manager to set parking time limits and establish the fee for sponsored parking spaces.

EXHIBITS: none

FISCAL IMPACT AND APPROPRIATION OF FUNDS: None - could result in an increase in revenue

- Amount \$ _____
- Acct # _____
- Transfer of funds required
- From Acct # _____

Reviewed by Town Attorney
 Yes No

Town Manager Initials CB